

An Investigation of Destination Image: Tourist Guides as Self-Image Data Resources

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Abstract- Destination image perceived by market has been studied for a long time. The main objective of this study is to examine self- image perception of destinations with special references to Turkiye as a tourist destination and Turkish tourist guides. Under the light of developed conceptual framework, a field research was designed and applied. The study discovered that there may be differences between hosts' perceptions on overall image and destination image of a country. Considering the differences this article will explore two questions that authors pose: According to guides what kind of image problems does Turkiye have and how they affect each other? Authors of the paper have implied the importance of the tourist guides in the destination image formation and management processes.

Index Terms- Destination image, Tourist guide, Perception, Attitudes, Turkiye

I. INTRODUCTION

Because of the competitive nature of tourism industry and the competition is getting more intensive among tourism destinations, identification of different attributes of the image and destination image measurement are critical to tourism marketers and decision makers of a destination. Image measurement of a destination might provide significant information that is needed to direct future marketing and planning strategies and development of the destination (Baloğlu, 1996; Hsu et al, 2004; Kotler, et al. 1993; Eclipse 9, 2003). Based on the mentioned competition, country and regional destinations are exerting significant efforts and funds toward improving their image and attractiveness among travelers (Ritchie and Crouch, 2000).

Destination image issue has been the core point of many tourism related studies for a long time. While most of the studies were collecting primarily data from visitors, only few of them targeted the residents of destinations or staff of tourism sector as data resources (Pike, 2002). As it has been seen in the forums of tourism researchers on the internet like "tri-net" and e-journals like "Eclipse", many researchers advocates the necessity of measurement of self image perception besides the market image (Eclipse 10, 2003:10).

As one of the most responsible front line staff of tourism, tour guides are playing variety of roles which are vital for the tourism industry and image of destinations (Tosun and Temizkan 2004; Pond, 1993; Dahles, 2002; Zhang and Chow, 2004). Perception and thoughts of tour guides, as key role players, should be paid attention through the investigation of destination

image as self-image data resources. Therefore, this paper will focus on destination self image measurement including destination image perception of tourist guides as residents and staff of tourism destinations with special references to a specific group of tourist guides guiding in Turkiye.

II. COUNTRY DESTINATION IMAGE AND TOURISM

Country image, mostly defined the identification of a country, is the opinion including not only with specific features but also the characteristics of the country in tourism market (Dichter, 1985; Avcıkurt, 2003). Image of a country as a destination consists of belief, ideas or impressions about what exists at a country, so everything belongs to country is assessed based on what people know about a country (Demanche, 2003; Sönmez and Sırakaya, 2002; Etchner and Ritchie, 1991; Gartner, 2003). Issues in a country like people's origin, understanding of democracy and human rights, level of technological development, employment, traffic, environmental consciousness, cleanness, show of tolerance to different cultures, public health, safety and security are effecting the country image, destination selection process of travelers and competitiveness of a destination (DPT, 2000; WTTC, 2006). Although, tourism image of a country is the only one aspect of the overall country image, the tourism researches of past two decades illustrated that it has many relations with the overall image and all of the components of destination image are also effective on country image formation and destination selection process and behavior of travelers. It is widely believed that the more positive the perception of a vacation destination the greater the possibility of selection of that destination is (Gartner, 1993; Woodside and Lysonski, 1989; Um and Crompton, 1992; Sirgy and Su, 2000; Baloğlu and McCleary, 1999; Ahmed, 1991; Milman and Pizam, 1995; Sırakaya, Shepard and McCleary, 1998; Chon and Weaver, 1991). Moreover, Image differentiates tourist destinations from each other (Milman and Pizam 1995) and destinations usually obtain their superiority against the others by means of their images. (Baloğlu and Mangaloğlu 2001; Baloğlu 1996).

A potential tourist may eliminate a destination from the list if for one reason or another s/he dislikes. On the contrary, a tourist discovery may contribute to a realization of other aspects, of an economic, technological, environmental, political or cultural nature of that country (Sönmez and Sırakaya 2002, Demanche 2003, Lepp and Gibson, 2003). Negative perception of political, religious and cultural aspects of a destination strengthens the perception of risk and influences the likelihood of visiting it (Lepp and Gibson, 2003). Thus, destinations should

focus on constructing favorable image and increasing level of favorable perception of visitors.

As one of the main barriers in front of the constructing a favorable image in the world, political issues are getting more importance. Contrary to peace demands on personal, national and international level many of the people in the world continue to live by accentuating fear, hostility and suspicion (Kim and Prideaux, 2003). Efforts of various organizations and groups aiming racism and terror or lobbying for constructing negative image about some of the developing countries in the international arena may be concerned as the toughest obstacle to overcome on the way to improve destination image and the peaceful usage of tourism in the world (Tosun, 1999; Lickorish and Jenkins 1997). Tourism, as an image-correcting instrument, plays an active role in both preventing future conflicts and fostering better political relationships. It might be thought as an instrument able to reduce tension and suspicion by influencing national politics, international relations and world peace (Mathieson and Wall, 1982; Kim and Prideaux, 2003; Butler and Mao, 1996). Additionally Anastasopoulos, (1992: 641) reported that

“Tourism by itself, neither leads to automatic prejudice reduction nor facilities improvements in social relationships. Tourism simply provides the opportunity for the social contact to occur, while the outcome of such contact could invariably be determined by its planners and specific conditions... Therefore, careful considerations to the factors influencing social and cultural relationships between the host and guest populations can lead to a properly designed touristic experience, one which will promote cultural understanding and the process of peace”. For this to occur there should be careful planning. Images of destination countries might be more favorable with constructing a better understanding between others and us by means of the social and cultural relationship provided by careful planned tourism activities.

III. ROLE OF TOURIST GUIDES IN THE DESTINATION IMAGE FORMATION AND MANAGEMENT PROCESSES

In the literature review process of tourist guiding, it has been noticed that many researchers impressed that tourist guides play many different and important roles in tourism industry. Zhang and Chow (2004) have scrutinized many of past studies about guiding, summarized, and listed these mentioned roles in their study. According to the list in this study, tourist guides play roles of ambassador, buffer, actor, caretaker, catalyst, culture broker, information giver, intermediary, interpreter/translator, leader, mediator, middleman, organizer, salesperson, shaman and teacher.

Pond (1993) has compiled the roles of guides under 5 basic titles as follows;

- A Leader, controlling or convincing a group to browse where he or she does, creating right environment toward consensus, making decisions, having willingness to assume responsibility, exerting effort to satisfy the needs and wants of tourists.

- An Educator, instructing and teaching the visitors about everything peculiar to destinations in unobtrusive professional techniques.
- A Public Relation Representative (Ambassador) empowering the cross-cultural awareness and understanding and presenting the destination in a favorable way.
- A Host, creating a comfortable environment for the guest and,
- A Conduit fulfilling the previous four roles in a right place, time and way.

In addition to Ponds' list, Tosun and Temizkan (2004) classified these roles under educator, representative and subsidiary functions.

If the roles of guides are taken in to consideration it may be mentioned that tourist guides are in the essence of image formation and management of tourism destinations. In some circumstances, some of tourist guides present view of their world and home emphasizing or omitting what they choose. This occurs intentionally or because of the governmental authority over the guide in some countries. Most would agree that guides should inform as objective as possible (Pond, 1993; Dahles, 2002).

Dahles emphasized the effect of tour guides on the destination image formation and image management “They play a pivotal role in the social construction of a local identity. On a guided tour, tourists view and interpret local sights through the words of the tourist guides. Moreover, they are made to experience the environment according to the way in which the guide constructs and represents it. However, the type of information and explanations provided for certain situations may be quite different from both the information that the government requires to be disseminated about a place and the information which a local resident would provide, even where the guides are local residents.” (2002:788)

It is clearly acceptable that guiding is a very strategic factor in the representation of a destination and guides know the positive and negative aspects of the host country that should or not be displayed (Dahles, 2002). Unless we are sure about the quality of guide services, this may result in damaging the image of tourist destination (Ap and Wong, 2001). Even political science ignores strategic role of tourism and tourist guides, policy makers shouldn't and may not. Thus, Israeli Prime Minister Moshe Dayan stated in a moment of condor; “It is easier for Arabs to become Israeli air force pilots than to become tourist guides” (cited in Mathews and Richter, 1991:127).

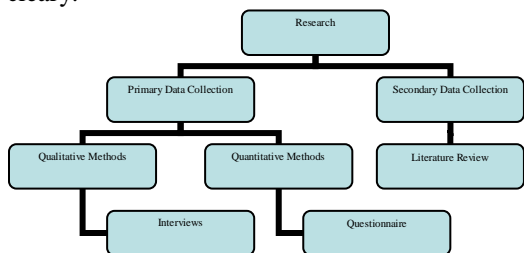
It seems there is a consensus in the literature that guides are not only key front line tourism staff of destinations but also ambassador and interface between host and visitor and a window on to a site, region or country (Pond, 1993; Ap and Wong, 2001; Dahles, 2002; Cohen, Ifergan and Cohen, 2002; Zhang and Chow, 2004; Tosun and Temizkan, 2004).

As mentioned before, knowing factors influencing image would help identify target markets and decide which image should be promoted to which segment of the market or eliminated to achieve success (Fakeye and Crompton, 1991; Demanche, 2003). At this point of view, image perception and

thoughts of “Professional Tourist Guides” (PTG) should be taken in to consideration through the investigation stages of what types of exposure affect process of country image formation in the minds of consumers.

IV. METHODOLOGY

The study was conducted in two steps. The first step of the research was the secondary data collection. In the first step, the literature about destination image and tourist guiding was reviewed and web sites of state run and public organizations as Turkish Ministry of Culture and Tourism, Association of Turkish Travel Agencies (TURSAB), Federation of Turkish Tourist Guides Associations (TUREB) etc. were visited and analyzed. Attributes of destination image related to tourist guides were listed and classified based on the data collected. Primarily important attributes were selected and put in to the draft questionnaire. Secondary data collection step was very important for the development of needed questionnaire. Following the development of questionnaire, focus group interviews, and designed questionnaire were conducted as the second step and field study of the research. As the researchers are also PTG and continuously in communication with other guides filling the questionnaires, they made unstructured interviews about the subject. Steps and research techniques of the study can be seen in following figure. We created this figure to be understood more clearly.



4.1. Survey Instrument

Both, scale items and unstructured techniques are needed for validation purposes as they complement each other to identify “true” images of tourist destination and to capture the richness and multi-components of the destination image construct (Etchner and Ritchie, 1993; Baloğlu and Mangaloğlu, 2001). This study employed survey questionnaire as main data collection instrument besides focus group interviewing and participant observation. As a qualitative primary data collection instrument, “focus group interviewing technique is supposed to encourage not only an exchange of views and ideas, but also the production of new ideas as a consequence of the public sharing and assessing of the ideas. Access to information which is highly confidential, emotive or personal may be essential to the research project whether one gets it and then how it is used, depends very much on the trust built up between the interviewer and interviewee” (Clark et al. 1998; 137,138). The questionnaire draft was developed based on a comprehensive review of the relevant literature, opinions of the academicians on the scientific internet forums for researchers like tri-net and colleagues of the authors and experiences of the authors and conducted through personal interview. It involved open-ended, multiple choice and likert scale questions. The questionnaire consisted of four

sections. The first section included a study of tourism image of Turkiye; beaches, historical and natural attractions, cultural variety, nightlife, accommodation facilities, infrastructure, hygiene and cleanness in tourism facilities, prices of tourism services, attitudes of local to tourists, shopping opportunities and tourism staff. It was structured in 5 point Likert scale ranging from “(1) very bad” to “(5) very good”. The second section explored general issues of image of Turkiye by the statements about democracy level, human rights, relations with neighbors, risk of being victim of crime, risk of being a victim of terror, economy, job relations, cultural richness, standards of medical services, reliability of people, traffic, environment, hospitality of people, standard hygiene and cleanness, respect to private life and tolerance to different cultures. It was also designed in 5 point Likert scale ranging from “(1) strongly disagree” to “(5) strongly agree”. The third section included multiple selection and open ended questions that represent tourist guides’ perception of boundaries of Turkiye from the aspects of cultural and political structure. The fourth section involved variables of the profile of respondents.

4.2. Sampling

According to the 2014 reports of culture and tourism ministry of Turkiye, the number of licensed professional tourist guide is 15.802 in Turkiye. % 27.72 of them have the license and are not actively working as a tourist guide but they also don’t want to loose their licenses. Thus, sample population of study is decided 11.188 actively working professional guides. According to De Vaus (1996:71), the minimum sample size of 10.000 sample population should be 330. Riddick and Russel (1999: 163) stated that 367 is an appropriate number as a sample for 8.000 population. The calculated sample size is 400 by employing the formula barrowed from Ryan (1995:178).

4.3. Field Study

As one of the strongest problems, tour guides are mobile workers and to reach and make them to fill the questionnaire is not possible while they are working. The questionnaire were sent to the PTG via Internet and social media. Tourist Guide Associations from all over the country were also approached for distributing and collecting the questionnaires. PTG who are the members of these associations, according to where they reside, were asked to participate the survey by e-mail. 428 of the questionnaire were completed and returned. And this number is enough for the sampling in the study.

V. STUDY RESULTS

7.1. Demographic Profiles of the respondents

The gender distribution of the respondents was 132 (30.8 %) female and 267 (62.4 %) male. The three dominant age groups of respondents were 18-25 (34.8 %), 26-35 (28.5 %), 36-45 (16.1 %) and 46 and above 102 (25.8%) made up the smallest group. In terms of education 62.1 % of the respondents had faculty or 4 years school degree of university and 19.3 % had postgraduate while 15.3 % and 3.2 % had collage and high school education.

Table 1: Demographic Profile of Respondents

	Frequency N=428	This Survey %
<i>Gender</i>		
Male	267	62.4
Female	132	30.8
No Respond	29	6.8
<i>Age Group</i>		
18-25 yr	149	34.8
26-35 yr	122	28.5
36-45 yr	69	16.1
46 yr and above	39	9.1
<i>Education Level</i>		
High School (Lycee)	13	3.2
College (2 years Schools of Universities)	62	15.3
Faculty or 4 years Schools of Universities	251	62.1
Postgraduate	78	19.3
No Respond	24	5.6

7.2. Perceived General and Tourism Images of Turkiye by PTG

Perceived attributes about tourism image and general image of Turkiye by PTG and calculated standard deviations and means of attributes were listed in Table 2 and Table 3. For all of the 14 items about tourism image in Table 2 were framed positively higher than 3.00 ranging from 3.04 to 4.41 between “normal” and “very good”. According to the mean scores of 5 items ‘variety and richness of living culture’ (4.41), ‘climatic features’ (4.32), ‘natural attractions’ (4.30), ‘historical places’ (4.21) and ‘beaches and coastline’ (4.15), it is seen that PTG underlined the tourism resources and potential of Turkiye. Although there is no mean score under 3.04 of ‘Professional ability of tourism staff’, all of the mean scores of items between 4.00 and 3.00 may be acceptable economical development and general image related issues like quality, infrastructure, hygiene and cleanness and education. It should be considered to the extent of Turkiye

strengthen its economy these items will more satisfy PTG and tourists. Grand mean score of Table 2 (3.79) shows that the tourism image of Turkiye was perceived better than ‘normal’ and close to ‘good’.

Table 2: The Perception of Tourism Image of Turkiye by Professional Tourist Guides

	Frequency N=428	Std. D.	Means
1. Natural attractions		0.850	4.30
2. Climatic Features		0.765	4.32
3. Variety and richness of living culture		1.767	4.41
4. Historical Places (Museums, Ancient sites etc.)		0.910	4.21
5. Beaches and Coastal Line		0.885	4.15
6. Shopping opportunities and facilities		0.949	3.71
7. Variety of accommodation facilities		0.947	3.82
8. Attitude of public to tourists		0.988	3.54
9. Night life / entertainment opportunities		1.032	3.45
10. Quality of accommodation facilities		0.955	3.63
11. Affordability of products and service price		1.067	3.44
12. Hygiene and cleanness in tourism enterprises		1.012	3.41
13. Professional ability of tourism staff		1.188	3.04
14. Infrastructure of tourism areas (roads, communication, energy etc.)		0.991	3.43
Grand Mean		-	3.79
Mean Scale: 1- very bad, 2- bad, 3- normal, 4-good, 5- very good			

Table 3: The Perception of General Image of Turkiye by Professional Tourist Guides

	Frequency N=428	Std. D.	Means
<i>Proposed Items about General Image</i>			
1. EU membership will positively affect Turkiye’s tourism image.		1.180	3.83
2. Some tourist guides willingly give detrimental information.		1.335	2.70
3. PTG plays an important role in image generation.		0.883	4.39
4. Turkiye is a democratic country.		1.199	2.70
5. Turkiye shows respect to human rights.		1.177	2.50
6. Turkiye has good relations with neighbors .		1.151	2.38
7. Risk of being victim of crime (burglary, snatching etc.) is very high in Turkiye.		1.106	2.26

8. Terror risk is very high in Turkiye.	1.069	3.72
9. Turkiye is an economically strong country.	2.598	1.08
10. Business relationship is ethical in Turkiye.	1.057	2.41
11. Turkiye has variety and richness of living culture.	0.855	4.30
12. The standards of health service are high.	1.071	3.04
13. Turkish people is reliable.	0.972	3.35
14. Traffic is very safe.	0.775	2.10
15. Turkiye is environmentally friendly.	1.088	2.63
Grand Mean		2.93
Mean Scale: 1- strongly disagree, 2-disagree, 3- neutral, 4- agree, 5- strongly agree		

In general image evaluation as it's shown in Table 3, PTG were asked to indicate their agreement about 16 items on 5 point Likert scale from strongly disagree (1) to Strongly agree (5). The favorable perceptions about given general image items for Turkiye as mean scores in rank were 'PTG plays an important role in image generation.' (4.39), 'Turkiye has variety and richness of living culture.' (4.30), 'Turkish people is hospitable' (3.98), 'EU membership will positively affect Turkiye's tourism image' (3.83), 'Terror risk is very high in Turkiye' (3.72), 'Turkish people is reliable' (3.35), 'The standards of health service are high.' (3.04). The most unfavorable perceived image item about general image is 'Turkiye is an economically strong country' with mean score 1.08.

The grand mean score about general image of Turkiye is 2.93 and it could be stated that professional tour guides have more positive perception than the literature of past two decades about the overall image of Turkiye. The European Union accession process of Turkiye should be affective on the more positive perception of Turkiye.

7.3. Various Thoughts of PTG

PTG have been asked to position their opinion about the questions given in Table 4 between 1=strongly disagree and 2=strongly agree. PTG emphasized that they play affective role on the image formation of countries by mean score 4.39. They also stated that as a foreign and domestic political target of it expected EU membership will positively effect the image of Turkiye by mean score 3.83. It is indicated by PTG that besides PTG play important role on the image formation of a country, it sometimes may be negative contribution to the image of a destination by malevolent guides. As it is seen in Table 4 PTG gave the mean score 2.70 to the proposition of 'some of the guides intentionally gives wrong information about a destination'.

Table 4: Various Thoughts Of Professional Tourist Guides

	Frequency N=428	Mode	Std. D.	Means
1. Tour Guides play affective role on the image formation of countries.		5	0.883	4.39
2. Expected EU membership		5	1.180	3.83

will positively effect the image of Turkiye .

3. Some of the guides intentionally gives wrong information about a destination	4	1.335	2.70
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7.4. Classification of Turkiye on the Aspect of Political and Cultural Structure by PTG

As an unstructured image evaluation question, respondents were asked to position status of belonging of Turkiye by on the aspects of political and cultural structure filling in the blanks of given sentences. On the aspect of political structure, answers of 417 of the PTG were found evaluative. 39.3 % of answers positioned Turkiye in Asian, 35 % middle-eastern, 18.7 % European, 6.9 % Mediterranean and none of them Asian-European and Unique (Table 5).

Table 5: Classification of Turkiye on the Aspect of Political Structure by Professional Tourist Guides

	Frequency N=417	Valid %
<i>On the aspect of political structure Turkiye is a country.</i>		
European	78	18.7
Middle-eastern	146	35
Unique	0	0
Asian	164	39.3
Asian European	0	0
Mediterranean	29	6,9

Classification of Turkiye on the aspect of cultural ties can be seen in Table 6. While 48.5 % of 422 PTG stated that cultural ties of Turkiye are stronger with Middle Asia than other, 32.4 % of them stated Middle East and 10.6 % Europe. As one of the most intellectual social class in Turkiye, answers of PTG indicated that Turkiye can be seen as a cultural bridge or

crossroads of cultures but mostly being evaluated inside the Asian political border.

Table 6: Classification of Turkiye on the Cultural aspects by Professional Tourist Guides

	Frequency N=422	Valid %
<i>Cultural ties of Turkiye are stronger with than others.</i>		
Middle Asia	205	48.5
Middle East	137	32.4
Europe	45	10.6
North of The Black sea	19	4.5

7.5. Domestic and Foreign Political Issues Affecting Tourism Image of Turkiye

For determining the degree of foreign and domestic political issues affecting the tourism image of Turkiye, 2 multi selection question were asked. PTG were given 4 foreign and 4 domestic issues selected based on the literature review and asked to select the most important political issue of which has negative affect on the tourism image of Turkiye.

PTG added other issues such as ‘economy’, ‘governments and mafia relations’ and ‘radicals of rightists and leftists’ to the given ‘political events’, ‘separatist terror’, ‘Gezi Park protests’ and ‘security’ issues about domestic issues affecting tourism image of Turkiye in unfavorable way. About foreign political issues, they added ‘politicians’ and ‘Turks living abroad’ to the given selections.

In Table 7 it is seen that the most important negatively affective domestic political issue on the tourism image of Turkiye was selected ‘Political events’ (35.3 %) and the second was ‘separatist terror’ (22.4 %). The selection rate of ‘security’ (3.2 %) is very low.

Table 7: What is the most important domestic political issue affecting the tourism image of Turkiye?

	Frequency N=428	Valid %
<i>Issues</i>		
Political events	151	35.3
Separatist Terror	96	22.4
Gezi Park Protests	82	19.2
Security	12	3,2
Other	44	10.2

The most affective foreign political issue was selected as ‘Syria Crisis’ (38.3 %), the second was ‘Armenian allegations’ (22.4 %) and the third was ‘The EU process’ (18.2 %). ‘The wars in Iraq and in the middle east ’ (5.6 %) was not accepted in the

primary 3 issues to be solved (Table 8). In other, it is interesting that PTG added the issue ‘Turkish citizens living abroad’ as an negatively affective issue to the given issues. It means that intentionally or not, some of the Turkish citizens living abroad are not representing Turkiye in a positive way.

Table 8: What is the most important foreign political issue affecting the tourism image of Turkiye?

	Frequency N=428	Valid %
<i>Foreign Political Issues</i>		
Syria Crisis	164	38.3
Armenian issue	96	22.4
The EU Process	78	18.2
The wars in Iraq and in the middle east	24	5.6
Other	66	15.4

On the focus group discussions, some of the respondents emphasized that “Despite the fact that they are Turkish citizens if they do negative representation intentionally, they may be member or sympathizer of a group aiming racism and terror or a lobby constructing negative image in the international arena for Turkiye”. They may also be unintended and uneducated immigrant Turkish workers. It is easily realized that wars around tourist destination countries are affecting the visit desire of potential tourist to a destination. Most of the respondents were agree on that Turkiye has rich and various tourism resources. The governments could not have paid needed attention and realized the expectations of the tourism industry because of the political interests and pressures of interest lobbies on the politicians. Most of the negative perceived image items were seen related with the interests of politicians and their interest-oriented movements. They also stressed that even if Turkiye has lower standards of human rights, economy, infra and upper structure, education, traffic, hygiene and cleanness etc. comparing to the west (Europe and U.S.A), the perception of the tourists is getting more positive after the first experience in Turkiye. They indicated the most affective image eroding but self-manageable issues as Armenian allegations, Cyprus issue, human rights matter, and separatist terror.

One may expect that the demographic features influence the perceptions of PTG. To analyze these possible influences a two-way analysis of variance was used to not only the effects of demographic factors on image items but also the interactions between image items. The analysis could not provide a strong evaluative finding.

VI. CONCLUSION

It is arguable that if it necessitates or not to get tourist guides or other groups of tourism labor as the population for a study researching the image of their own habitat. But it is sure that PTG have deep, actual and multi dimensional knowledge and opinion about the issues related with their own country and tourism destination. As a frontline and more intellectual staff of

tourism industry, tour guides are playing a vital role in the each of the stages of tourist experience in a destination and image formation process of that destination. For a successful tourism planning, destination management and marketing strategy, opinions of tour guides should be considered. This study is contributing to the literature by establishing mirror effect (self perception) approach for the further destination image studies by positioning the tour guides as mirrors reflecting the current and coming up situation of the destination itself.

According to the research results, PTG perceive the tourism image as positive while general image of Turkiye is perceived negative. Generally, both of the images are affecting the other one and this situation is not just valid for Turkiye. It is valid for every country. However, there are some foreign and domestic political problems influencing the destination images it should be noted that positive tourism image may be a great chance for developing countries like Turkiye to build a positive general image in the international arena. Tourist guides, as representatives of the country, should be selected carefully and educated at least, as much as ambassadors on the political issues should. By using tourism, Turkiye may focus on eliminating the Armenian allegations, proving its charity on military intervention to Cyprus and telling the validity of its ideas. The hegemony of the international global scale tour operators and the trend of mass tourism based on sea, sun and sand may be recognized as the toughest step on the usage of tourism as a political image builder. Further researches may focus on how to improve the negative aspects of the image and what to do to achieve this. Besides, repeating and updating the research on a large scale will contribute to the generalization of research results. The works, in the future, will be more successfully carried out in the area. On the other hand, the matters may remain unresolved, destination may be infamised or it will lead to negative competition.

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