



Effects of Tourism Development Problems on Tourist Satisfaction and Revisit Intention: Example of Adiyaman

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Abstract

The aim of the research is to determine the factors that affect the development of tourism in Adiyaman. In addition, it is aimed to reveal the impact of the factors affecting the development on the satisfaction of tourists and their intention to revisit. In the research, survey was used as a data collection tool. The local tourists visiting Adiyaman were focused on and 312 valid questionnaires were collected in total. Descriptive analyses, explanatory and confirmatory factor analyses, and structural equation analyses were performed on valid data. Based on the findings, it was determined that the problems in the development of Adiyaman tourism were gathered under six factors. These factors are named as (i) superstructure investments and quality, (ii) interaction, training and services, (iii) diversity of supply, plans and policies, (iv) infrastructure investments, (v) atmosphere and promotion of the touristic region, (vi) sustainable development. However, as a result of structural equality analysis, it was concluded that the direct effect of the factors affecting the development of tourism on customer satisfaction and intention to revisit is significant and positive.

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