



The Relationship between Tourist Satisfaction and Service Quality with Recommendation Intention: Study of a Cultural Heritage Site**

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Abstract

The purpose of this study is to analyze the relationship between service quality and tourist satisfaction with the recommendation intention of a cultural heritage site. For this purpose, the data was obtained through a structured questionnaire and applied face-to-face to domestic and foreign tourists. The sample is consisted of 400 tourists visiting Bergama cultural heritage sites in August 2019. The chi-square test of independence method was utilized in the analysis of the developed hypotheses. The findings of the present study revealed that there is a relationship between the recommendation intention of the cultural heritage site with the satisfaction of tourists considering the expenses and time spent. The other finding displayed the relationship between service quality and the recommendation intention of the cultural heritage site. As a result, providing tourist satisfaction and service quality, which has a statistically significant relationship with the recommendation intention of tourists, appeared to be among the main objectives of cultural heritage sites as tourist destinations.

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