



## 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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## INTRODUCTION

Over the past century with the pace of the tourism industry all over the world, cultural heritage sites became favorite destinations for tourists, enhancing the attractiveness of the destination and competitiveness generating revenues for the tourism providers. Cultural heritage sites are emerging as key elements of the touristic product, promoting the attractiveness of the destination and creating distinctiveness through comparative advantage in the fact of globalization. The importance of cultural heritage sites in the tourism industry is highlighted with some studies revealing its relationship with international tourist arrivals and tourism receipts of the destination. According to these studies, there are significant relationships with the number of cultural heritage sites between tourist arrivals (Su and Lin, 2014) and tourism receipts (Bacsi and Tóth, 2019) having an impact on the economic development of destination countries (Farid, 2015). Visiting cultural heritage sites involves a tangible cultural element such as historic buildings and ancient sites, important archaeological or architectural sites, and remarkable monumental sculptures or paintings that induce tourists to travel destinations. Cultural heritage sites are the key constituents of cultural (heritage) tourism and recognized as a distinct product category. Tighe (1986) proposed that cultural tourism was observed in the late 1970s when people visited specifically to procure a profound knowledge of a cultural heritage destination. In the beginning, cultural tourism opted for an alternative activity towards standard sand, sun, and sea tourism; appealed to better-educated, cultivated, and affluent tourists. Since the 1990s cultural tourism has been recognized as a high-profile and cultural tourist recognized as mass-market activity offering a huge portion of international visitors (McKercher & du Cros, 2002, p.1).

Nowadays, it is acknowledged that cultural tourism employs a crucial segment in terms of international tourism dispatching destinations to promote their cultural heritage sites for the consumption of tourism. Pronouncedly, cultural tourism contributes to economic development by providing new job opportunities and income generation of the destinations, and socio-cultural development by raising the living standards of local people. Moreover, cultural tourism stimulates the income generation of other sectors by increasing the occupancy rates of accommodation establishments (Albayrak, 2013, p. 54-55). Promoting cultural heritage sites as attractive destinations entails an immense endeavor of the tourism providers to obtain favorable behavioral intentions of the tourists such as recommendation intention to others. Besides, gaining a favorable behavioral intention is a foremost goal for the tourism provider, requires a profound understanding of tourists' perceptions. Tourists convey their perceptions of service quality and satisfaction through word-of-mouth (WOM) and recommend the destinations to others. Therefore, tourism providers need to designate the service quality and satisfaction of tourists to provide a favorable behavioral intention for the recommendation of the destination. The attempt of this study to bridge the gap in cultural heritage sites promoted as a touristic product with the recommendation intentions induced by customer satisfaction and service quality. The contribution of this study is to realize the relationship between the recommendation intentions of tourists with its motives for a specific touristic product as cultural heritage sites to the literature and the field. This study aims to analyze the relationship between customer satisfaction in terms of expenses and time spent by tourists, and service quality with recommendation intentions of a cultural heritage site.

## Literature Review

In the tourism industry, service quality (Eraqi, 2006, p.469) and tourist satisfaction (Hau and Omar, 2014, p.1827) are the most important tools of competitive advantage in the present competitor market. In terms of the tourism

industry, tourists are the customers of touristic product providers. In the tourism literature, research on service quality and tourist satisfaction sustained interest for more than a half-century. The current literature defines service quality as the discrepancy between customer expectations and the evaluation of the actual performance of the product or service received (Parasuraman, Zeithaml & Berry, 1988, p.16; Zeithaml, Parasuraman & Berry, 1990, p.15). Bintarti and Kurniawan (2017) also defined service quality as a comparison between the tourists' experience during the visiting process to the service provided by the destination. Kotler and Keller (2016, p.11) identified customer satisfaction as a feeling of the content resulting from the comparison of the customer's perceived performance or outcome of a product or service with their expectations. Tian-Cole and Crompton (2003) proposed that service quality and the level of tourist satisfaction are vital for tourism destinations for their effect on tourists' recommendation intentions.

In the tourism scope, quality is assigned to the features of a service, principally monitored by tourism providers. Service quality is the outcome of the tourism providers and is also termed as the quality of performance. Thus, the assessments of the quality of performance are established on perceptions of tourists' about the performance of the touristic product. On the other side, tourist satisfaction alludes to a sentimental frame of mind evaluating the performance of the touristic product. Baker and Crompton (2000, p. 787) state that tourists' social-psychological visiting a site (such as mental state, tendency, wants) and exogenous events (such as climate, environment, social group intercommunications) are beyond the tourism providers monitor and affect tourists' satisfaction. Tourist satisfaction is the situation of meeting the demands, needs, and expectations of the customers with a touristic product (Anton, 1996 as cited in Pavlic, Perucic & Portolan, 2011, p. 592). Thus, quality of performance is considered as a measure of a touristic product's outcome, whereas satisfaction level is determined by measuring a tourist's outcome. Concisely, quality of performance is deemed as the attributes of a service monitored by tourism suppliers, while satisfaction is ascribed to a tourist's mind of state after visiting a destination (Baker & Crompton, 2000, p.787-788).

In recent years, many previous studies proposed that quality and tourist satisfaction are sources of a positive word-of-mouth recommendation (Baker and Crompton, 2000; Barlas, Mantis and Koustelios, 2010; Phillips, Wolfe, Hodur and Leistritz, 2013) and perused the effect of WOM on destination choice (Harris, 2014; Lai, Hitchcock, Lu & Liu, 2018; Tasci & Gartner, 2007). Arndt (1967) explained WOM as "oral, person-to-person communication between a perceived non-commercial communicator and a receiver concerning a brand, a product, or a service offered for sale" (as cited in Matos & Rossi, 2008, p. 578). The findings of some studies proposed the relationship between customer satisfaction and positive WOM is significant (Beeho & Prentice, 1997; Bigné, Sanchez & Sanchez, 2001; Hallowell, 1996; Ross, 1993). Moreover, word-of-mouth is positively influenced by the perceived destination's quality and tourist satisfaction (Wang, Tran & Tran, 2017, p.409). Word-of-mouth is not directly monitored by tourism providers', but possesses major importance in attracting new customers via recommendations to others. Word-of-mouth purposes a positive dialogue between present customers and prospective customers in the form of recommending the service and conveying positive statements (Barlas et al., 2010, p. 292). WOM is considered as a key promotional tool for the tourism industry since word-of-mouth opinions are received from credible sources such as friends and family members (Harrison & Shaw, 2004, p. 23). Anderson (1998, p.6) defined recommendation intention as "informal communication between private parties concerning evaluations of goods and services to other consumers".

In the tourism literature, various studies were conducted to research the relationship between service quality, tourist satisfaction, and recommendation intention to others (Getty and Thompson, 1995; Sert and Karacaoğlu, 2018; Silik and Ünlüönen, 2018; Wang et al., 2017) or post-purchase intentions (Theodorakis, Alexandris, Tsigilis & Karvounis, 2013). Some other studies just searched the relationship between satisfaction and recommendation intention (Huo & Miller, 2007) or post-purchase intentions (Aydoğdu, Koç & Koç, 2018; Harrison & Shaw, 2004; Hui, Wan & Ho, 2007). Another study just examined the relationship between service quality and recommendation intention (Barlas et al., 2010) or post-purchase intentions (Öztürk & Şahbaz, 2018). In other similar studies, some other variables such as customer value (Oh, 1999) and dimensions of experiences (Hosany & Withan, 2009) were also included in the analyses additional to the relationship among service quality or satisfaction and recommendation intention (Hosany and Withan, 2009) or post-purchase behavior (Oh, 1999).

The growing body of literature recognizes the importance of service quality and tourist satisfaction on recommendation intention in the tourism industry as aforementioned. It has been noted that the previous studies differ in the context of the field study. Some studies investigated the relationship of service quality, tourist satisfaction, and recommendation intention in the hospitality study field (Getty & Thompson, 1995; Oh, 1999). Some other studies examined the relationship in the context of visiting the museum (Harrison & Shaw, 2004; Huo & Miller, 2007; Sert & Karacaoğlu, 2018). In other studies, the relationship was inspected in winter and sport tourism field such as ski centers (Aydoğdu et al., 2018; Barlas et al., 2010; Öztürk and Şahbaz, 2018; Silik and Ünlüönen, 2018) and football games (Theodorakis et al., 2013). In another study, cruise tourism (Hosany and Withan, 2009) was analyzed to prescribe the relationships between service quality, tourist satisfaction, and recommendation intention. A few studies researched the relationship between destination's perceived service quality (Öztürk and Şahbaz, 2018; Wang et al., 2017) and tourist satisfaction with behavioral intentions such as revisit and recommendation intention of a city (Aydoğdu et al., 2018; Hui et al., 2007; Wang et al., 2017). Relatively little research was performed in the context of cultural heritage sites as a destination to reveal the relationships among service quality and tourist satisfaction with recommendation intention to others. This study investigates this relationship in a brand new field to contribute to the literature and also to the tourism providers of a cultural heritage site. In this study; the two-way chi-square test of independence is utilized to analyze the relationship between tourist satisfaction by the time spent and expenses, service quality, and the recommendation intention to others of a cultural heritage site.

## **Methodology**

The main purpose of the present study is to determine the relationship between tourist satisfaction according to the time and expenses they spent at their visits to cultural heritage sites and their recommendation intention of the sites to others. Another aim of the research is to analyze the relationship between the quality of touristic service provided and the intention to recommend the cultural heritage sites to others. Since the data obtained according to the purpose of the research are at categorical level, the non-parametric statistical test was utilized. Non-parametric statistical tests are appropriate when the data are obtained via nominal or ordinal scale and non-numerical in nature (McClave & Sincich, 2013, p. 27; Sekaran, 2003, p.394). In non-parametric tests, the nominal scale represents an individual's distinguishing feature by covering categorical information on the variable of interest (Sekaran, 2003, p.420). In the line with the aim of this study, the data was analyzed by benefiting a non-parametric test since the recommendation intention of the cultural heritage sites to others possesses a categorical data feature. Chi-square test

of independence was utilized in the analysis of the developed hypotheses following the purpose of the study. The two-way chi-square test of independence was applied to determine the relationship between the two qualitative variables. The hypotheses tested in this study are listed below:

H<sub>1</sub>: There is a relationship between tourists' satisfaction by the time they spent and their recommendation intention to others.

H<sub>2</sub>: There is a relationship between tourists' satisfaction by expenses and their recommendation intention to others.

H<sub>3</sub>: There is a relationship between service quality and tourists' recommendation intention to others.

### **Sampling and Data Collection Tool**

Bergama cultural heritage site is the study area because it is regarded as the 999<sup>th</sup> UNESCO World Heritage Site as a Multi-Layered Landscape Area in 2014. Moreover, Bergama is one of the oldest settlements in the world with a history of 8.500 years, hosting many civilizations. Bergama is described as the "City of Firsts" in the historical process that includes one of the first treatment centers in the world (Asklepion), the steepest theater, (Acropolis), one of the first seven churches of Christianity (St. Jean Church), one of the few spa buildings of the period (Alliano), as well as mansions, inns, baths, mosques, fountains, and many cultural and historical values belonging to the Ottoman period (Gülhan, 2016, p. 169).

The universe determined in line with the purpose of this study includes domestic and foreign tourists who visited Bergama cultural heritage sites in August 2019. The survey application was carried out in Acropolis, Asklepion, Kızıllavlu (Basilica) archaeological sites, and Bergama Museum, which are the most tourist attraction points of Bergama cultural heritage sites. Accordingly, the universe of this study contains 12.311 domestic and 10.012 foreign tourists visiting the cultural heritage site in August 2019. The sample of this study was selected from volunteer tourists by simple random sampling method. When the specified formula for the sample size was applied, the sufficient sample size for this study was found to be 371. Since the total number of individuals composed the universe, the data for sample size at 95% confidence level was obtained. Thus, the sample size selected in this study was sufficient to represent the universe.

In the research, a structured questionnaire was designed as the data collection tool. Administering questionnaires as one of the main data gathering methods in survey research was conducted. The questionnaires were personally administered to take the advantage of collecting data more efficiently concerning time and costs (Sekaran, 2003, p. 236). Thus, a personally administered structured questionnaire promotes more and faster data and renders statistical techniques of the data into interpretations. The questionnaires were prepared in Turkish and English so that they can be applied to domestic and foreign tourists. Each questionnaire in the study includes two sections. In the first part, there are questions about the demographic information of the tourists.

The questions in the next section of the questionnaires are to elicit the tourists' opinions about the cultural heritage sites at the end of their visit. These questions are prepared for tourists' expressions of their satisfaction according to the time and expenses spent during their visit. Furthermore, there are questions about the tourists' evaluation of the service quality of the touristic product and their intention to recommend the cultural heritage sites to others. Bergama cultural heritage sites determined as the study area are Acropolis, Asklepion, Kızıllavlu (Basilica), and Bergama Museum. Data were obtained from domestic and foreign volunteer tourists visiting the study area by applying a face-

to-face questionnaire survey technique. In order to obtain the necessary data for this study, the survey technique was applied in August 2019 by interviewing 330 domestic and 70 foreign tourists.

### **Measurement**

The variables of this study comprised of tourist satisfaction according to the time spent and expenses, the service quality of the touristic product, and the recommendation intention of the cultural heritage site to others. According to the time spent by the tourists, they were proposed to state their satisfaction as “satisfied” or “not satisfied”. It was deemed appropriate for the tourists to indicate their satisfaction as “satisfied” or “not satisfied” according to their expenses. Tourists were impetrated to express “sufficient” or “insufficient” in their evaluation of the service quality of the touristic product. The last variable, the tourists’ intention to recommend the cultural site to others, was stated to choose either “yes” or “no”. The nominal scale was used to measure the responses of tourists to variables. The responses with the nominal scale were created to categorize, classify, define and distinguish according to certain characteristics. In this scale, the properties measured do not represent quantities, so the ranking process among the data was not conducted. Apart from this, the demographic information of the tourists participating in the study was also obtained.

### **Data Analysis Method**

The data collected within the scope of the study were analyzed utilizing the SPSS (Statistical Package for the Social Sciences) statistical package program. In the analysis, the chi-square test of independence was determined to test the developed hypotheses and to analyze the relationship between the categories of two qualitative variables at the classification level. In this analysis technique, cross-tables are created with the frequencies of the categories of two qualitative variables at the classification level. The overlapping categories in these tables are called the cells of cross tables (Can, 2018, p. 343).

According to the purpose of the study, the existence of a relationship between two qualitative (categorical) variables was investigated. A cross-table (contingency table, cross-tabulation, or two-way table) was utilized to analyze the data. Thus, the data is classified according to two categorical variables. The categories of one variable frame the columns of the cross-table, while the categories of the other variable form the rows of the same table. The cells of the cross table are obtained where each row and column intersect. The expected and observed counts are measured separately for each level of one categorical variable. The expected value in each cell is obtained by multiplying the row and column totals of that cell by the number of samples (Can, 2018, p. 344; Kalaycı, 2018, p. 90).

The significant relationship between variables within the categories is determined by calculating the differences between the expected and the observed value in the cells of the cross-table (Can, 2018, p. 345; Kalaycı, 2018, p. 90). In this study, the two-way chi-square test of independence was applied to determine the existence of a significant relationship between two qualitative variables with two categories. Additionally, necessary conditions were provided to apply the two-way chi-square test of independence. These conditions are the number of individuals participating in the research should be less than 20 and one of the expected value should be below 5. Otherwise, Fisher’s Exact Test should be preferred when each variable has two categories and the conditions are not met.

### Findings on demographic and categorical variables

Domestic and foreign tourists visiting Bergama cultural heritage sites were requested to obtain demographic data. The responses declared by the tourists were analyzed by the SPSS program, and the frequency and percentage distributions were summarized. According to the findings, 330 of the tourists were domestic (82,5%) and 70 of the tourists were foreign (17,5%) tourists. When the findings were examined according to gender; 213 (53,2%) of the tourists were men and 187 (46,8%) were women. In regards to the marital status information of the tourists; it was realized that 156 (39,0%) of them were married and 244 (61,0%) of them were single. When the age groups of the tourists were evaluated, it has been determined that the majority (47,2%) of the tourists were between the ages of 35-54 in the cultural heritage site. Considering the educational status of tourists, it was observed that the majority of them were graduates (61,5%). When the occupation of tourists was evaluated, it was determined that private-sector employees (41,8%) were in the majority. According to the survey results, the household income of the majority of the tourists was between 6.501 TL and 19.000 TL (52,1%). The currencies in the questionnaires prepared in the English language for foreign tourists were expressed as Euros and US Dollars. In the conversion of foreign currencies to the Turkish Lira, the buying exchange rate determined by the Central Bank of the Republic of Turkey was used. Accordingly, the official website of the Central Bank listed 1 USD as 5,6410 TL and 1 Euro as 6,2718 TL for August 2019 ([www.tcmb.gov.tr](http://www.tcmb.gov.tr)).

As the percentage distributions and frequencies of the categorical variables of the tourists visiting the cultural heritage area were examined; 361 (90,2%) tourists stated that they were satisfied by the time they spent visiting the cultural heritage site. In addition, a total of 329 tourists (82,2%) were expressed that they were satisfied with the expenses they spent to visit the cultural heritage site. It was determined that 292 tourists (73,0%) contemplated the service quality of the touristic product as sufficient. Finally, 383 tourists (95,8%) purported the recommendation intention of the cultural heritage site. The demographic and categorical variables of the tourists who participated in the study were summarized in Table 1.

In concise, it was determined that the majority of the tourists had a high level of education, were employed in the private sector, and included in the high-income group. It was also noticed that the majority of tourists visiting the site were middle-aged and older people. According to the marital status, most of the tourists were married when the obtained data was analyzed.

**Table-1.** Findings on demographic and categorical variables

<b>Gender</b>	<b>f</b>	<b>%</b>	<b>Marital Status</b>	<b>f</b>	<b>%</b>
Woman	187	46,8	Single	156	39,0
Man	213	53,2	Married	244	61,0
<b>Age</b>			<b>Education</b>		
Age 18 and below	9	2,2	Secondary school	15	3,8
Between age 18-34	139	34,8	High school	59	14,7
Between age 35-54	189	47,2	Undergraduate	246	61,5
Age 55 and above	53	15,8	Graduate	80	20,0
<b>Occupation</b>			<b>Household Income</b>		
Student	48	12,0	3000 TL and below	28	7,0
Retired	57	14,1	3001-6500 TL	120	30,0
Private sector employee	167	41,8	6501-19000 TL	208	52,1
Public sector employee	93	23,3	19001-37500 TL	21	5,1
Craft and related trades workers	35	8,8	375001 TL and above	23	5,8

**Table-1.** Findings on demographic and categorical variables (Continuation)

<b>Satisfaction by time</b>		
Satisfied	361	90,2
Not satisfied	39	9,8
<b>Satisfaction by expenses</b>		
Satisfied	329	82,2
Not satisfied	71	17,8
<b>Service Quality</b>		
sufficient	292	73,0
Not sufficient	108	27,0
<b>Recommendation Intention</b>		
Yes	383	95,8
No	17	4,2

**Testing Hypotheses**

In testing the hypotheses of this study, the two-way chi-square test of independence, which was frequently utilized in the analysis of two qualitative variables with two categories. The hypothesis that investigated a statistically significant relationship between two qualitative variables is as follows:

H<sub>1</sub>: There is a relationship between tourists’ satisfaction by the time they spent and their recommendation intention to others.

**Table-2.** Cross-Table

Time spent		Recommendation intention		
		Yes	No	Total
Satisfied	Observed	354	7	361
	Expected	345,7	15,3	361,0
Not satisfied	Observed	29	10	39
	Expected	37,3	1,7	39,0
Total	Observed	383	17	400
	Expected	383,0	17,0	400,0

In this table, the rows represent the satisfaction according to the time spent by the tourists as a variable and the recommendation intention counts are presented in the columns. The findings revealed that 354 tourists were satisfied by the time spent and intended to recommend. On the other hand, just 7 tourists were satisfied by the time spent and would not intend to recommend the cultural heritage site to others. However, 29 tourists were not satisfied with the time they spent and had the recommendation intention of the cultural heritage site. In addition, the number of tourists who were not satisfied with the time they spent and would not intend to recommend the cultural heritage site is 10.

**Table-3.** Findings of the two-way chi-square test of independence

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	48,591 <sup>a</sup>	1	,000	,000	,000
Continuity Correction <sup>b</sup>	42,941	1	,000		
Likelihood Ratio	27,180	1	,000		
Fisher’s Exact Test					
Linear-by-Linear Association	48,469	1	,000		
N of Valid Cases	400				

According to the findings of the two-way chi-square test of independence; Pearson’s chi-square value is 48,591 and has a significant result at a 5% significance level since the p-value (,000) is less than 0,05. Therefore, the null

hypothesis is rejected and the alternative hypothesis is accepted. The qualitative variables are dependent representing a relationship between tourist satisfaction by the time they spent and recommendation intention to others. Moreover, Fisher’s Exact Test was applied as one cell had an expected count less than 5 and the result of this test is also significant ( $p < 0,05$ ).

**Table-4.** Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	,346	,000
N of Valid Cases	Cramer’s V	,346	,000
		400	

In addition; the correlation coefficient (Phi) between the two variables conveys the strength of the relationship between variables. P-value verifies that there is a significant relationship between variables (0,000). The other hypothesis that tested a statistically significant relationship between two qualitative variables is as follows:

H<sub>2</sub>: There is a relationship between tourists’ satisfaction by expenses and their recommendation intention to others.

**Table-5.** Cross Table

Expense spent		Recommendation intention		
		Yes	No	Total
Satisfied	Observed	323	6	329
	Expected	315,0	14,0	329,0
Not satisfied	Observed	60	11	71
	Expected	68,0	3,0	71,0
Total	Observed	383	17	400
	Expected	383,0	17,0	400,0

The rows represent the satisfaction according to expenses spent by the tourists as a variable and the recommendation intention counts are presented in the columns in Table 5. The findings ascertained that 323 tourists who were satisfied by the expenses, were intended to recommend. On the other side, just 6 tourists were satisfied by the expenses and would not intend to recommend the cultural heritage site to others. Though, 60 tourists were not satisfied with the expenses they spent and would recommend the cultural heritage site to others. Additionally, the number of tourists who were not satisfied with the expenses spent and also would not intend to recommend the cultural heritage site is 11.

**Table-6.** Findings of the two-way chi-square test of independence

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	26,814 <sup>a</sup>	1	,000	,000	,000
Continuity Correction <sup>b</sup>	23,560	1	,000		
Likelihood Ratio	19,481	1	,000		
Fisher’s Exact Test					
Linear-by-Linear Association	27,747	1	,000		
N of Valid Cases	400				

According to the findings of the two-way chi-square test of independence; Pearson’s chi-square value is 26,814 and has a significant result at a 5% significance level since the p-value (,000) is less than 0,05. Thus, the null hypothesis is rejected and the alternative hypothesis is accepted. The qualitative variables are dependent and represent a relationship between tourist satisfaction by the expense spent and recommendation intention to others. Moreover,

Fisher’s Exact Test was applied as one cell had an expected count less than 5 and the result of this test is also significant ( $p < 0,05$ ).

**Table-7.** Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	,259	,000
	Cramer’s V	,259	,000
N of Valid Cases		400	

Additionally; the correlation coefficient (Phi) between the two variables conveys the strength of the relationship between variables. P-value verifies that there is a significant relationship between variables (0,000). The other hypothesis that analyzed a statistically significant relationship between two qualitative variables is as follows:

H<sub>3</sub>: There is a relationship between service quality and tourists’ recommendation intention to others.

**Table-8.** Cross Table

		Recommendation intention		
Service quality		Yes	No	Toplam
Sufficient	Observed	108	0	108
	Expected	103,4	4,6	108,0
Not sufficient	Observed	275	17	292
	Expected	279,6	12,4	292,0
Total	Observed	383	17	400
	Expected	383,0	17,0	400,0

According to the table, the rows represent the service quality as a variable and the recommendation intention counts are presented in the columns. The findings deduced that 108 tourists thought the service quality was sufficient and intended to recommend. Besides, none of the tourists thought service quality was sufficient and would not recommend the cultural heritage site to others. Even so, 257 tourists contemplated that the service quality was not sufficient but had recommendation intention of the cultural heritage site. In addition, the number of tourists who thought the service quality was not sufficient and would not intend to recommend the cultural heritage site is 17.

**Table-9.** Findings of the two-way chi-square test of independence

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	6,567 <sup>a</sup>	1	,010	,009	,004
Continuity Correction <sup>b</sup>	5,214	1	,022		
Likelihood Ratio	10,977	1	,001		
Fisher’s Exact Test					
Linear-by-Linear Association	6,550	1	,010		
N of Valid Cases	400				

According to the findings of the two-way chi-square test of independence; Pearson’s chi-square value is 6,567 and has a significant result at a 5% significance level since the p-value (,000) is less than 0,05. Therefore, the null hypothesis is rejected and the alternative hypothesis is accepted. The qualitative variables are dependent and represent a relationship between service quality and recommendation intention to others. Moreover, Fisher’s Exact Test was applied as one cell had an expected count less than 5 and the result of this test is also significant ( $p < 0,05$ ).

**Table-10.** Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	,128	,010
	Cramer's V	,128	,010
N of Valid Cases		400	

Further; the correlation coefficient (Phi) between the two variables conveys the strength of the relationship between variables. P-value verifies that there is a significant relationship between variables (0,000).

**Discussion and Conclusion**

Over the past century, cultural heritage sites promoted as touristic products engaging the overall attractiveness of tourists with the pace of globalization. Cultural heritage sites strengthen the attractiveness and competitiveness of places, regions, and countries in the advancement of the tourism industry. Identifying the key factors in promoting cultural heritage sites is a vital task for tourism providers and countries that generate income in return. Recommendation intention is one of the best and cheapest promotion tools for cultural heritage sites conveying positive word-of-mouth. Tourists mostly depend on noncommercial resources of knowledge, such as recommendations from relatives and friends, while determining a holiday (Klenosky & Gitelson, 1998). Perceived its importance, investigating recommendation intention in the tourism literature endure a critical area of research (Baker & Crompton, 2000; Hui et al., 2007). Today, service quality and tourist satisfaction are deemed as the most important means in escalating the competitiveness of destinations with the pace of globalization (Pavlic et al., 2011). Tian-Cole and Crompton (2003) stated that service quality and satisfaction with a destination affect the attitudes of tourists towards a destination. Therefore, touristic product providers should emphasize the evaluation of tourist satisfaction with the quality of service provided. Both superior performances of service quality and satisfaction levels are considered to be critical for captivating positive word-of-mouth (Baker & Crompton, 2000). In the tourism industry, service quality and tourist satisfaction have a decisive role in recommending tourism destinations, as particular touristic products.

Service quality and tourist satisfaction occur as a result of evaluations between the expectations of the tourist before purchasing the touristic product and the performance perceived after purchasing and consuming. The relationship between service quality, tourist satisfaction, and recommendation intention received substantial attention in tourism literature. Evidence suggests that service quality, tourist satisfaction are among the most important factors that affect tourists' recommendation intention of a destination. This study provides an analysis of the relationship between service quality, tourist satisfaction, and recommendation intention of a particular destination such as a cultural heritage site. Thus, it is aimed to analyze the relationship between the satisfaction and service quality of tourists visiting Bergama cultural heritage sites and their intention to visit again. A questionnaire consisting of two parts was developed to determine tourist satisfaction, service quality, and tourists' recommendation intention. The first part of the questionnaire was prepared to obtain the demographic information of the tourists and the second part of the questionnaire included categorical variables. The questionnaires were applied face-to-face to a total of 400 domestic and foreign tourists who visited Bergama cultural heritage sites in August 2019. In the analysis of the data obtained, the relationship between service quality and tourist satisfaction and the tourists' recommendation intention was analyzed by the two-way chi-square test of independence. The previous studies differ according to the method

in investigating the relationship between service quality, customer satisfaction and tourists' recommendation intentions.

According to the literature review, the relationship between service quality, tourist satisfaction, and recommendation intention or their effect on recommendation intention is examined by different statistical methods. Some studies investigated the relationship by proposing a model (Barlas et al., 2010; Getty & Thompson, 1995; Harrison & Shaw, 2004; Hui et al., 2007; Huo & Miller, 2007; Oh, 1999; Theodorakis et al., 2013; Wang et al., 2017) and benefiting regression analysis (Barlas et al., 2010; Hui et al., 2007; Oh, 1999) and factor analysis (Aydoğdu et al., 2018; Getty & Thompson, 1995; Hosany & Witham, 2009; Sert & Karacaoğlu, 2018;) or structural equation modeling (Harrison & Shaw, 2004; Silik & Ünlüönen, 2018; Theodorakis et al., 2013; Wang et al., 2017) or analysis of variance (Huo & Miller, 2007; Öztürk & Şahbaz, 2018).

The direct effects of satisfaction on recommendation intentions affected by service quality and were confirmed by some of the studies (Aydoğdu et al., 2018; Getty & Thompson, 1995; Wang et al., 2017). Other studies ascertained that tourists' recommendations (Huo and Miller, 2007; Hosany and Witham, 2009) and revisit intention were positively related to overall satisfaction levels (Harrison & Shaw, 2004; Hui et al., 2007). Similar studies provided that service quality positively affected recommendation (Barlas et al., 2010) and revisit intention (Oh, 1999; Öztürk & Şahbaz, 2018). In other studies, customer satisfaction mediated between service quality and recommendation (Silik and Ünlüönen, 2018) and revisit intention (Theodorakis et al., 2013). Another study uncovered service quality had a positive and significant effect on satisfaction and recommendation intention (Sert & Karacaoğlu, 2018). Eventually, the findings of the present study supported the findings of previous studies that purposed to evince the relationships between service quality, tourist satisfaction, and intention to recommend. The present study strengthens the importance of service quality and tourist satisfaction on recommendation intention. In addition, the present study contributes to the literature and tourism industry providing a new brand field study such as cultural heritage sites pointing out the accelerating tourism segment in the pace of competitive environment of the tourism industry.

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