



Turizm Akademik Dergisi

Tourism Academic Journal

www.turizmakademik.com



Experiential Destination Marketing and Tourist Behavior: A Research on Senior Tourists*

Bilge ÇAVUŞGİL KÖSE^{a**}, Ayşe AKYOL^b

^a Çanakkale Onsekiz Mart University, Ezine Vocational School, ÇANAKKALE, ORCID: 0000-0001-8646-4401

^b Arel University Faculty of Economics and Administrative Sciences, İSTANBUL, ORCID: 0000-0002-4039-5823

Abstract

Destination tourism activities and objects, by their very nature, are experience based and have a high potential in terms of experiential marketing's applicability. In this regard, it has been aimed to adapt strategic experiential marketing modules (sense, feel, act, think and relate) to the destination of Istanbul and to analyze the effect of those components on the satisfaction level and behavioral intentions (loyalty, intention to pay more and negative WOM) of senior tourists visiting Istanbul, Turkey. Data were collected by a self-administrative questionnaire on senior visitors. The results of structural equation model showed direct and indirect relations between strategic experiential marketing modules, experiential satisfaction and behavioral intentions.

Keywords: Experiential Marketing, Destination Marketing, Senior Tourists, Structural Equation Modeling.

JEL CODE: L83, M31

Article History:

Received : 06 September 2019

Revised : 01 November 2019

Accepted : 15 November 2019

Article Type : Research Article

Köse, Ç. B. & Akyol, A. (2019). Experiential Destination Marketing and Tourist behavior: A Research on Senior Tourists, Turizm Akademik Dergisi, 6 (2), 271-287.

* This article is produced from the doctoral thesis prepared by the first author under the supervision of the second author.

** Corresponding author e-mail address: bilgecavusgilkose@comu.edu.tr

INTRODUCTION

The concept of marketing within the historical process has passed through different phases with different ideas and understandings; and also transformed the marketing strategies of businesses and behavior of consumers. On the era, the marketing understanding is focused on creating consumer values (Armstrong & Kotler, 2015: 19), and the consumers have started to search for experience instead of products that provide them functional benefits only (Hudson, 2008: 433). In other words, consumers are in pursuit of experiences that establish personal relations with them that give a sparkle for their feelings and that arouse curiosity (Schmitt, 2000: 17). In the global market of tourism where competition is big and ongoing; destinations have to differentiate their products and services create unforgettable experiences for their customers in order to meet the changing customer requests, to continue existing in the market and to benefit from competitive advantages. However, traditional tourism marketing approaches consider the destinations as a meta measured by the number of visitors (Buhalis, 2000: 98) and they utilize product-based marketing strategies instead of tourists (Williams, 2006: 483). Within this context, it can be said that experiential marketing that is focused on consumer experiences with an innovative approach has a great potential of applicability to experiential tourism goods and services and destinations that provide those integrative.

Experiential marketing is accepted as a strategic marketing approach in tourism and recreation literature. There are studies evaluating the relations between experiential marketing and post-consumption behavior separately in hotels (Lin, 2006), zoos (Tsaour, Chiu & Wang, 2007), coffee shops (Yuan & Wu, 2008), restaurants (Chou, 2009), museums (Dirsehan, 2011) and wetland parks (Wang, Chen, Fan & Lu, 2012). In other words today; hotels, restaurants, airlines and cruiser companies utilize experiential marketing in order to strengthen the connection between their brands and customers. However, no research has been found that deals with destination experience within the scope of strategic experiential marketing in the related literature. Therefore, considering that everything that tourists live at a destination constitute an experience (Oh, Fiore & Jeoung, 2007: 120) and that the end product in a touristic visit is the sum of all experiences (Goldsmith & Tsiotsou, 2012: 207); it cannot be said that these studies have fully discovered the experiential aspects of tourism event.

A similar problem is observed in studies focused on the market for old aged people. Many researchers in

tourism literature argue that the traditional marketing approach that considers the senior tourists with a stereotype and therefore it is inadequate to meet the needs and requests of this market and that the experiential marketing studies towards senior tourists should increase (Hudson, 2010; Major & Mcleay, 2013; Moal-Ulvoas & Taylor, 2014; Patterson & Pegg, 2009; Tung & Ritchie, 2011). However, there is no present study relating the senior tourist market with strategic experiential marketing.

According to the deficiencies determined in the previous studies after the literature review and the suggestions; the goal of this study is to examine Istanbul as a touristic destination within the scope of strategic experiential marketing aspects, to determine the experiential marketing perceptions of senior tourists visiting Istanbul and to relate the experiential marketing modules with the post-experience behavior of this tourist market. The following section provides a brief review of the modules of experiential marketing, senior tourist market, experiential satisfaction and behavioral intentions to propose specific research hypotheses within the theoretical framework. Next, the proposed theoretical model is empirically tested using structural equation modeling (SEM) analysis. Finally, the theoretical findings as well as the limitations of the study and future directions for further research are discussed.

THEORETICAL FRAMEWORK

Experiential Marketing and Tourism

One of the fundamental premises of consumer behavior is that people often buy products not for what they do, but for what they mean. This principle does not imply that a product's primary function is unimportant, but rather that the roles products play and the meaning that they have in our lives go well beyond the tasks they perform (Solomon, 1999: 15). According to Schmitt (2000: 22); "consumers take functional features and benefits, product quality, and a positive brand image as given. What they want is products, communications, and marketing campaigns that dazzle their senses, touch their hearts and stimulate their minds. They want products, communications, and campaigns that they can incorporate into their lifestyles and deliver them an experience". The experiential marketing approach argues that the consumers do not only purchase a product or service, but they also purchase an experience with it; and it aims to create exciting, joyful, emotional and unforgettable experiences for the consumers. In order to reach these goals, experiential marketing applications utilize the strategic experiential modules that consist of experiential modules named as sense, feel, think, act and relate.

Sense: The Sense module - or Sense marketing - appeals to the senses with the objective of creating sensory experiences, through sight, sound, touch, taste and smell. Sense marketing may be used to differentiate companies and products, to motivate customers and to add value to products e.g., through aesthetic pleasure, excitement or beauty (Schmitt, 2000; 1999). Sensory module is a marketing strategy frequently used by tourism and hospitality industry due to its components. There are restaurants and hotels all over the world named as themed or conceptual and designed in a way to address the visual senses of the customers. In a similar way, sense of smell has great importance for tourism industry. In his study, Crouse (2010) has revealed that the hotels utilizing odors associated with hotel's brand image and general ambiance are perceived as cleaner and more comfortable.

Feel: Feel marketing appeals to customers' inner feelings and emotions, with the objective of creating affective experiences that range from mildly positive moods linked to a brand to strong emotions of joy and pride (Schmitt, 1999: 61). Feelings appear during the consumption in their strongest and the most intensive feelings are experienced in service industries such as travel and hospitality industry where face-to-face communication is intense (Schmitt, 2000: 128). A drink treated during the check-in at hotel may cause a feeling of a warm welcome among the customers; so the hotel management may generate positive emotional experiences among the customers from the first moment on.

Think: Think marketing appeals to the intellect with the objective of creating cognitive, problem-solving experiences that engage customers creatively. Think appeals to target customers' convergent and divergent thinking through surprise, intrigue and provocation (Schmitt, 1999: 61). When considering with the scope of tourism; the intellectual experience may be explained with the sense of curiosity among the tourists visiting an ancient city, buildings of ancient civilization or a palace/castle used in the past about how the people used to live back in time. Also, the Egyptian Pyramids and Mayan Temple, of which the architectural characteristics are still a mystery today, can be given as examples of touristic elements which surprise the tourists with a sense of curiosity.

Act: Act marketing enriches customers' lives by targeting their physical experiences, showing them alternative ways of doing things, alternative lifestyles and interactions (Schmitt, 1999: 62). Behavioral experience has its keyword as "act" and it aims the consumers to interact with other people and/or live a physical experience (Sheu, Su & Chu, 2009: 8488). The

tourists who participate in water sports, dart contests etc. in the hotels they stay are within this scope.

Relate: Relate marketing contains aspects of Sense, Feel, Think and Act marketing. However, Relate marketing expands beyond the individual's personal, private feelings, thus relating the individual to something outside his/her private state (Schmitt, 1999: 62). Relate implies a connection with other people, other social groups or a broader more abstract social entity such as a nation, society or culture (Schmitt, 2000: 171). The relation established between a tourist and the local society and culture where he/she visits can be given as an example in relational marketing.

Experiential Marketing and Destinations

With the traditional marketing approach, destinations are considered as a meta measured with the number of visitors only. This causes that the specific geographical, environmental and socio-cultural aspects of these destinations remain in the background (Buhalis, 2000: 97-98). Destinations have to get out of the images such as sea-sand-sun or low prices and build empathy with their visitors. In other words, successful destination marketing needs to establish emotional ties with the lives of consumers. In this sense, the importance of experiential marketing for destination brand development is a new concept (Hannam, 2004: 258-259).

Experiential marketing has become an important keystone in marketing and it has a great potential due to its applicability in tourism marketing (Tsiotsou & Ratten, 2010: 540). Majority of economic values provided by tourism and travel industry are based on experience (Tsaur, et.al, 2007: 49). Tourism basically consists of experiences of tourists based on travelling, seeing, learning, entertainment and living. Therefore, everything that tourists live at a destination constitutes an experience (Oh et.al, 2007: 120). Tourists experience tangible consumption experiences such as accommodation and transportation, also intangible consumption experiences such as cultural interaction and entertainment; therefore, destinations can be considered as an umbrella creating integrative experiences (Ditoiu & Caruntu, 2014:302).

When the tourism destinations are examined with regards to strategic experiential marketing modules; for sensory module we can say that the natural beauties of the destination address the visual senses whereas food and drink unique for the destination address the senses of taste and smell. Similarly, when the visitors feel comfortable, entertained and/or happy in the activities they participate, this can be considered as an example of affective module; whereas the sense of

curiosity and amazement caused by the architectural buildings in the destination is an example of intellectual experience. Within the scope of behavioral module; we can give examples such as the willingness of tourists to participate physically in the activities; whereas purchasing souvenirs from the destination is an example of relate module.

Experiential Marketing and Senior Tourists

The term “senior travelers” is used to mean people of above age 50 who largely travel for leisure and use tourism commercial networks and establishments during their trip (Handzuh, 1996). This group is healthier, wealthier and more active than the previous generation; they have different employment conditions but also have sufficient time for travel, a willingness of self-development (Moscardo, 2006) and they usually travel in time periods different than traditional vacation seasons and they usually prefer overseas (Glover & Prideaux, 2008). Senior tourists are more adventurous and willing to try new things (UNWTO, 2010) and they prefer places where they can discover different histories and cultures and learn new things (Patterson, 2012). In general, senior tourists constitute a great and significant potential for touristic destinations due to their share in total international arrivals, their extension of tourism season and the low level of dependence they have on climate conditions.

Senior tourists are a heterogeneous market with different physical, social and psychological requests and needs. Therefore, they prefer vacations that provide them unforgettable experiences instead of stereotyped ones (Hudson, 2010). It is seen that this opinion is reflected in many studies of tourism literature that examine the senior tourist market.

The main starting point of studies considering the senior tourist market within the scope of experiential marketing approach is the idea that there are various studies in the related literature which departmentalize the senior tourist market in order to understand their travel motives and touristic preferences, however the expectations of this market from tourism are inadequate. In a similar way, the common result of these studies indicate that this market wants to enrich their lives by learning and information, spiritual and mental illumination, authenticity, nostalgia, pleasure, entertainment, active participation in activities and adventure as the unforgettable experience of vacation. Another common result of these studies is that the tourism industry should develop various marketing strategies to meet the expectations of senior tourist market (Hudson, 2010; Major & Mcleay, 2013; Moal-Ulvoas & Taylor, 2014; Patterson & Pegg, 2009; Tung & Ritchie, 2011). Within this context, it can be said

that experiential marketing approach that defines the consumers as emotional individuals and aims to provide them delighting experiences and the aspects of strategic experiential marketing are important to meet the requirements of senior tourists and their expectations from tourism.

Experiential Marketing and Tourist Behavior

With the completion of experiential consumption phase, various results appear as reflected on tourists' behavior. These results differ depending on positive or negative perception of consumption experience and/or definition. Positive result of the experience directs tourists to the satisfaction, re-visiting the destination, advise to other tourists and consumption behavior such as spending more. Similarly, negative experience creates dissatisfaction among the tourists and has results such as not visiting the destination again, and to have a tendency for complaining instead of advising.

Experiential satisfaction

Consumption experience is the basic compound of experiential marketing. Similarly, these experiences play a critical role for tourism industry and components; because the base of products and services provided by this industry consists of non-material experiences (Yuan & Wu, 2008: 387). In other words, tourism products and services are almost always experiential (Williams, 2006: 487). For this reason, the studies involved in tourist expectations and satisfaction should also have an experiential perspective (Chen & Noci, 2014: 1232). Experiential satisfaction is conceived of on the basis of the concept of service satisfaction, though it extends beyond service satisfaction in that it focuses on consumers' overall evaluation of their experiences after consumption. Thus, from an experiential perspective, experiential satisfaction reflects the satisfaction experienced from the service content associated with a specific transaction (Kao, Huang & Wu, 2008: 166). Therefore, here the concept of experiential satisfaction is defined as a tourist's overall satisfaction with the visit experienced at a destination. The concept of experiential satisfaction is used in the research conducted with the theme park visitors (Kao et.al., 2008; Wu, Li & Li, 2014), festival visitors (Akyildiz & Argan, 2010) and cultural tourists (Wu & Li, 2014).

Behavioral intentions

The concept of behavioral intention expresses the tendency of a person to conduct or not to conduct a specific behavior (Ajzen, 1991: 182). In the literature of marketing, the concept of behavioral intent mostly covers the behavior of customers after the services they receive (Bezirgan, 2014: 529). In other words,

behavioral intend is an indicator whether the customers will continue to buy services of the business or not. Behavioral intentions are separated into two groups as desired and undesired behavioral intentions. Desired behavioral intentions are loyalty and will to pay more; whereas undesired behavioral intentions are tendency to change business and external reactions (Zeithaml, Berry & Parasuraman, 1996).

The behavioral intentions in tourism literature are used under the same meaning with loyalty, re-visiting and advising. For instance, Chen & Tsai (2007: 116) explain behavioral intentions as the intention of visitors to re-visit the same destination or the will to advise this destination to others. In another study, destination loyalty is defined as the re-visit of tourists and advises the destination by positive communication to others as the behavioral intentions (Su, Hsu & Swanson, 2014: 9). Within this scope, the study aimed to measure the positive word of mouth communication of visitors and intention to re-visit with the loyalty variable; and the negative word of mouth communication behavior with the external reaction to problem variable. Many studies conducted about behavioral intentions have underestimated the undesired behavioral intentions as they were designed on desired behavioral intentions (Tsaour et.al., 2006). The combination of behavioral intentions faucet developed by (Zeithaml et.al., 1996) with the desired and undesired behavioral intentions was adopted to this study. Within this context, within the scope of behavioral intentions of tourists, loyalty and tendency to pay more and tendency to change and negative word of mouth (NMOW) were examined in the study.

HYPOTHESIS

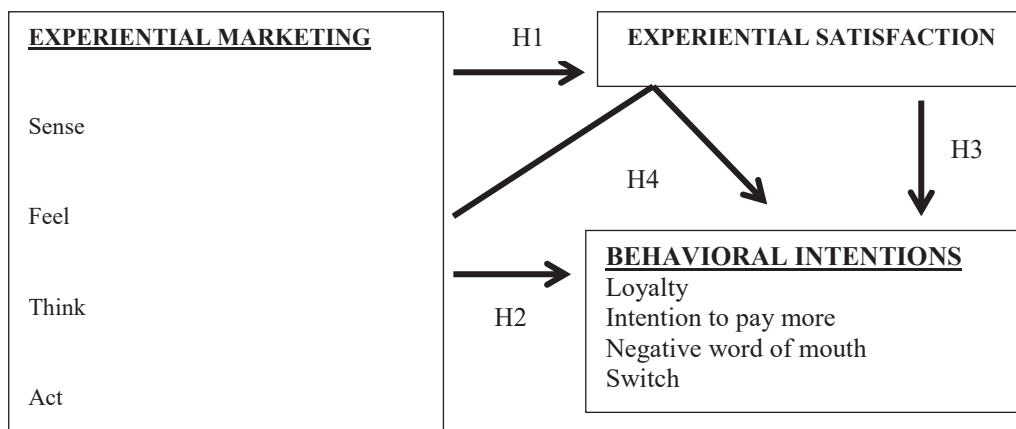
In the tourism literature, there are several studies examining the relations between the strategic

experiential modules and satisfaction and behavioral intentions. For instance; Lin (2006) has conducted a study on the visitors of thermal hotel in Taiwan and the relation between strategic experiential modules and experiential value, satisfaction and loyalty was examined. According to the results of the study; a positive relation between experiential modules and experiential value, satisfaction and loyalty was revealed. Erbaş (2010) has discussed the variables of experiential marketing, satisfaction and loyalty within the scope of coffee shops chain. The study has reached to the conclusion that the strategic experiential marketing modules have directly affected the customer satisfaction and loyalty. Another study conducted on the visitors of theme parks with different activities and games has examined the relation between experiential marketing, satisfaction and behavioral intentions. The study has revealed that there is a positive relation between the five experiential modules and the variables of satisfaction and behavioral intentions. Also, the mediation effect of the satisfaction variable on behavioral intentions is another result. (Honantha & Anandya, 2010). The study which examined the relation between the festival participants’ experiential marketing perceptions and satisfaction and loyalty has reached to the conclusion that experiential marketing has a direct impact on the satisfaction of festival participants, whereas an impact through the satisfaction variable on the loyalty of participants (Yang, 2010).

Hypotheses, which were prepared in light of the literature review, are listed below as direct and indirect impacts. Our proposed model containing all the hypotheses is presented in presented in Figure 1.

H₁: Experiential destination marketing modules (a. sense, b. feel, c. think, d. act, e. relate) have a direct effect on experiential satisfaction.

Figure 1. The Hypothetical Model



- H₂: Experiential destination marketing modules (a. sense, b. feel, c. think, d. act, e. relate) have a direct effect on behavioral intentions (a. loyalty, b. intention to pay more, c. negative word of mouth, d. switch).
- H₃: Experiential satisfaction has a direct effect on behavioral intentions (a. loyalty, b. intention to pay more, c. negative word of mouth, d. switch).
- H₄: Experiential destination marketing modules (a. sense, b. feel, c. think, d. act, e. relate) have an indirect effect on behavioral intentions (a. loyalty, b. intention to pay more, c. negative word of mouth, d. switch) through experiential satisfaction.

METHODOLOGY

Questionnaire Design

To test the above hypothetical model, we employed a questionnaire survey to collect the data. The questionnaire items are generated after an extensive

literature review. A self-reported questionnaire was developed to test relationships among the three main concepts: experiential marketing, experiential satisfaction and behavioral intentions as shown on the theoretical model (Figure1).

The studies of Schmitt (2000) and Lin (2006) were adapted to the aim of this study in order to measure the experiential destination marketing and a scale of 25 items was created. The scale consists of five dimensions and it has 5 items for sensitive module, 5 items for emotional module, 3 items for intellectual module, 5 items for behavioral module and 7 items for relational module. The experiential satisfaction scale consists of 4 items and it was adopted from the study of Kao et.al. (2008). The scale of behavioral intentions was created by using the studies of Zeithaml et.al., (1996) and González, Comesaña & Brea (2007); and it consists of 11 items: 5 items for loyalty, 2 items for tendency to pay more, 2 items for tendency to change and 3 items for negative WOM.

Respondents were asked to indicate their levels of agreement with a five-point Likert-type scale, where 1= *extremely disagree* and 5 = *extremely agree*.

Table 1. Demographic Characteristics of the Sample

Demographic Characteristics	Options	N	%	Demographic Characteristics	Options	N	%
Gender (N:520)	Female	265	51,0	Nationality (N:520)	German	71	13,7
	Male	255	49,0		British	42	8,1
Marital status (N:520)	Single	195	37,5		American	38	7,3
	Married	325	62,5		Azerbaijani	33	6,3
Education level (N:520)	Elementary	12	2,3		French	31	6,0
	Junior high	63	12,1		Russian	31	6,0
	University	251	48,3		Italian	27	5,2
	Graduate School or above	194	37,3		Persian	23	4,4
Personal monthly income (N:488)	Below 1000	22	4,6		Spanish	23	4,4
	1001-3000	28	5,7		Saudi Arabian	23	4,4
	3001-5000	67	13,7		South Korean	17	3,3
	Above 5000	371	76,0	Danish	17	3,3	
Occupation (N:520)	Unemployed	5	1,0	Australian	15	2,9	
	Employed	304	58,5	Canadian	14	2,7	
	Retired	211	40,6	Greek	13	2,5	
Travel status (N:520)	Alone	46	8,8	Brazilian	10	1,9	
	Partner/Husband/Wife	207	39,8	Malaysian	9	1,7	
	Family Members	117	22,5	Argentinean	8	1,5	
	Friends	113	21,7	Mexican	8	1,5	
	Relatives	23	4,4	Austrian	7	1,3	
	Other	14	2,7	Others	151	30,9	

Eight demographic questions were also included in this questionnaire. The question items were edited by a group of academicians and first the questionnaire was first prepared in Turkish and after being tested by 68 Turkish senior tourists it translated into Arabic, English, French, German, Italian, Russian and Spanish

Data Collection

According to the data of UNWTO; Turkey has the 6th place among the most visited countries in 2014 with 39,8 million tourists (UNWTO, 2015). Approximately 12 million of tourists (11.842.983) visit Istanbul (Istanbul Tourism Statistics, January-December 2014). Istanbul was the Culture Capital of Europe in 2010 and it harbors various historical heritage aspects such as palaces, house of worships, aqueducts due to its characteristics of being the capitol of three major empires, and the meeting point for three holy religions and many civilizations. Besides, the unique natural beauties such as Istanbul Strait make it one of the most significant tourism destinations of the world. The questionnaire forms were applied by the researchers and 4 interviewers (two tour guides, two hotel employees) between September and November

2014 in Sultanahmet, which is one of the most attractive tourist destinations of Istanbul.

A convenience sampling approach was employed in the data collection. After excluding incomplete questionnaires, 520 questionnaires were used in the data analyses. The usable responses were above the minimum sample size of 410, as suggested by Kline, (2011), Muthen & Muthen, (2002), Wang & Wang, (2012). The demographic characteristics of the sample are presented in Table 1. When we look at the gender information of the participants in Table 1, we see that gender variable was equally distributed with 265 female (51 %) and 255 male (49 %) respondents. The marital status of the respondents indicate that majority of the respondents (325- 62, 5 %) are married. Some other research findings are that 85,6 % of the respondents had minimum undergraduate degrees and therefore the education level of the respondents is high.

When we examine the information on the employment of respondents, we see that 58,5 % of the respondents were employed and 40,6 % of the respondents were retired. When the annual income of 488 respondents is examined, it is understood that

Table 2. Results of Confirmatory Factor Analyses

Observed variables	Standard factor loading	t- Value	Cronbach's alpha	Composite reliability	AVE
FACTOR 1: SENSE					
The landscape of İstanbul is very beautiful. S1	,643	7,500	0,817	0,816	0,472
The design of buildings in İstanbul (palaces, churches, mosques etc.) is very attractive. S2	,596	7,149			
The scenery of İstanbul is nice. S3	,624	6,963			
The sounds in İstanbul (Prayer calls, seagull, ferry etc.) are remarkable. S4	,637	6,241			
The foods and beverages in İstanbul are fresh and delicious. S5	,718	-			
FACTOR 2: FEEL					
The architectural style of İstanbul (palaces, churches, mosques etc.) makes me feel authentic. F1	,678	-	0,774	0,774	0,407
The whole atmosphere of İstanbul gives me happiness. F2	,623	8,341			
The atmosphere of İstanbul enables me to escape everyday pressures. F3	,682	9,681			
The transportation system of İstanbul is comfortable. F4	,576	9,187			
Touristic activities in İstanbul are entertaining. F5	,624	8,174			
FACTOR 3: THINK					
İstanbul intrigues me. T1	,721	-	0,691	0,686	0,427
The architectural style of İstanbul stimulates my curiosity. T2	,501	7,653			
My İstanbul experience leads me to think about my lifestyle. T3	,715	11,654			

FACTOR 4: ACT					
I will share my İstanbul experience with relatives and friends. A1	,642	7,304	0,834	0,833	0,502
Touristic activities in İstanbul attract me to join. A2	,610	8,414			
If I visit İstanbul again, I would like to further explore other activities in İstanbul. A3	,783	8,363			
My İstanbul experience makes me want to change my life-style. A4	,794	8,640			
Coming İstanbul will improve my interaction with friends. A5	,695	-			
FACTOR 5: RELATE					
The architectural style of İstanbul makes me want to take photographs. R1	,741	14,800	0,837	0,835	0,423
I want to buy some souvenirs which are related to İstanbul. R2	,615	11,536			
Coming İstanbul reflects my enthusiasm towards exploring different cultures. R3	,691	16,654			
İstanbul enables me to exchange experiences with those who have common interests as mine. R4	,733	-			
The choice of İstanbul shows my personal taste. R5	,600	10,578			
The İstanbul experience brings family members and/or friends closer together. R6	,604	10,795			
My İstanbul experience reminds me the importance of cultural diversity. R7	,540	8,943			
FACTOR 6: EXPERIENTIAL SATISFACTION					
İstanbul experience goes beyond my expectations. ES1	,616	-	0,837	0,835	0,562
I spent really a nice time in İstanbul. ES2	,796	12,405			
I really liked this trip to İstanbul. ES3	,871	12,508			
It is worthwhile to be here. ES4	,691	12,371			
FACTOR 7: LOYALTY					
I will say positive things about İstanbul to others. L1	,867	-	0,866	0,859	0,564
I would recommend İstanbul to anyone that asks me. L2	,929	28,154			
I will encourage my family and friends to visit İstanbul. L3	,810	22,921			
I consider İstanbul as my first preference. L4	,477	11,193			
In the future, I have intention of coming back to İstanbul. L5	,567	10,986			
FACTOR 8: WILLINGNESS TO PAY MORE					
I would continue to visit İstanbul even if the prices increase. PM1	,536	-	0,738	0,724	0,585
I rather pay higher prices in İstanbul than other destinations, because of the experiences I had in İstanbul. PM2	0,939	7,673			
FACTOR 9: NEGATIF WOM					
If I have any problems in İstanbul I will go to another destination. NWOM1	,515	-	0,749	0,731	0,499
If I have any problems in İstanbul, I will inform other visitors about my problems. NWOM2	,533	7,794			
If I have any problems in İstanbul, I will complain to authorities. NWOM3	0,974	6,045			

76 % has more than 5000 USD of income. The respondents of the study were from 37 different nations and the highest amount were the German citizens with 13,7 % (71 respondents).

Data Analysis

Data were analyzed using the SPSS17.0 and AMOS20.0 software. The data analysis procedure consists of the following steps. First, exploratory factor analysis was performed. Before conducting the factor analysis, the KMO and Bartlett tests were applied to test whether the obtained data are suitable for factor analysis. Research objectives and prior research were used to determine the number of factors. The varimax rotation method was used to determine the structure underlying the data. Second, confirmatory factor analysis was performed. The assumptions of structural equation modeling were tested. In this context, test of normality was applied in order to test whether the data is distributed normally or not. With the normality test, the coefficients of skewness and kurtosis were reviewed for the statements and then, single variable normality was controlled by Kolmogorov-Smirnov Z test and multi-variable normality was tested with Mardia Coefficient; and then Linearity assumptions was tested. In this context, a Correlation Matrix was generated based on the results of explanatory factor analysis and confirmatory factor analysis in order to determine the direction and rate of relations between these factors. Mahalanobis distances were used in order to determine the outlier observations in the data set. For the determination of multiple linear connections, data set was assessed by variance increase factors (VIF). In the third part, structural equation modeling was performed. Robust maximum likelihood was used, goodness of fit indexes were examined. Hypotheses were tested using bootstrap confidence intervals and classical testing procedures. Squared multiple correlation (SMC) values were also examined.

FINDINGS

Exploratory Factor Analysis (EFA)

Before performing a factor analysis, it is necessary to test whether the obtained data are suitable for factor analysis. Therefore, KMO (Kaiser-Meyer-Olkin) Sample Adequacy Test and Bartlett Sphericity test were applied. The value of the KMO was 0.838, and the sample size was sufficient (Hair, Black, Babin & Anderson, 2009: 103); result of the Bartlett test was $\chi^2=9028$, $df=820$ and $p=0.000$, which is meaningful at the 0.001 significance level. Hence, it is concluded that the data are suitable for factor analysis. The widely used method proposed by Kaiser (Kaiser, 1960) is also known as the

Kaiser eigenvalue > 1 criterion. When the factor loads of the statements in the model are examined; it is seen that the factor loads of sense experience factor are between 0,440 and 0,671, the factor loads of feel experience factor are between 0,502 and 0,683, the factor loads of think experience factor are between 0,498 and 0,725, the factor loads of act experience factor are between 0,503 and 0,736 and the factor loads of relate experience factor are between 0,540 and 0,770. The factor loads of experiential satisfaction factor are between the values of 0,680 and 0,865. On the other hand, it is seen that the factor loads for loyalty factor are between 0,573 and 0,907, the factor loads for switch are between 0,726 and 0,906, the factor loads for intention to pay more are between 0,834 and 0,838 and finally, the factor loads for negative WOM factor are between 0,686 and 0,806.

Confirmatory Factor Analysis (CFA)

CFA was implemented on the scales of research survey for which the explanatory factor analyses were done and the goodness of fit of data with the assumed model was tested. The research scale was determined as having ten dimensions with the explanatory factor analysis and it was assessed by first level CFA. As a result of first level CFA analysis, the critical rate of one between two items measuring the sub dimension of tendency for change in behavioral intentions scale was not meaningful ($p > 0,05$), so it was decided to be removed from the analysis. As a result of removing this item from the analysis, the tendency to change factor was removed from the model due to the necessity that one factor should consist of at least two items (Kline, 2011: 114). Then, the kurtosis and skewness coefficients were examined in order to assess the data set's single variable normality. The Skewness coefficient values of the data set changed between -0,1848 and 0,060; and the Kurtosis coefficient values are between -0,945 and 5,169, thereby providing the single variable normality of data (Kline, 2011: 63).

Then, Mardia's standardized coefficient was used to confirm whether or not the data violate the assumption of multivariate normality. According to the result of Mardia analysis, Kurtosis value was calculated as 344,294 and the critical rate (c.r.) as 69,416. In the context of these results, it is seen that the multivariate normality assumption was not provided. According to Byrne (2010: 103), in the studies where likert scales are used, whenever the respondents concentrate on the same item, the distribution deviates from being normal. Therefore, robust maximum likelihood was used instead of maximum likelihood.

Spearman Rank Correlation coefficient between the variables was examined in order to test the linearity assumption. Spearman Rank Correlation coefficient is

between values of -1 and +1. (Kalayci, 2014:177). In this analysis, the relation between the behavioral experience factor and experiential satisfaction factor has the value of 0,698 and therefore considered as medium strength and positive; whereas the relation between experiential satisfaction factor and loyalty factor is 0,697 and it is also considered as medium strength and positive.

Mahalanobis distances were used in order to determine the outlier observations in the data set. The results of calculated Mahalanobis distances were assessed by the extreme values test that exist in the software and by the degree of freedom determined according to 39 variable numbers. In this context, there are no observations left outside the analysis. For the determination of multiple linear connections, data set was assessed by variance increase factors (VIF). As a general rule, if VIF is equal to or larger than 10, it is emphasized that there will be multiple linear connection problem (Çokluk, Şekercioğlu & Büyüköztürk, 2012: 35). The VIF values of the data set in the study differ between (1,476-4,534).

for S5, F1, T1, A5, R4, ES1, L1, PM1 and NWOM1 of which the regression weights were equalized to 1. As it can be seen in Table 2, standardized factor loads are between 0.501 and 0.974 and they are larger than the accepted value, 0.5 (Hair et.al. 2009).

Composite reliability of sense module (0.780), feel module (0.774), c (0.919), think module (0.686), act module (0.781), relate module (0.835), experiential satisfaction (0.835), loyalty (0.859), willingness to pay more (0.724) and negative word of mouth (0.721) were all above the 0.6 threshold suggested by (Bagozzi & Yi, 1988: 80), thus exhibiting high construct reliability. Hair et al. (2009) suggest a threshold of construct reliability value of at least 0.6 to indicate acceptable reliability, whereas the Cronbach's alpha ranged from 0.691 to 0.866. Convergent validity was therefore established.

Average Variance Extracted (AVE) is higher than 0.4 is acceptable because Fornell & Larcker said that if AVE is less than 0.5, but composite reliability is higher

Table 3. Discriminant Validity

	1	2	3	4	5	6	7	8	9
SENSE	,687								
FEEL	,616	,637							
THINK	,433	,603	,653						
ACT	,683	,436	,364	,708					
RELATE	,338	,637	,647	,249	,650				
EXPERIENTIAL SATISFACTION	,686	,561	,385	,698	,249	,749			
LOYALTY	,675	,463	,203	,506	,137	,697	,750		
WILLINGNESS TO PAY MORE	,100	,327	,336	-0,94	,532	,050	,073	,764	
NEGATIF WOM	,035	,216	,362	-,100	,439	,093	-,082	,279	,706

Note: Correlations are below the diagonal; squared correlations are above the diagonal. Correlations are all significant at 0.05 level. AVE estimates are presented in bold on the diagonal

Measurement Model

Model of measurement explains the relation between the latent variables and the observed variables they explain. Table 2 includes the standardized regression weights, t values, explained average variance values (AVE), reliability and validity of the measurement model derived from the confirmatory factor analysis. As the latent variables cannot be measured in confirmatory factor analysis, there is no unit for measurement. Therefore, one of the observed variables to create factor measurement unit in the confirmatory factor analysis must have regression weight equalized to 1. Therefore, for the fixed observed variable's regression weighting coefficient, only the standardized values are calculated. According to this, no t-value is provided

than 0.6, the convergent validity of the construct is still adequate (Fornell & Larcker, 1981: 46; Huang, Wang, Wu & Wang, 2013: 219).

Discriminant validity among factors was evaluated by comparing the squared root of the AVE for each factor with the correlations between the related factor and all other factors square roots of AVEs for the sense, feel, think, act, relate, experiential satisfaction, loyalty, willingness to pay more and negative word of mouth factor were, respectively, 0.687, 0.637, 0.653, 0.708, 0.844, 0.650, 0.749, 0.750, 0.754 and 0.706. The square roots of AVEs were greater than the correlations between constructs, indicating the discriminant validity of each construct. (Table 3).

Table 4. Accepted Direct and Indirect Impact Hypothesis Test Results

Hypothesis Number	Relationships	Direct Effects	Indirect Effects	Total Effects	Regression Weights	Std. Error	t Value	p Value	Lower	Upper
H _{1b}	Feel → Experiential Satisfaction	0,464	0,000	0,464	,437	,084	5,223	,001	,217	,696
H _{1d}	Act → Experiential Satisfaction	0,581	0,000	0,581	,683	,098	6,935	,001	,486	,920
H _{1e}	Relate → Experiential Satisfaction	0,164	0,000	0,164	,106	,040	2,657	,035	,201	,024
H _{2aa}	Sense → Loyalty	0,371	0,000	0,371	,867	,194	4,474	,001	,501	1,375
H _{2ac}	Sense → Negative WOM	-0,254	0,000	-0,254	-,344	,103	-3,353	,001	-,688	-,157
H _{2ca}	Think → Loyalty	0,229	0,000	0,229	,184	,060	3,051	,001	,073	,366
H _{2cc}	Think → Negative WOM	-0,186	0,000	-0,186	-,197	,052	-3,755	,001	-,288	-,122
H _{2db}	Act → Intention to pay more	0,431	0,000	0,431	,231	,054	4,291	,000	,132	,376
H _{2ab}	Relate → Intention to pay more	0,531	0,310	0,562	,407	,066	6,214	,001	,249	,533
H _{2ec}	Relate → Negative WOM	-0,350	0,111	-0,239	-,461	,132	-3,498	,001	-,828	-,237
H _{3a}	Experiential Satisfaction → Loyalty	0,541	0,000	0,000	,771	,102	7,568	,001	,558	1,090
H _{3b}	Experiential Satisfaction → Intention to pay more	0,191	0,000	0,000	,214	,092	2,322	,026	,038	,478
H _{4ba}	Feel → ES → Loyalty	0,000	0,251	0,251	-	-	-	-	-	-
H _{4bb}	Feel → ES → Intention to pay more	0,000	0,089	0,089	-	-	-	-	-	-
H _{4da}	Act → ES → Loyalty	0,000	0,315	0,315	-	-	-	-	-	-
H _{4ea}	Relate → ES → Loyalty	0,000	0,089	0,089	-	-	-	-	-	-

p<0,05 (Bootstrap)=2000

The t-values explained in Table 2 are necessary for the measurement model to be an acceptable model, yet they are not adequate alone. In addition to this, in order to determine the measurement model to be accepted as a whole or not, the goodness of fit statistics should be in the required levels. Chi-square (χ^2) and fit indices are the mostly used two systems to assess the model harmony (Hu & Bentler, 1999). For the model, chi square is 2268,339; degree of freedom is 635 and p value is 0,000 (<0,05). The value of CFI is 0, 880 and the value of GFI is 0, 821. The measurement model fit results showed a fair fit to the data according to (Dehon et al., 2005; Hu & Bentler, 1999).

Structural Model

SEM was applied using the Robust ML estimation method to test the hypothesized relationship between the latent variables. Before beginning to test the hypotheses with SEM, goodness of fit values have to be examined in order to determine how good the pre-determined model explains the acquired data. The χ^2 / df (chi-square/degree of freedom) value is 3.57 smaller than 5, and the value of CFI is 0, 880 and the value of GFI is 0, 821.

The measurement model fit results showed a fair fit to the data according to Hu & Bentler (1999)'s two-index strategy, which suggests to use a combination of (SRMR) value $\leq 0,09$ and (RMSEA) value $\leq 0,06$. In accordance with the SRMR and RMSEA combination of this strategy, measurement model fit was acceptable with the values of SRMR = 0,07 and RMSEA = 0,80. However, another compliance criteria, GFI (Goodness for Fitness Index) was below the acceptable values. When the results are examined within the scope of assessments of Kline (2011) and Schermelleh-Engel, Moosbrugger & Müller (2003) and on the goodness for fit criteria; upon the fact that five out of six indexes (χ^2 , χ^2/df and RMSEA, SRMR and CFI) are within the acceptable limits, it is possible to say that model is statistically meaningful and appropriate.

Standard coefficient, standard error, t and p values and the lower and upper values of bootstrap confidence intervals are shown in Table 4. In addition to classical hypothesis testing, bootstrap confidence intervals (Efron, 1992) were used to test the relationships between constructs. Bootstrap confidence intervals based on 2000 bootstrap samples were used together with the product coefficients approach, as recommended (Hayes, Preacher, & Myers, 2011). In an investigation of indirect effects, Hayes et.al. (2011) proposed the use of bootstrapping in addition to classical hypothesis testing. For classical hypothesis testing, the significance of a path is assessed by the p value ($p < 0.05$), and for bootstrap approach, a path is significant and supported

when the bootstrap confidence interval does not include zero.

Research Findings

The impact of experiential marketing's feel experience module (0,434) on experiential satisfaction is direct and positive this result is similar with various studies in the literature. For instance, a study about the international coffee chain shops where the strategic experiential marketing modules are related with consumer satisfaction (Yuan & Wu, 2008) and another study on the restaurant customers (Chou, 2009) have reached the conclusions that feel experiences have affected the satisfaction positively.

The impact of experiential marketing's act experience module (0,581) on experiential satisfaction is direct and positive it is seen that the touristic activities senior tourists visiting Istanbul have participated and their interactions with relatives and/or friends during their visit have positively affected their levels of experiential satisfaction. In this context, it can be said that the respondents were satisfied with the touristic activities' in Istanbul.

The impact of experiential marketing's relate experience module (0,164) on experiential satisfaction is direct and positive It has been revealed that as the respondents in the study have shared their experiences with other tourists during their visit of Istanbul and they have discovered the culture of Istanbul have had positive impact on their experiential satisfaction from Istanbul destination.

The impact of experiential marketing's sense experience module (0,371) on loyalty component of behavioral intentions is direct and positive It is possible to say that the respondents were visually affected from the natural and cultural elements of Istanbul and gustative from the foods and beverages they experienced in Istanbul and therefore they are in a tendency to advise their experience to others and to re-visit Istanbul. This result is similar with the study of Wang et.al. (2012) on the visitors of wetland parks where they have related the strategically experiential marketing strategies with loyalty.

The impact of experiential marketing's think experience module (0,229) on loyalty component of behavioral intentions is direct and positive. In this context, it is seen that the senior tourists' Istanbul visit had an impact on their intellectual experience perceptions due to surprising aspects and this had a positive impact on their level of loyalty. The impact of experiential marketing's sense experience module (-0,254) on the negative word of mouth component of

behavioral intent is direct and negative. This conclusion indicates that the positive perceptions of respondents for the visual, audio and gustative aspects will decrease the negative reactions they will have against a problem they could experience in Istanbul destination.

The impact of experiential marketing's think experience module (-0,186) on the negative word of mouth component of behavioral intent is direct and negative. This result indicates that as the think experience perceptions consisting of surprising and curious aspects of senior tourists visiting Istanbul increase; the negative word of mouth activities towards Istanbul destination will decrease.

The impact of experiential marketing's act experience module (0,431) on intention to pay more component of behavioral intentions is direct and positive. The impact of experiential satisfaction (0,541) on loyalty component of behavioral intentions is direct and positive. It has been concluded that the experiential satisfaction for the Istanbul destination had a positive impact on the loyalty of respondents to Istanbul destination. This result is similar with the results of different studies that related strategic experiential modules with satisfaction and loyalty in cases of thermal hotels (Lin, 2006), coffee shops (Erbaş, 2010; Nadiri & Günay, 2013), festival participants (Yang, 2010) and wine tourists (Lee & Chang, 2012).

The impact of experiential satisfaction (0,191) on intention to pay more component of behavioral intentions is direct and positive. It is seen that the respondents have the intention to pay more to Istanbul when compared with other destinations because of their experiences in Istanbul.

The impact of experiential marketing's relate experience module (0,562) on intention to pay more component of behavioral intentions is indirect and positive. There is a positive causality relation between the relate experience dimension and intention to pay more. However, as direct interaction is at lower rates (0,531), the experiential satisfaction (0,31) variable has a higher rate with the impact of positive intermediary effect. In this case, it has been concluded that the senior tourists visited Istanbul and acting according to the level of satisfaction have the intention to pay more and therefore it has increased the total impact on the intention to pay more.

The impact of experiential marketing's relate experience module (-0,239) on the negative word of mouth component of behavioral intent is indirect and negative. There is a negative causality relation between the relate experience dimension and negative word of mouth communication component. However,

as direct interaction is at higher rates (-0,350), the experiential satisfaction (0,111) variable has a lower rate with the impact of positive intermediary effect. In this case, it has been concluded that the senior tourists visited Istanbul and acting according to the level of satisfaction will have partially less negative word of mouth communication and that the total impact on negative word of mouth communication will decrease.

The impact of experiential marketing's feel experience module on the behavioral intentions' loyalty variable and intention to pay more variable (0,251 and 0,089) is indirect and positive. This result is similar with the study of Tsaur et.al. (2006) on the visitors of zoos where they have related the strategical experiential marketing strategies with feelings, satisfaction and behavioral intentions.

The impact of experiential marketing's act experience module (0,315) and relate experience module (0,089) on the behavioral intentions' loyalty variable is indirect and positive. This result is similar to the study conducted by Lee & Chang (2012), where they have related strategic experiential marketing and satisfaction and loyalty by focusing on wine tourists. When the results of hypothesis are examined, it has been understood that the study had similarities with other studies in the literature where strategic experiential modules were examined within the scope of hotels, restaurants, and museum.

SMC is the proportion of explained variance in an endogenous construct accounted for by exogenous construct(s) in the model. SMCs range between 0 and 1 (Tabachnick & Fidell, 2013). Regarding the SMCs, 68% of the variance in experiential satisfaction with the İstanbul destination and 58% of the variance in loyalty to the İstanbul destination was explained. Therefore, it can be said that experiential satisfaction with the İstanbul destination and loyalty to the İstanbul destination are related to the exogenous constructs.

CONCLUSION

Literature review has indicated that there are studies separately relating the strategic experiential modules and elements of tourism industry such as hotel, restaurant and museum; however, there is no study relating the touristic destinations offering all of these components together to tourists and strategic experiential modules. Similarly, there are studies on considering the senior tourism market within the scope of experiential marketing and utilization of experiential marketing applications to meet the needs and requirements of this tourist market. This shows us that the experiential destination marketing scale is

the first scale applied on a destination within the scope of strategic experiential marketing. One of the most significant contributions of this study is to reveal the senior tourists' visiting experiences by applying the experiential destination marketing scale and to discover the intermediate role of experiential satisfaction. It can be said that the scale is an integrative tool that covers all five modules of experiential destination marketing.

The result of the study indicated that sense and think experience modules among strategic experiential marketing modules have increased the senior tourists' loyalty to Istanbul destination and also increased the negative word of mouth communication activities towards Istanbul. On the other hand, it has been revealed that the feel experience module has directly impacted the senior tourists' experiential satisfaction from Istanbul; whereas indirectly affected their loyalty to Istanbul destination and intention to pay more for products and services in Istanbul through the experiential satisfaction. Another result of the study is to reveal that there is a direct relationship between act experience module and experiential satisfaction; whereas an indirect relationship between act experience module and loyalty. Finally, it has been revealed that there is a direct and positive relation between the relate experiences established by senior tourists visiting Istanbul and experiential satisfaction and intention to pay more; and negative and negative relation with negative word of mouth communication activities.

Limitations and Future Research

Although the current study addresses the importance of experiential destination marketing on senior tourists' satisfaction, loyalty, willingness to pay more and negative word of mouth behavior, it has a number of limitations. Firstly, a non-probability convenience sample was utilized. A related limitation is that the current conceptual model was tested using data collected from İstanbul and only senior tourists. Also, this study only obtained cross-sectional data. It would be desirable to establish, formally, the casual relationships among variables using longitudinal data (Su et.al, 2014). Future research will seek to test the experiential destination marketing scale for a wider range of destination in a wider variety of countries and different types of destinations (such as a 3S holiday destination or a heritage site). The study has only dealt with the senior tourist market. Future studies might be conducted without any age quota. Similarly, comparisons about the different socio-demographic characteristics of visitors can be done.

As a conclusion, the destinations for tourists are not places they only visited but also an experiential fact where they have fun, learn new things and engage

with. In this context, the authorities responsible for management and marketing of destinations should analyze the concept of experiential destination marketing and understand the relation between the concept and satisfaction and behavioral intentions.

REFERENCES

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211.
- Akyıldız, M., & Argan, M. (2010). Leisure experience dimensions: a study on participants of Ankara festival. *Pamukkale Spor Bilimleri Dergisi*, 1(2), 25-36.
- Armstrong, G., & Kotler, P. (2015). *Marketing: An Introduction*. England.
- Bagozzi, R. P., & Yi, Y. (1988). On the evaluation of structural equation models. *Journal of the academy of marketing science*, 16(1), 74-94.
- Bezirgan, M. (2014). Turistik Destinasyonda Fiyat Değeri, Aidiyet Ve Davranışsal Niyetler Arasındaki İlişkilerin Belirlenmesi: Kemer Örneği. *Akademik Sosyal Araştırmalar Dergisi*, 2(5), 524-539.
- Buhalis, D. (2000). Marketing the competitive destination of the future. *Tourism management*, 21(1), 97-116.
- Byrne, B. M. (2001). Structural equation modeling with AMOS: Basic concepts. *Applications, and Programming, Mahwah, New Jersey*.
- Chen, C. F., & Tsai, D. (2007). How destination image and evaluative factors affect behavioral intentions?. *Tourism management*, 28(4), 1115-1122.
- Chen, S., & Noci, G. (2014). Segmenting Chinese tourists by the expected experience at theme parks. *Procedia-Social and Behavioral Sciences*, 109, 1230-1236.
- Chou, H. J. (2009). The effect of experiential and relationship marketing on customer value: A case study of international American casual dining chains in Taiwan. *Social Behavior and Personality*, 37(7), 993.
- Çokluk, Ö., Şekercioğlu, G., & Büyüköztürk, Ş. (2012). *Sosyal bilimler için çok değişkenli istatistik: SPSS ve LISREL uygulamaları* (Vol. 2). Ankara: Pegem Akademi.
- Crouse, T. (2010). *The influence of ambient scent on hotel guests' responses* (Doctoral dissertation, Concordia University).
- Dehon, C., Weems, C. F., Stickle, T. R., Costa, N. M., & Berman, S. L. (2005). A cross-sectional evaluation of the factorial invariance of anxiety sensitivity in adolescents and young adults. *Behaviour Research and Therapy*, 43(6), 799-810.
- Dirsehan, T. (2011). Romantic Movement in Marketing: The Effects of Customer Experiences on Post Experience Dimensions from the Museum Perspective. *Unpublished Master Thesis. Marmara University Institute of Social Sciences*.
- Dişoıu, M. C., & Cruntu, A. L. (2014). Sensory experiences regarding five-dimensional brand destination. *Procedia-Social and Behavioral Sciences*, 109, 301-306.
- Efron, B. (1992). Bootstrap methods: another look at the jackknife. In *Breakthroughs in statistics* (pp. 569-593). Springer, New York, NY.
- Erbaş, A. P. (2010). The Effect Of Experiential Marketing On Customer Satisfaction And Loyalty: A Study On Starbucks. *Unpublished Master Thesis. Marmara University Institute of Social Sciences*.
- Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of marketing research*, 18(1), 39-50.
- Glover, P., & Prideaux, B. (2008). Using population projections to identify aspects of future tourism demand. In *Advances in hospitality and leisure* (pp. 185-209). Emerald Group Publishing Limited..
- Goldsmith, R. E., & Tsiotsou, R. H. (2012). Introduction to experiential marketing. *Strategic marketing in tourism services*, 207.
- González, M. E. A., Comesaña, L. R., & Brea, J. A. F. (2007). Assessing tourist behavioral intentions through perceived service quality and customer satisfaction. *Journal of business research*, 60(2), 153-160.
- Hair, J. F., Black, W. C., & Babin, B. J. (2009). R. e. Anderson, *Multivariate Data Analysis*.
- Handszuh, H. (1996, September). Quality in senior tourism. In *Second International Conference on Senior Tourism, Recife/Olinda, State of Pernambuco, Brazil* (pp. 12-15).
- Hannam, K. (2004). Tourism and development II: marketing destinations, experiences and crises. *Progress in Development Studies*, 4(3), 256-263.
- Hayes, A. F., Preacher, K. J., & Myers, T. A. (2011). Mediation and the estimation of indirect effects in political communication research. *Sourcebook for political communication research: Methods, measures, and analytical techniques*, 23, 434-465.
- Hu, L. T., & Bentler, P. M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural equation modeling: a multidisciplinary journal*, 6(1), 1-55.
- Huang, C. C., Wang, Y. M., Wu, T. W., & Wang, P. A. (2013). An empirical analysis of the antecedents and performance consequences of using the moodle platform. *International Journal of Information and Education Technology*, 3(2), 217.

- Hudson, S. (2008). *Tourism and hospitality marketing: a global perspective*. Sage.
- Hudson, S. (2010). Wooing zoomers: marketing to the mature traveler. *Marketing Intelligence & Planning*, 28(4), 444-461.
- İstanbul Tourism Statistics, January-December 2014 <http://www.istanbulkulturturizm.gov.tr/TR,92428/istanbul-turizm-istatistikleri--2014.html> (01.03. 2015).
- Kaiser, H. F. (1960). "The application of electronic computers to factor analysis", *Educational and psychological measurement*, 20, 141-151.
- Kalaycı, Ş. (2014). *SPSS uygulamalı çok değişkenli istatistik teknikleri* (Vol. 6). Ankara, Turkey: Asil Yayın Dağıtım.
- Kao, Y. F., Huang, L. S., & Wu, C. H. (2008). Effects of theatrical elements on experiential quality and loyalty intentions for theme parks. *Asia Pacific Journal of Tourism Research*, 13(2), 163-174.
- Kline, R. B. (2011). *Principles and practice of structural equation modeling*. Guilford publications.
- Lee, T. H., & Chang, Y. S. (2012). The influence of experiential marketing and activity involvement on the loyalty intentions of wine tourists in Taiwan. *Leisure Studies*, 31(1), 103-121.
- Lin, K. M. (2006). *An examination of the relationship between experiential marketing strategy and guests' leisure behavior in Taiwan hot-spring hotels* (Doctoral dissertation, United States Sports Academy).
- Major, B., & McLeay, F. (2013). Alive and kicking: evaluating the overseas package holiday experience of grey consumers in the United Kingdom. *Journal of Vacation Marketing*, 19(1), 5-18.
- Meydan, C. H., & Şeşen, H. (2011). *Yapısal eşitlik modellenmesi AMOS uygulamaları*. Detay Yayıncılık.
- Moal-Ulvoas, G., & Taylor, V. A. (2014). The spiritual benefits of travel for senior tourists. *Journal of Consumer Behaviour*, 13(6), 453-462.
- Moscardo, G. (2006). Third-age tourism. In *Tourism Business Frontiers* (pp. 52-61). Routledge.
- Muthén, L. K., & Muthén, B. O. (2002). How to use a Monte Carlo study to decide on sample size and determine power. *Structural equation modeling*, 9(4), 599-620.
- Nadiri, H., & Gunay, G. N. (2013). An empirical study to diagnose the outcomes of customers' experiences in trendy coffee shops. *Journal of Business Economics and Management*, 14(1), 22-53.
- Oh, H., Fiore, A. M., & Jeoung, M. (2007). Measuring experience economy concepts: Tourism applications. *Journal of travel research*, 46(2), 119-132.
- Patterson, I. (2012). Baby boomer travel market is on the increase. *Journal of Tourism and Hospitality*, 1(5), 2167-0269.
- Patterson, I., & Pegg, S. (2009). Marketing the leisure experience to baby boomers and older tourists. *Journal of Hospitality Marketing & Management*, 18(2-3), 254-272.
- Rahardja, C., & Anandya, D. (2010). Experiential marketing, customer satisfaction, behavioral intention: timezone game center surabaya.
- Schermelleh-Engel, K., Moosbrugger, H., & Müller, H. (2003). Evaluating the fit of structural equation models: Tests of significance and descriptive goodness-of-fit measures. *Methods of psychological research online*, 8(2), 23-74.
- Schmitt, B. (1999). Experiential marketing. *Journal of marketing management*, 15(1-3), 53-67.
- Schmitt, B. H. (2000). *Experiential Marketing: How to Get Customers to Sense, Feel, Think, Act, Relate*. Simon and Schuster.
- Sheu, J. J., Su, Y. H., & Chu, K. T. (2009). Segmenting online game customers—The perspective of experiential marketing. *Expert systems with applications*, 36(4), 8487-8495.
- Solomon, M. R., & Behavior, C. (1999). *Buying, having and being*. London: Prentice Hall.
- Su, L., Hsu, M. K., & Swanson, S. (2017). The effect of tourist relationship perception on destination loyalty at a world heritage site in China: The mediating role of overall destination satisfaction and trust. *Journal of Hospitality & Tourism Research*, 41(2), 180-210.
- Tabachnick, B. G., & Fidell, L. S. (2013). *Using Multivariate Statistics* (Pearson Education, Boston).
- Tsaur, S. H., Chiu, Y. T., & Wang, C. H. (2007). The visitors behavioral consequences of experiential marketing: An empirical study on Taipei Zoo. *Journal of Travel & Tourism Marketing*, 21(1), 47-64.
- Tsiotsou, R., & Ratten, V. (2010). Future research directions in tourism marketing. *Marketing Intelligence & Planning*, 28(4), 533-544.
- Tung, V. W. S., & Ritchie, J. B. (2011). Investigating the memorable experiences of the senior travel market: An examination of the reminiscence bump. *Journal of Travel & Tourism Marketing*, 28(3), 331-343.
- UNWTO (2010). *Demographic Change and Tourism*. http://pub.unwto.org/WebRoot/Store/Shops/Infoshop/4C10/AFC1/0B46/FC46/3883/C0A8/0164/866C/100610_demogr_change_excerpt.pdf, (22.02.2013).

UNWTO (2015) Tourism Highlights, 2015 Edition. <http://www.e-unwto.org/doi/pdf/10.18111/9789284416899> (11.07.2016)

Wang, J., & Wang, X. (2012). *Structural equation modeling: Applications using Mplus*. John Wiley & Sons.

Wang, W., Chen, J. S., Fan, L., & Lu, J. (2012). Tourist experience and wetland parks: A case of Zhejiang, China. *Annals of Tourism Research*, 39(4), 1763-1778.

Williams, A. (2006). Tourism and hospitality marketing: fantasy, feeling and fun. *International Journal of Contemporary Hospitality Management*, 18(6), 482-495.

Wu, H. C., & Li, T. (2017). A study of experiential quality, perceived value, heritage image, experiential satisfaction, and behavioral intentions for heritage tourists. *Journal of Hospitality & Tourism Research*, 41(8), 904-944.

Wu, H. C., Li, M. Y., & Li, T. (2018). A study of experiential quality, experiential value, experiential satisfaction, theme park image, and revisit intention. *Journal of Hospitality & Tourism Research*, 42(1), 26-73.

Yang, W. C. (2010). The study of consumer behavior in event tourism-a case of the Taiwan Coffee Festival. *The journal of human resource and adult learning*, 6(2), 119.

Yuan, Y. H. E., & Wu, C. K. (2008). Relationships among experiential marketing, experiential value, and customer satisfaction. *Journal of Hospitality & Tourism Research*, 32(3), 387-410.

Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The behavioral consequences of service quality. *Journal of marketing*, 60(2), 31-46.

