The Role of Local Festivals from The Brochure Layout Perspectives in Creating a Destination Image: A Content Analysis Research

Destinasyon İmajı Oluşum Sürecinde Tanıtım Broşürleri Perspektifiyle Yöresel Festivallerin Rolünün İçerik Analizi İle Değerlendirilmesi

Gencay SAATCI, Çanakkale Onsekiz Mart University, Turkey, gencaysaatci@comu.edu.tr
Orcid No: 0000-0002-7842-989X

Abstract: The scenes, small images and pictures, and introductory texts on the layout brochures of the local festivals may have profound effects on the participants. These proper pictures and introductory texts may also lead the participants emotionally involved in the indicated destination. In other words, different particular indicators displaying in the destination brochure layouts can contribute to the process of building the destination image. This study investigates the situations of the destination features which effects the perceived image in advertising the local festivals in the brochure layouts of the provinces issued by the Provincial Directorates of Culture and Tourism. Total of 73 festival advertisements were analysed. Data analysed also display the features of the destination which effect the perceived image. These features clasified under the 7 main titles as 'Recreative Elements', 'Socio-Cultural Elements', 'General Atmosphere', 'Sustainability', 'Infrastructure', 'Natural Resources', and 'Economic Factors'.

Key words: Destination Image, Festival, Advertisement, Brochure
JEL Classification: L83, M31, Z33

Öz: Tanıtım broşürlerinde yer alan yöresel festivallere ait görüntüler ve tanıtım metni, katılımcılar üzerinde geniş kapsamlı etkilere sahip olabilmektedir. Bu görüntüler ve tanıtım metni aracılığıyla bir ziyaretçinin bir destinasyon ile ilgili birden fazla duygusal bağlantı geliştirmesini de sağlamaktadır. Diğer bir deyişle, yöresel festivallere ait tanıtım broşürlerinde yer alan çeşitli ipuçları destinasyon imajı oluşturma sürecine katkı sağlamaktadır. Yapılan bu çalışmada; İl Kültür ve Turizm Müdürlükleri tarafından basımı gerçekleştirilen broşürlerde yöresel festivallerin tanıtımlarında algılanan imajı etkileyen destinasyon özelliklerinin durumları araştırılmıştır. Analizler toplam 73 festival tanıtımı üzerinden gerçekleştirilmiştir. Bulgulara göre; en fazla festival Karadeniz Bölgesi'nde en az festival de İç Anadolu Bölgesi'nde düzenlenmektedir. Düzenlenen festivaller ile turizm çeşidi ilişkisi incelendiğinde; en fazla kültür turizmi, en az akarsu turizmi kapsamında oldukları ortaya çıkmaktadır. Araştırma sonucunda, algılanan imajı etkileyen destinasyon özellikleri de yedi ana başlık altında "Rekreatif Unsurlar", "Sosyo-Kültürel Unsurlar", "Genel Atmosfer", "Sürdürülebilirlik", "Altyapı", "Doğal Kaynaklar" ve "Ekonomik Faktörler" şeklinde ortaya çıkmıştır.

Anahtar Sözcükler: Destinasyon İmajı, Festival, Tanıtım, Broşür.
JEL Sınıflandırması: L83, M31, Z33

1. Introduction

The alternative types of tourism for the mass tourism are getting more and more attention at present with the rising demand and rivalry and this resulting in creating markets in different destinations for the alternatives. One of the most important factor that helps to gain leverage when creating the market is the cultural value that the destinations possess. Therefore, presenting the special foods, customs and traditions, cultural or historical values of that destination have become a significant touristic strategy in touristic visits of any destination. One of the easiest way of displaying this strategy is organising a local cultural festival which reflects the peculiarities of the destination (Yıldız & Polat, 2016). On the other hand, the numbers of the cities, countries and villages that are eager to advertise their local, natural products and advantages as well as their traditions and customs via festivals and carnivals, are getting multiplied day by day (McKercher, McKercher & Du Cros, 2002). In order to prolong the touristic season and contribute economically in destinations, the festivals have significant influence on destinations' strategic planning whithin the scope of supply and demand. The role of the destination image in tourism is highly significant in planning and marketing the destination. If the image of the destination is positive in the minds of potential visitors then the visitors show the behaviour travelling, however, if the image is negative then the behavior does not occur. The fact that the abstract services provided in the tourism sector, is also more important in this sense. Advertising brochure layouts, magazines and printed documents that play an important contact role for mental representations have also active influences on creating destination images. In this context, the role of advertising brochure layouts in the formation of the destination image is more prominent.

Local festivals bridge the gap not only between visitors and events, but also between participants and the place where the event takes place. In particular, the participants' information about the destinations they have acquired from secondary sources before they visit the event destination is creating and forming the image of the destination before the visit. Introductory brochure layouts prepared especially from secondary data sources for the advertisement of destinations can be used as a powerful tool for destination image creation. The images and promotional text of the regional festivals included in the advertising brochures may have wide impact on the participants. Through these images and the

introductory texts a visitor can develop multiple emotional connections related to a destination. The various clues in the advertising brochures of the regional festivals contribute to the process of creating the destination image. At this point, advertising brochures play a very active role in conveying the message to the target audience (Wilks et al., 1994). In terms of tourism sector, brochures; it has the feature of answering the questions of tourists such as "what should be seen", "why should be seen" and "how to get there" (Ulama, 2015). In this context, brochures are an important part of the tourism and travel experience. In other words; In order to turn potential tourists into real tourists, tourism promotional brochures play an active role (Molina and Esteban, 2006). The aim of this study is to investigate the presence of destination characteristics in the brochure layouts which are affecting the perceived image of the regional festivals.

2. Literature Review

2.1. Local Festivals

The concept of festival is defined as a social activity in almost all human cultures (Falassi, 1987). Saleh and Ryan (1993) state that festivals are short-term and theme-based organizations as expected. Uysal and Gitleson (1994) define festivals from a different point of view as "traditional organizations that revive tourism attractiveness with potential visitors ". Getz (1997) explains festivals as "*fest celebrations for the public*". Atak (2009), on the other hand, presents definition for the term festival as "*series of shows or activities that have been organized periodically or for once, are consisting of a specific theme and have a specific importance of art, culture, science, economic activitiy, product, term which is specified with a certain program where the number of participants, the subject, the environment and the period were indicated*".

Festivals can be expressed as non-holy or religious relevance celebrations that are outstanding cultural and anthropological special traditions. Festivals, form a more modern perspective; are theme-based public celebrations (Getz, Andersson & Carlsen, 2010). However, when considering the historical background, it is obvious that the initial reasons for these organizations were religious and the origin of the word 'festival' dates back to Latin 'festum' which means 'common fun and fiesta, carnival' (Doğdubay & İlsay, 2016). The ceremonial sanctifications in the earlier ages address people's religious cults. For example, in Greek civilization festivals were organized in the name of Dionysos, the god of wine, on the other hand, festivals were organized and celebrated since Renaissance for non-religious purposes, too (Albayrak, 2013). There are many reasons why festivals are celebrated by societies. Some of the main reasons; to contribute to the inhabitants of the city, to attract tourists, to exhibit culture and to organize celebrations by showing off the culture in a fun way. Essentially, festivals arise from the need or desire to celebrate the unique identity or talent of the society (Scholt, Viviers & Maputsoe, 2018). In general; the unique attractiveness of the festivals is due to the fact that they are not included in the common ordinary life, they are the part of some special periods. Their atmosphere and the areas of celebration and entertainment peculiarities are not ordinary (Ekin, 2011). At the same time, various festivals contrubite to the boredom of everyday life that includes just constant effort and labor (Shone & Parry, 2004).

Festivals can be considered as important elements in the fields of economy and tourism (Quinn, 2006) as regional development strategies (Stankova & Vassenska, 2015) worldwide. According to Getz (2010), the roles of the festivals in tourism are attracting tourists to the region, contributing to the regional marketing, and revitalizing tourist attraction centers. Furthermore, the festivals can be defined in seven functions as: tourism, entertainment, education, social interaction, business, commerce and inspiration (Houghton, 2001). In addition to the functions of the festivals, it is stated that the social and cultural development as well as the income and economic benefits obtained from the advantages of festival tourism, are important for the local people and the region (O'Sullivan & Jackson, 2002; Doğdubay & İlsay, 2016; Sert, 2017). In this respect, festivals are reflected as an important incentive to tourism and support the development of the touristic regions by producing a competitive advantage compared to other holiday destinations. From a different perspective; tourists by associating the festival with the name of the region, advertise the branding of touristic destinations. For example; Olympic Games, Oktoberfest, Sibiu International Theater Festival (Ispas & Hertanu, 2011). Similarly, Şengül and Genç (2016) indicate in their studies how important advertising tools the festivals are in terms of the direct economic contribution to the region as well as the familiarity of the destination.

O'Sullivan and Jackson (2002) also describe festival tourism as an event that carried out by people from the outside of the festival region by their coming to the festival district. According to Congcong (2014), festival tourism is a kind of tourism that contributes to the touristic development of the city through the development and use of unique local cultural values. Festival tourism is becoming an important alternative tourism type for the region in order to reduce the negative effects of the seasons by appealing the public to the social life, increasing the number of tourists in the region and seizing the competitive touristic advantages of the region.

Especially within this respect, food festivals are becoming an essential component of cultural tourism and they are becoming the focus of interests in the regions where they are organized, specifically in rural areas (Hjalager & Richards, 2002; Lee & Arcodia, 2011). Quan and Wang (2004) underline the food festivals as one of the sources that helps to improve the local identity of that destination in the society. In this development process, participation and support, play a significant role in the sustainability of food-oriented tourism. Hall and Sharples (2004) state that the relationship between tourism and gastronomy represents important opportunities in terms of regional development and rural diversity. In this respect, local and local gastronomic festivals benefit the local people; It is an element of attraction for the region and, as Şengül and Genç (2016) point out, it can be used in destination marketing in an impressive manner considering

the demand for local food and beverage that has an important place among the changing expectations of tourists. Hu (2010) and Wan & Chan (2013) state that the activities organized at the food festivals offer a comfortable and enjoyable fun for everyone due to the relationship between food and daily life. Blichfeldt and Halkier (2014), they point out that food festivals can attract quite a large number of visitors by providing experiences that cannot be achieved anywhere else. As many writers state in related studies, food festivals can contribute to the region from various aspects beyond economic dimensions.

2.2. Image Creating Process of Destination

Destination image studies first revealed with the explanation of Gunn (1972) about the three-stage theory of image formation in creating the destination image (image acquired throughout the life, image acquired by the individual experiences, and image acquired by the introduction of travel information), and with Hunt's (1975) studies on the image of the five states of America which tests the role and impact of image in the development of tourism. Considering the subject from the point of view of the destination image; this group of general information can be obtained from many sources, such as advertising brochure layouts, thoughts of others and mass media.

Crompton (1979: 18) defined the image of the destination as a person's impressions of a destination as the sum of his ideas and beliefs. Although the destination image is expressed as the general impression of the tourist about the destination (Rynes, 1991), in general, the visual and mental impressions of a particular place accepted by the public in general (Milman & Pizam, 1995). Baloğlu and McCleary (1999: 870) likewise described it as "a whole of the beliefs and ideals and mental schemes of individuals about a place or destination". In other words, all personal perceptions and impressions of a destination refer to the image of destination. The elements of the destination are divided into two titles as stimulating factors (sources of information) and individual (personal) factors (Stern & Krakover, 1993; Baloglu & McCleary, 1999).

The main point that the researchers studying the destination image in their researches is, the fact that perceptual, cognitive and effective evaluations play a role in the formation of the image and the image is considered as an important factor in the decision-making process especially in the choice of destination (Hunt, 1975; Baloglu & McCleary, 1999; Watkins, Hassanien & Dale, 2006). Image is a phenomenon that differentiates the destinations from eachother and affects the decision-making process of tourists. In other words, tourists actually buy the image of the destination that they intend to visit. However, it is certain that the image created after visiting a destination will be more realistic, complex and different than the image created from secondary sources without going to that destination (Beerli & Martin, 2004) or will change (Echtner & Ritchie 1991). Zhanga, Wu and Buhalis (2017) indicates that perceived image (country&destination image) is important for tourists to live unforgettable experiences and is also moderately effective for tourists' re-visit and repurchase the touristic behavior.

From this point of view, there are different destination image models in relation to determining the factors affecting destination pereferences and determining how these factors emerged before the purchase of potential tourists. For example, the Gunn Model (1972) argues that the destination image will be different before and after the visit. To create a mental image about holiday experience, to develop the first image in the mind with more knowledge, to decide visiting the destination, to visit the destination, to share the experiences about the visit with others, to return home and to renew the image of destination by the experiences; these seven stages are effective in creating the model of destination image.

The Chon Model (1990) argues that an integrated destination image model creates travel purchasing behavior. The main theme of this model including the steps like planning of travel thinking and plan, going to destination, behavior in destination, return and vacation recall. Echtner and Ritchie Model (1991), which have a considerable place in the relevant studies are; distinguish the characteristics of a destination as concrete (functional) and abstract (psychological). The concrete features are the direct observable, measurable characteristics of the image; the abstract features are the characteristics which are difficult to observe and measure. Additionally, there are three different axes of channels in supporting a destination; these are functional / psychological, common / rare and holistic / qualitative. Fakeye and Crompton Model (1991) stated that the image of the destination and the decision for travelling are in different steps, and the process of creating destination image is a three-staged process that develops from organic image to stimulated image and from the situmulated image to complex image. In the relevant studies, the most commonly used destination image model is Baloğlu and McCleary Model (1999). This model claims that the creation of image refers to personal factors consisting of psychological and social factors, information sources that are formed by stimulating factors consisting of previous experience and distribution channels. Stimulating factors come from physical experiences and external stimuli as well as from the past experiences. Personal factors are the whole social and psychological characteristics of the receiver. Gallarza, Gil and Calderon Model (2002), which is different from the other models by a comprehensive literature review, revealed that the theoretical model of the destination image consists of 4 main components. According to the model, the destination image consists of 4 main compenents as; complex, multi-dimensional, relative and dynamic. The destination image of Beerli and Martin Model (2004) consists of primary and secondary sources such as information sources and personal factors. It means that these sources lead to build a general image about destination in the minds of individuals by going through some processes. All the natural resources, cultural resources, human resources and the diversity of these resources in touristic destination are the other main characteristics that make up the destination image. In this model, the features that adress the destination characteristics affecting the perceived image, are classified under nine different titles. These titles are; natural resources, general infrastructure, tourism infrastructure, tourist leisure and recreation, culture,

history and art, political/economic factors, natural environment, social environment and the atmosphere of the place. According to Beerli and Martin (2004); the sub-dimensions of the perceived image of a destination like; local people, touristic facilities, political elements, the physical environment of the destination, the general structure and development level of the destination, terrorist incidents, crime rates, security features of the region, festivals, museums, handicrafts, gastronomy culture etc. play a very effective role in creating a destination image.

Relevant researches reveal that the image of destination generally consists of two basic elements. These are; cognitive and emotional image. While the knowledge and beliefs that exist in humans are called cognitive elements, the feelings they have towards the destination are expressed as emotional judgement. At the same time, there is a common consensus that cognitive elements, one of the main components of the destination image, formed earlier than emotional ones (Russel & Pratt 1980; Anand, Holbrook & Stephens, 1988; Stern & Krakover 1993; Baloglu & McCleary, 1999; Beerli & Martin, 2004).

The cognitive elements that make up the destination image can be expressed as the sources that provide information about the destination. The content and nature of these resources and the perception of the information provided by these sources by individuals are critical stages. The formation of the destination image is the result of the development of mental perceptions throughout receiving the information. These sources of information are primary and secondary considering many sources such as written and visual media tools and travel agencies (Türkay & Akyurt, 2007). Baloğlu and McCleary (1999), in their study to measure the role of information resources on the image of destination, classify information sources as professional advice (tour operators, travel agencies), verbal narration (friends, relatives and social clubs), advertisements (written or visual) and books / films / news. Beerli and Martin (2004) likewise state that organic (friends and family members) and autonomous sources (guidance books, news, articles, reports, documentaries) have positive effects on some cognitive factors. Secondly, secondary information sources, also referred to as autonomous sources, emphasize that the tourists are very crutial in determining alternative destinations in the decision purchase process.

While determining an alternative destination; the concept of sustainability is of utmost importance in terms of making the best use of tourism resources without endangering the future. Sustainability is a concept that applies not only to natural resources but also to economic and cultural resources (Özdemir, 2007). Sustainable development has three dimensions that are generally accepted since the day it was discussed and used as a concept (Holmberg & Sandbrook, 1992): Economic sustainability: An economically sustainable system should be able to produce goods and services on the basis of ongoing principles; maintain the manageability of government and external debts, and avoid sectoral imbalances damaging agricultural and industrial production. Environmental Sustainability: An environmentally sustainable system should keep the resource base constant, avoid the exploitation of renewable resources or environmental investment functions, and consume only those that have not been replaced by investments and those that have been adequately replaced. This process should include biodiversity, atmospheric equilibrium and other ecosystem functions, which are not classified as economic resources. Social Sustainability: A socially sustainable system should ensure equality distribution; adequate social services, including health and education, gender equality, political responsibility and participation.

In terms of adopting sustainability dimensions, tourism is one of the sectors that will be most deeply affected in our world, whose population is growing rapidly and natural resources are rapidly depleted. Currently, many regions are losing their natural habitat. Sustainable tourism is a commitment to nature and requires integration with local people in any touristic or development activity. In this sense, the local people have a special place in terms of economic, social benefit and protecting the environment (Tüsiad, 2012).

3. Methodology

3.1. Data of The Research

The various clues in the promotional brochures of the regional festivals contribute to the process of creating the image of the destination. The research question of this study is to investigate the presence of destination characteristics in the brochures which are affecting the perceived image of the regional festivals. In this study, the status of the destination characteristics affecting the perceived image of the regional festivals in the promotional brochure layouts of the provinces published by Provincial Directorates of Culture and Tourism were investigated. The brochure layouts analyzed within the scope of the research, were gathered from the provinces which have a presentation stand at the 9th Van Tourism and Travel Fair held in Van on 27-30 September 2018. There are total 41 presentation stands for the destinations in Van Tourism and Travel Fair. One of these 41 presentation stands belongs to the country, 34 of them belong to the provinces and 6 of them belong to the counties. Destinations with a stand but not included in the research can be classified as follow; country based; Iran, on the basis of districts; Başkale, Çaldıran, Çeşme, Edremit, Muradiye and Seferihisar. Districts and countries are not included because the survey is conducted only on a provincial basis.The locations of the 34 provinces, which are included in the research in Figure 1, below, are marked with different colors according to their geographical locations and distributions throughout the country.
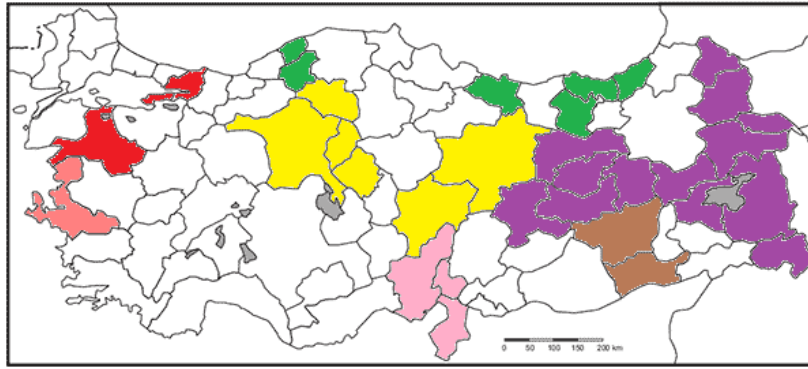
Figure 1. Destinations analyzed

Province-based destinations shown in Figure-1 that have fair stands and included in the research; Adana, Ağrı, Ankara, Ardahan, Balıkesir, Bartın, Bingol, Bitlis, Çankırı, Diyarbakır, Elazığ, Erzincan, Gümüshane, Hakkâri, Hatay, Igdir, Izmir, Karabuk, Kars, Kayseri, Kirikkale, Kirsehir, Kocaeli, Malatya, Mardin, Muş, Ordu, Osmaniye, Rize, Sivas, Trabzon, Tunceli, Van and Yalova. A total of 95 festivals are included in 34 provincial brochure lay outs included in the study. For the purpose of the study, 22 festivals are not evaluated in the study since 16 of them have no content of information and 6 of them has no advertising content of the festival. The analyzes were conducted through a total of 73 festivals.

3.2. Research Method

Content analysis method was used in the research. It can be applied in various forms of communication among people, including various written documents, photos, videos and sound recordings. Content analysis according to the application situation is mainly on coding and data interpretation process (Berg and Lune, 2015). In this approach, quantitative counting data sources such as meeting records, letters, diaries, speeches, newspaper and magazine articles are searched, and analysis of the selected units are questioned (Yüksel and Yüksel, 2004: 153). Berg and Lune (2015) also list a fairly standard set of analytical activities in content analysis in the order of their squences as follows:
1.   The data is collected and arranged to be text or edited in other types.
2. Codes are analytically developed and inductively defined in the data and added to the transcript pages or note groups.
3. Codes are converted into categorical labels or themes.
4. The materials are classified by these categories which define similar expressions, templates, relationships and similarities or dissimilarities.
5. Classified materials are examined to separate meaningful templates and processes.
6. The identified templates are evaluated in the light of previous researches and theories and some small generalizations are made.

In this study; firstly the data were collected and converted into text. Data converted into text were classified firstly by the researcher, then by three lecturers who are experts in their field as national/international, types of tourism, geographical location sub-categories. Codes for national festivals N1... N49 and international festivals I1... I24 are used as abbreviations. Data analyzed and devided into 3 main categories (national/international, geographical region and tourism types) and formed as texts then divided into categories by the program NVivo 12 Pro. Data were codificated on the basis of Beerli and Martin (2004)'s Destination Features Affecting Perceived Image model. In the study conducted by Beerli and Martin (2004), the destination characteristics which affect the perceived image are discussed under nine main dimensions. These dimensions are 'Natural resources', 'general infrastructure', 'tourism infrastructure', 'tourist leisure and recreation', 'culture, history and art', 'political/economic factors', 'natural environment', 'social environment' and 'atmosphere of the place'. The generated codes are firstly divided into themes and then sub-themes. In order to increase the validity and reliability of the study, the data were interpreted especially providing the expressions included in the brochures directly. Guba and Lincoln (1982) pointed out that qualitative research should have credibility rather than reliability and set some criteria. These criteria have been included in the literature as the standard. Guba and Lincoln (1982) categorize the criteria for credibility under four main headings: credibility, reliability, validity and transferability. There are many ways to increase credibility. These include prolonged involvement, member checking and peer debriefing. In this study, the researcher was found in the environment where the data was collected. In this review, expert opinions were consulted. The processes from the design of the research to the data collected, their analysis and the writing of the results were examined and gave feedback to the researcher.

4. Results

Within the scope of the research, the festivals are examined primarily; national/international status, geographic location of the region and the type of tourism in which they are appropriate. The results of the examination are given in Table 1. below.

Table 1. General Structure of Festivals

		National	International	TOTAL
Geographic Location	Mediterranean Region	-	4	4
	Eastern Anatolia Region	8	3	11
	Aegean Region	8	6	14
	South East Anatolia Region	2	-	2
	Central Anatolia Region	-	1	1
	Black Sea Region	25	7	32
	Marmara Region	6	3	9
	TOTAL	49	24	73
Type Of Tourism	Whitewater Tourism	-	1	1
	Mountain Tourism	2	2	4
	Eco Tourism	5	2	7
	Gastronomy Tourism	13	4	17
	Cultural Tourism	22	14	36
	Tableland Tourism	7	1	8
	TOTAL	49	24	73

As seen in Table 1 above; 49 of the festivals are organized in national and 24 of them are organized in international scale. When the distribution of the festivals by region is considered, the festivals held in the Black Sea Region are the most and the festivals held in the Central Anatolia Region are the least. Considering the relationship between the organized festivals and tourism type; it is seen that most of the festivals are in the category of cultural tourism and the least of them are in whitewater tourism. Table 2 below shows the comparison of the regions where the festivals are organized and the types of tourism.

Table 2. Comparison of Festival Regions and The Types of Tourism

	Whitewater Tourism	Mountain Tourism	Eco Tourism	Gastronomy Tourism	Cultural Tourism	Tableland Tourism
Mediterranean Region	-	-	-	1	3	-
Eastern Anatolia Region	-	1	-	2	8	-
Aegean Region	-	-	2	7	5	-
South East Anatolia Region	-	-	-	-	2	-
Central Anatolia Region	-	-	-	-	1	-
Black Sea Region	1	3	4	5	12	7
Marmara Region	-	-	1	2	5	1
TOTAL	1	4	7	17	36	8

As stated in Table 2 above; it has been revealed that festivals in the Mediterranean Region are realized within the scope of gastronomy and cultural tourism. In addition to the Mediterranean Region, the presence of mountain tourism in the Eastern Anatolia Region was determined. In the Aegean Region; cultural tourism and eco tourism come into prominence, but also especially the gastronomy tourism. There is available only cultural tourism in South East Anatolia and Central Anatolia In the Black Sea Region, all types of tourism are identified as in the research variables. In the Marmara Region, there are festivals in the scope of eco tourism, gastronomy tourism, cultural tourism and tableland tourism.

The destination characteristics affecting the perceived image are determined in 7 main dimentions as "Recreative Elements", "Socio-Cultural Elements", "General Atmosphere", "Sustainability", "Infrastructure", "Natural Resources", "Economic Factors".

While analyzing the data obtained, recreative elements were evaluated in two categories as 'active' and 'passive'. 'Culture, history and art' and 'social environment' evaluated as 'socio-cultural elements'. 'General infrastructure' and

'tourism infrastructure' evaluated as 'infrastructure'. 'Natural environment' is evaluated within 'natural resources'. 'Political and economical factors' are evaluated as 'economical factors' only. Any data could be found as political factors. Table 3 below shows the destination characteristics that affect the detected image as a result of the analysis.

Table 3. Characteristics That Affect The Detected Image

Codes	Themes	Subthemes	Frequency	Total
1.Recreative Elements	Active	R1. Competition	24	87
		R2. Trip	4	
		R3. Picnic	3	
		R4. Sports	2	
		R5. Tasting Activities	1	
		Total	34	
	Passive	R6. Folk Dance	14	
		R7. Show	12	
		R8. Concert	10	
		R9. Theater	9	
		R10. Audition	4	
		R11. Exhibition	2	
		R12. Carnival	1	
		R13. Cinema	1	
		Total	53	
2.Socio-Cultural Elements	Cultural Values	SC1. Local Food	26	72
		SC2. Art	10	
		SC3. Historical Structures	3	
		Total	39	
	Social Environment	SC4. Interpersonal Interaction	20	
	Cultural Heritage	SC5. Intangible Cultural Heritage	12	
		SC6. Tangible Cultural Heritage	1	
		Total	13	
3. Atmosphere		A1. Having a Good Reputation	23	36
		A2. Being Attractive and Interesting	8	
		A3. Satisfying	2	
		A4. Mystic	2	
		A5. Fashion	1	
4. Sustainability		SU1. Environmental Sustainability	9	18
		SU2. Social Sustainability	5	
		SU3. Economic Sustainability	4	
5. Infrastructure		IN1. General & Tourism Infrastructure	13	13
6. Natural Resources		NR1. Geographical Location	5	12
		NR2. Flora – Fauna	5	
		NR3. National Park	2	
7. Economic Factors		E1. Revival of The Economy	6	6

According to the data in Table 3 above; 7 code, 5 themes and 32 sub theme were created. The most significant items (r=87) are found in the brochure lay outs evaluated, according to the reference numbers that affect the perceived image. Recreative elements are followed by the socio-cultural elements (r=72), general atmosphere (r=36), sustainability (r=18), infrastructure (r=13), natural resources (r=12) and economic factors (r=6). Competition was found the most active events (r=24) among the active recrative elements. In the competition category, which has the highest repetition rate of active recreation, it is determined that regional competitions are organized in general. However, it was determined that the organized competitions went beyond the regional dimension. For example, the following statement was found in the N40 brochure.

> N40= *Within the scope of Festival and the scope of the Project called ' Acquire Qualification for The Education in Rize', They break the record of Making a Snowman With the More Kids by the participation of 450 students all around the province counties. In World Kids Record category, this record was belong to the Sweden with the260 kids. However, now its in Turkey.*

Among the active recreational elements; competition (r=24), trip (r=4), picnic (r=3), sports (r=2) and tasting activities (r=1) are also included. The most commonly used elements in the passive recreative elements are folk dance (r =14),

show (r=12), concert (r=10) and theater (r=9) are followed by audition (r=4), exhibition (r=2), carnival (r=1), and cinema (r=1).

Socio-cultural elements (r=72) were divided into three sub-dimensions such as; cultural values (r=39), social environment (r=20) and cultural heritage (r=13). In the theme of cultural values, sub-themes like local food (r=26), art (r=10) and historical structures (r=3) have emerged. In the theme of cultural values, local foods are included in the most of the brochure lay outs (r=26). Local people are also mentioned in the sub-theme of local food. Local dishes with similar promotions are mentioned in the N19 brochure as follows:

> N19= *It is a festival that our shopkeepers prepare themselves before the tourism season, where local producers exhibit beautiful Aegean herbs with the arrival of spring, where housewives produce their local homemade products for a whole winter.*

In the theme determined as 'social environment', a sub-theme called 'interpersonal interaction' (r=20) was determined. The brochure I16, which includes frequently mention about the meeting of the tourists and the local public and their communication, have been identified the mention about the interaction with different cultures in international level:

> I16= *Ensuring the meeting of the World Cultures from each other, feeding the universality by interacting and developing friendship and brotherhood between the peoples.*

Cultural heritage are divided into sub-themes as intangible cultural heritage (r=12) and tangible cultural heritage (r=1) as mentioned in the related literature. As it is stated in the example of the N8 brochure, the elements of intangible cultural heritage (r=12) are used more effectively.

> N8= *...The Ceremonial Keşkek which was recorded in 2011 in UNESCO's List of Non-Intangible Cultural Heritage, have been prepearing in the Abtipaşa town of Ulus as a demonstration of its survival in Bartın province, in order to ensure the survival of the Dish Keşkek, preserve of it and provide transfering to the next generations.*

The theme general atmosphere (r=36) is divided into five sub-themes as follows: having a good reputation (r=23), being attractive and interesting (r=8), satisfying (r=2), mystic (r=2) and fashion (r=1). In particular, when the festivals are being evaluated in the sub-theme of 'having a good reputation', it is found that the bests, the firsts and the repeated festivals were presented in their advertisements and promotions. For example, the N19 and N48 brochures include similar expressions.

> N19= *...Our favorite festival, which has been watched with great interest and has been flooded by visitors from all over the world, has crowned its success by winning the Most Successful Festival at the Shining Star Awards 2016 and the Honor Award at the 2017 İzmir Tourism Awards organized by the Izmir Province Culture and Tourism Management.*
> N48= *...Traditional and Historical Yalova Fevziye Oil Wrestling was held with the participation of 400 wrestlers that 40 of whom are chief wrestler.*

The first theme identified as sustainability (r=18) devided into sub-themes as follow; environmental sustainability (r=9), social sustainability (r=5) and economic sustainability (r=4). Features highlighted within the scope of environmental sustainability; environmental pollution, the need for protection of the ecosystem, and the prevention of reduction of biodiversity. Some of the statements identified in the brochures are given below as examples of I5, N20 and N41 brochures lay outs.

> I5= *The International Bandırma Bird Paradise Culture and Tourism Festival is an international festival held every year since 1987, in order to promote the publicity of the Bandırma Kuşcenneti National Park to the masses and to draw the public's attention to the dangers of environmental pollution in the National Park.*
> N20= *...The festival is aimed at preserving and preserving the gumwood, white onion, thyme and lavender, which are endemic species, as well as the purpose of maintaining the Chios sheep and increasing the number of breeders. Chios sheep's milk yield and lamps as is Turkey's most productive race.*
> N41= *The capercaillie, one of the endangered birds spicies in the world, is taken under the protection in the İkizdere district of Rize rpovince and organizing festival on behalf of its spice.*

In the sub-theme of social sustainability; as determined in the following examples of I14 and N24, some important themes were indicated as follows: to create a sense of responsibility towards the society who live in, to protect and develop

their own resources, to pass on traditions to the next generations, and feed the sense to keep them alive by future generations.

> I14= ...*The aim of the International Golden Saffron Documentary Film Festival, is Safranbolu in particular and in the country in general, to protect and preserve the cultural values of our country, to maintain the essential vital sensitivity to transfer it as a legacy to the future, to update it in the international level via the international film festival, to ensure the sustainability of the natural, cultural and historical environment under the illumination and preservation theme of cultural heritage and protection in the future.*
> N24= *The vintage festivals, known to be built 2.600 years ago, are a cultural bridge that connects the past to the present, in order to convey our traditions and customs to our next generations.*

In the sub-theme of economic sustainability, a intensive information has been determined around the subject economic welfare of the local population and sufficient capital transfer issues for future generations to benefit from the economic resource. N21 brochure sets an example for these issues.

> N21= ...*The aim is to support local development, to accelerate economic development, to promote the production of grapes produced in Kavacık Village, to bring together the experts and the farmers in order to establish the production and marketing conditions that will enable the healthy and more efficient transfer of the natural structure of the products to the future without deteriorating.*

Among the general characteristics, it was found that the codes infrastructure (r=13) and natural resources (r=12), which are considered as a single title, were used in almost the same ratio. Geographical location (r=5) and flora-fauna (r=5), which are the themes studied in natural resources, are also used in the same rate in brochure layouts, while national parks (r=2) are given less space. When the characteristics of the destination affecting the perceived image are examined in general; least mentioned sub-themes detected are: tangible cultural heritage (r=1), cinema (r=1), carnival (r=1), fashion (r=1) and tasting activities (r=1).

5. Conclusion

Festivals are highly attractive events for touristic regions. It is known that festivals, which can be defined as thematic folk days celebrating the valuable aspects of public life, are designed to be organized on specific and traditional days and dates and may have social, economic, cultural and environmental impacts as well (Small, Edwards and Sheridan, 2005). Additionally, as stated by Yolal, Çetinel and Uysal (2009); the local people offer the cultural wealth to foreign visitors where the festivals are organized. Information about the destination, which is included in the introductory brochures that are considered as secondary data sources, creating the destination image of the foreign visitors especially before their visit to that event destination. In this study, the destination characteristics of the festivals in the promotional brochures, which affect the perceived image, are evaluated around various parameters and are determined as shown in Table 4 below.

Table 4. Destination Features Affecting Perceived Image

Recreative Elements		Socio-Cultural Elements		
Active	*Passive*	*Cultural Values*	*Cultural Heritage*	*Social Environment*
• Competition • Trip • Picnic • Sports • Tasting Activities	• Folk Dance • Show • Concert • Theater • Audition • Exhibition • Carnival • Cinema	• Local Food • Art • Historical Structures	• Intangible Cultural Heritage • Tangible Cultural Heritage	• Interpersonal Interaction
General Atmosphere	Sustainability	Infrastructure	Natural Resources	Economic Factors
• Having a Good Reputation • Being Attractive and Interesting • Satisfying	• Environmental Sustainability • Social Sustainability • Economic Sustainability	• General Tourism Infrastructure &	• Geographical Location • Flora – Fauna • National Park	• Revival of The Economy

- Mystic
- Fashion

As stated in Table 4 above; The image of the destination is influenced by various elements. The destination characteristics affecting the perceived image are shaped as 7 dimensions. The destination characteristics affecting the perceived image are shaped as 7 dimensions, including recreational elements, socio-cultural elements, general atmosphere, sustainability, infrastructure, natural resources and economic factors.

These dimensions including for "Recreational Elements" are Active Recreational Elements; competition, trip, picnic, sports, tasting activities and Passive Recreational Elements; folk dance, show, concert, theater, audition, exhibition, carnival, cinema. For "Socio-Cultural Elements"; Cultural Values; local food, art, historical structures, Cultural Heritage; intangible cultural heritage, tangible cultural heritage and Social Environment; interpersonal interaction. For "General Atmosphere"; having a good reputation, being attractive and interesting, satisfying, mystic and fashion. For "Sustainability"; environmental sustainability, social sustainability and economic sustainability. About "Infrastructure"; general and tourism infrastructure. For "Natural Resources"; geographical location, flora&fauna and national park. For "Economic Factors"; revival of the economy. These destination features constitute the destination image.

6. Discussion

This research is important for guiding tourism marketing activities. The qualifications of the destination should be brought to the forefront and introduced. By focusing on a single feature of a city, many features can be emphasized as well as the way in city marketing. News about the destination, advertisements, books, magazines and similar sources of information can also have a significant impact on the destination image (Yaraşlı, 2007). Travel brochures, posters related to destinations, family, friends, travel agencies and general media (newspapers, magazines, books, television, cinema) are also important in the formation of destination image (Echtner and Ritchie, 1991). The various sources of information used provide access to perceptual and cognitive outcomes of destination qualities. These results help us to understand the visitor's socio-psychological motivations and feelings about destinations. (Baloglu and McCleary 1999). According to Fakeye and Crompton (1991), information sources constitute the cognitive aspect of the image and Um & Crompton (1990) state that cognitive accumulation occurs by external stimuli. In the study conducted by Beerli and Martin (2004), the destination characteristics which affect the perceived image are discussed under nine main dimensions. These dimensions are 'Natural resources', 'general infrastructure', 'tourism infrastructure', 'tourist leisure and recreation', 'culture, history and art', 'political/economic factors', 'natural environment', 'social environment' and 'atmosphere of the place'. However, a different factor "Sustainability Dimension" which is not included in the study of Beerli and Martin (2004), was determined.

The destination image is influenced by different factors such as the conditions in which the destination is located and the living standards it provides, the state of the destination's resources, the level of development of its infrastructure and superstructure. Individuals' level of knowledge about the destination, their beliefs and their feelings towards the whole destination shape the destination image. The destination's singular qualities and functional characteristics as well as the promised tourist experience all affect the destination image.

The process of image formation in tourism, image studies to be applied according to regions and the components of the image may vary (Akyurt, 2008). In order to develop a destination image of a region and become a brand city; it is necessary to create a quality and reliable profile that highlights the features that make the region different from the others, to establish the market by identifying the target audience, and to create slogans and logos. Especially in recent years it has been to better understand the importance of the destination image and destination of Turkey's image has begun to conduct studies to locate a qualified way. However, different tourism regions of Turkey and to the point, began to be introduced with methods tailored to the destination. As a result of this event in Turkey, it has increased the awareness and image in the international tourism market has changed in a positive way. Turkey's pre-visit and post-image differences, according to a study evaluating the questionnaires applied to tourists; examine the issues of the culture of the majority of tourists visiting Turkey has changed in a positive direction after perception. Therefore, Turkey is not detected correctly in the desired format and the image presented by Turkey's tourist product and are not reflected in the results of exit towards the destination image (Dülger et al, 2005).

Prices of products in destinations and fairs held at destination, exhibitions, festivals of Turkey's tourism product is effective in the selection and purchase. While the prices of the products affect the image, the purchasing power of the tourist affects the choice of destination. Turkey, the factors that affect the image of the destination, festivals and leisure facilities is of great importance. Festivals are an effective public relations activity that can erase the negative image formed on the destination. Festivals, which have an important place in public relations practices; they provide significant gains both in terms of promotion, economic and other aspects to the region in which they are organized and the organizations there. Festivals also help to increase tourism demand and help to prolong the tourism season.

The destination image is the subjective interpretation of visitors about the destination (Bigne, Sanchez and Sanchez, 2001). For this reason, the destination characteristics that affect the image should be determined in well manner. The brochures especially are data sources that reflect the destination properties directly to the visitor. The visitor, who will choose between the competing destinations, will direct his choice to the destination which has the most positive and best

image perception (Jonsson and Sievinen, 2003). Many studies have been carried out in order to measure the destination image in the related researches (Hunt, 1975; Crompton, 1979). However, the destination image creation process is a process that must be planned ahead of the destination image measurement study or studies. The process of creating the destination image also requires strategic planning. Therefore this study can contribute to the researches and studies about the creation of destination image.

7. Limitations and Further Research

This research was conducted only on the festivals on the brochures. In this context, this research can be expanded and improved by the studies on local people and visitors of the region. How tourism enterprises look at local activities can be investigated. This research was investigated by qualitative method. Quantitative research method can be used to gain diversity. The study was carried out on brochures which can only be accessed at the fair. Therefore, promotional brochures of other provinces can be examined. In this study, the role of local activities in terms of the destination image was discussed. Therefore, this study can be further explored by addressing other issues that positively or negatively affect the destination image.

REFERENCES

Akyurt, H. 2008. Turizm Bölgesine Yönelik Talebi Etkileyen Faktörlerden İmaj ve Çeşme Örneği. *Unpublished Master Thesis,* Dokuz Eylül University, İzmir.

Albayrak, A. 2013. *Alternatif Turizm*. Ankara: Detay Publishing.

Anand, P., Holbrook, M. & Stephens, D. 1988. "The formation of affective judgments: the cognitive–affective model versus the independence hypothesis". *Journal of Consumer Research*, 15: 386–391.

Atak, O. 2009. Türk Turizminin Tanıtımında Festivallerin Yeri Ve Önemi: Antalya örneği. *Unpublished Master Thesis*, İstanbul University.

Baloglu, S. & McCleary, K. W. 1999. "A model of destination image formation." *Annals of Tourism Research*, 26(4): 868-897.

Beerli, A. & Martin, J. D. 2004. "Tourists' characteristics and the perceived image of tourist destinations: a quantitative analysis-a case study of Lanzarote, Spain." *Tourism Management*, 25: 623–636.

Berg, B. L. & Lune, H. 2015. *Sosyal Bilimlerde Nitel Araştırma Yöntemleri*. (Ed. Hasan Aydın). Konya: Eğitim Publishing.

Bigne, J. E., Sanchez, M. I. & Sanchez J. 2001. "Tourism image, evaluation variables and after purchase behaviour: inter-relationship." *Tourism Management*, 22: 607–616.

Blichfeldt, B. S. & Halkier, H. 2014. "Mussels, tourism and community development: a case study of place branding through food festivals in rural North Jutland, Denmark." *European Planning Studies*, 22(8): 1587-1603.

Chon, K.S. 1990. "The role of destination image in tourism: a review and discussion." *Revue du Tourisme* 2: 2–9.

Congcong, T. 2014. "The study of festival tourism development of Shanghai." *International Journal of Business and Social Science*, 5(4): 52-59.

Crompton, J. L. 1979. "An assessment of the image of Mexico as a vacation destination and the influence of geographical location upon that image." *Journal of Travel Research*, 17(4): 18–23.

Çelik, A. 2009. Destinasyon Pazarlama Unsuru Olarak Etkinlik Turizmi ve Etkileri-İstanbul Örneği. *Unpublished Master Thesis,* Gazi University, Ankara.

Doğdubay, M. & İlsay, S. 2016. B*ir İletişim Biçimi Olarak Gastronomi Konulu Festivaller*. (Ed. H. Yılmaz). Bir İletişim Biçimi Olarak Gastronomi (pp.169-191). Ankara: Detay Publishing.

Dülger, S., Girişken, G., Yıldız, E. & Yarcan, Ş. 2005. "Preand post-visit ımages of Turkey: a descriptive study of us travelers." *Doğu Akdeniz Üniversitesi Turizm Araştırmaları Dergisi*, 6 (1-2): 35-57.

Echtner, C. M. & Ritchie, J. R. B. 1991. "The meaning and measurement of destination image." *The Journal of Tourism Studies*, 2(2): 2–12.

Ekin, Y. 2011. Etkinlik turizmi kapsamında festivaller ve Antalya altın portakal film festivali'nin yerel halk üzerindeki sosyal etkileri konulu bir araştırma. *Unpublished Doctorate Thesis*, Akdeniz University, Antalya.

Fakeye, P. C. & Crompton, J. L. 1991. "Image differences between prospective, first-time and repeat visitors to the lower Rio Grande Valley." *Journal of Travel Research*, 30(2): 10-16.

Falassi, A. 1987. Festival: Definition And Morphology. (In. Falassi, Alessandro Ed.) *Time out of Time: Essays on the Festival*, s. 1-10, University of New Mexico Press, Albuquerque.

Gallarza M.G., Gil, S.I. & Calderon, G.H. 2002. "Destination image towards a conceptual framework." *Annals of Tourism Research*, 29(1): 56-78.

Getz, D, Andersson, T. &Carlsen, J. 2010. "Festival management studies: developing a framework and priorities for comparative and cross-cultural research." *International Journal Of Event And Festival Management*, 1(1): 29-59.

Getz, D. 2010. "The nature and scope of festival studies." *International Journal of Event Management Research,* 5(1): 1-47.

Getz, D. 1997. *Event Management & Event Tourism*. New York: Cognizant Communication.

Guba, E. G., & Lincoln, Y. S. 1982. "Epistemological and methodological bases of naturalistic inquiry." *Educational Communication and Technology Journal*, 30 (4): 233-252.

Gunn, C. A. 1972. *Vacationscape: Designing Tourist Regions*. Bureau of Business.

Hall, C. M. & Sharples, L. 2004. The Consumption Of Experiences Or The Experience Of Consumption? An Introduction To The Tourism Of Taste. *In Food Tourism Around The World*, 13-36, Routledge, New York.

Hjalager, A.M. & Richards, G. 2002. "Still undigested: research issues in tourism and gastronomy." *Tourism And Gastronomy*, 224, Routledge, New York.

Holmberg, J. & Sandbrook, R. 1992. *Sustainable Development: What is to Be Done? Making Development Sustainable: Redefining Institutions, Policy, And Economics*. (Ed. J. Holmberg). International Institute for Environment and Development, ss.19-38, Island Press, Washington, D. C.

Houghton, M. 2001. "The propensity of wine festivals to encourage subsequent winery visitation." *International Journal of Wine Marketing*, 32-41.

Hu, Y. 2010. *An Exploration Of The Relationships Between Festival Expenditures, Motivations, And Food İnvolvement Among Food Festival Visitors*. University of Waterloo, Canada.

Hunt, J. D. 1975. "Image as a factor in tourism development." *Journal of Travel Research*, 13(3): 1–7.

Ispas, A. & Hertanu, A. 2011. "Characteristics of event tourism marketing case study: the European youth olympic festival." *Series V: Economic Sciences*, 127-134.

Jonsson, E. & Sievinen, M. 2003. Swedes' Image Of Helsinki As A Winter Destination. *Unpublished Master Thesis*, Göteborg University, Swedish.

Lee, I. & Arcodia, C. 2011. "The role of regional food festivals for destination branding." *International Journal of Tourism Research*, 13(4): 355-367.

McKercher, B., McKercher, R. & Du Cros, H. 2002. *Cultural Tourism: The Partnership Between Tourism And Cultural Heritage Management*. Routledge.

Milman, A. & Pizam, A. 1995. "The role of awareness and familiarity with a destination: the Central Florida case." *Journal of Travel Research*, 33(3): 21–27.

Molina, A. & Esteban, A. 2006. "Tourism brochures usefulness and ımage." *Annals of Tourism Research*, 33(4): 1036-1056.

O'Sullivan, D. & Jackson, M. 2002." Festival tourism: a contributor to sustainable local economic development?" *Journal of Sustainable Tourism*, 10(4): 325-342.

Özdemir, G. 2007. Destinasyon Yönetimi ve Pazarlama Temelleri İzmir İçin Bir Destinasyon Model Önerisi. *Unpublished Doctorate Thesis*, Dokuz Eylül University, İzmir.

Quan, S. & Wang, N. 2004. "Towards a structural model of the tourist experience: an ıllustration from food experiences in tourism." *Tourism Management*, 25(3): 297-305.

Quinn, B. 2006. "Problematising "festival tourism": arts festivals and sustainable development in Ireland." *Journal of Sustainable Tourism*, 14(3): 288-306.

Russel, J. & Pratt, G. 1980. "A description of affective quality attributed to environment." *Journal of Personality and Social Psychology*, 38: 311–322.

Rynes, S. L. 1991. "Recruitment, job choice, and post-hire consequences: a call for new research directions." *Handbook of Industrial and Organizational Psychology*, 0: 399–444.

Saleh, F. & Ryan, C. 1993. "Jazz and knitwear: factors that attract tourists to festivals." *Tourism Management*, 14(4): 289-297.

Scholt, M., Viviers, P. A. & Maputsoe, L. 2018. "Understanding the residents' social impact perception of an African cultural festival: the case of macufe." *Journal Of Tourism And Cultural Change*, 1-20.

Sert, A. N. 2017. "Festivallerin yerel halk üzerindeki sosyal etkileri: Beypazarı örneği." *Selçuk Üniversitesi Sosyal Bilimler Enstitüsü Dergisi*, (38): 187-199.

Shone, A. & Parry, B. 2004. *Successful Event Management: A Practical Handbook*. London: Thomson Learning.

Small, K., Edwards, D. & Sheridan, L. 2005. "A flexible framework for evaluating the socio-cultural impacts of a (small) festival." *International Journal of Event Management Research*, 1(1), 66–76.

Stankova, M. &Vassenska, I. 2015. "Raising cultural awareness of local traditions through festival tourism." *Tourism & Management Studies*, 11(1): 120-127.

Stern, E. & Krakover, S. 1993. "The formation of a composite urban image." *Geographical Analysis*, 25: 130–146.

Şengül, S. & Genç, K. 2016. "Festival turizmi kapsamında yöresel mutfak kültürünün destekleyici ürün olarak kullanılması: Mudurnu ipekyolu kültür sanat ve turizm festivali örneği." *Pamukkale Üniversitesi Sosyal Bilimler Enstitüsü Dergisi*, http://acikerisim.pau.edu.tr:8080/xmlui/handle/11499/959.

Türkay, O. & Akyurt, H. 2007. "Turizm bölgesi imajının yönetilmesi: Türkiye turizm bölgeleri açısından sorunlar ve çözüm açısından kritik noktalar." *I. Ulusal Türkiye Turizm Kongresi*, 109-125.

Tüsiad, 2012. *Sürdürülebilir turizm*. No:TÜSİAD-T/2012-09/531.

Ulama, Ş. 2015. "Turizm tanıtım broşürlerinde destinasyon imajı analizi: Türkiye örneği." *Bartın Üniversitesi İ.İ.B.F. Dergisi*, 6(11): 231-246.

Um S. & Crompton J. L. 1990. "Attitude determinants in tourism destination choice." *Annals of Tourism Research*, 17: 432-448.

Uysal, M. & Gitelson, R. 1994. "Assessment of economic impacts: festivals and special events." *Festival Management and Event Tourism*, 2(1): 3-9.

Wan, Y. K. P. & Chan, S. H. J. 2013. "Factors that affect the levels of tourists' satisfaction and loyalty towards food festivals: a case study of Macau." *International Journal Of Tourism Research*, 15(3): 226-240.

Watkins, S., Hassanien, A. & Dale, C. 2006. "Exploring the image of the black country as a tourist destination." *Palgrave Journals*, 2 (4): 321-333.

Wilks, J., Atherton, T. & Cavanagh, P. 1994. "Adventure tourism brochures: an analyses of legal content." *Journal of Hospitality Management*, 1(2): 47-53.

Yaraşlı, G. Y. 2007. Destinasyon İmajı ve Trabzon Yöresine Dönük Bir Çalışma. *Unpublished Master Thesis,* Başkent University, Ankara.

Yıldız, S. B. & Polat, E. 2016. "Yerel halkın Eskişehir'de düzenlenen festivallerin etkilerine yönelik algıları." *Journal of Tourism and Gastronomy Studies*, 4(2): 40-62.

Yolal, M., Çetinel, F. & Uysal, M. 2009. "An examination of festival motivation and perceived benefits relationship: Eskişehir international festival." *Journal of Convention & Event Tourism*, 10(4): 276-291.

Yüksel A. & Yüksel F. 2004. *Turizmde bilimsel araştırma yöntemleri*. Ankara: Turhan Publishing.

Zhanga, H., Wu, Y. & Buhalis, D. 2017. "A model of perceived image, memorable tourism experiences and revisit intention." *Journal of Destination Marketing & Management*, Article in Press, http://isiarticles.com/bundles/Article/pre/pdf/112774.pdf.