Analysis and Evaluation of Amasya City Centre as a Tourist Friendly Destination

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Abstract

Tourism is not only one of the most notable sectors in the world, but also the motor force of development of many regions, cities and villages. Touristic destinations instead of nations have become the focal points of tourism development initiatives. This article identifies the interrelationship between international tourists' perceptions and the "tourist friendly destination" concept. Demand side, supply side of tourism and additionally, urban condition, urban quality and urban standards of the destination influence the tourist friendly destination concept. Cultural and historical tourism destinations present a more definite and clear case. Therefore, this study mainly focuses of Amasya, which is a significant cultural and historical tourism destination, in Turkey. This study aims to analyse Amasya city centre as a potential tourist friend destination. Hence, a questionnaire survey was developed consisting of some questions that inquire about the tourist friendly destination concept. The data collected from the questionnaires were statistically analysed. The findings yielded several strategies in order to improve tourist friendly tourism.

Keywords: Tourism**,** Tourist friendly destination; Cultural tourism; Locational characteristics; Amasya city centre

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1. Introduction

Tourism is one of the most important industries in the world as it is the case in Turkey. Tourism brings in large amounts of income to local economies in the form of payment for goods and services needed by tourists. According to the 2017 Report of WTTC (World Travel and Tourism Council), the share of tourism sector will be about 10% of total national GDP in Turkey (TURFED Tourism Report, 2017).

Globalisation has led to various changes in the tourism sector, as it has in most sectors. Regional and destination marketing instead of national marketing activities have become popular (Tosun & Bilim, 2004). New plans and strategies are concentrated on direct marketing of tourist destinations (Dore &Crouch,2002). In this respect, the tourist friendly destination concept has emerged, reflecting the fading relevancy of nations as tourist destinations.

The tourist friendly destination concept has two components – demandrelated and supply related factors. The demand side encompasses tourist behaviours and attitudes, the supply side relates to the condition and features of the supply side. Additionally, locational and urban characteristics and standards, referred to as the urban factor, are important when considering tourism activities in city centres. This is more so the case in city centres, which are cultural tourism destinations. Classification as a tourist friendly destination is a key tourism management and branding issue in today's tourism industry. Some studies have been carried out on the tourist friendly destination and urban concept (Bennett, 1998; Reutsche2006; Anuar et al. 2012a;Anuar et al. 2012b,Anuar et al. 2012c, AbdJalil et al. 2013; Luttenberger, 2013). Although the tourist friendly destination concept has been considered, there is no research evaluating international tourists' perceptions and opinions of a historic city centres.

Amasya, whose history dates back nearly 7500 years, has significant tourism potential for Turkey. Amasya has been home to many civilizations, including the Hittites, Phrygians, Cimmerians, Scythians, Medes, Mitridates, Romans, Byzantines, Danişments, Ilkhanians, Seljuks, Ottomans and Turks (Menc, 2000). It is regarded as one of the most important cultural and educational centres of the Ottoman Empire. Amasya, with its historical Yaliboyu District, is one of the most picturesque cities in Anatolia. It has been selected as a case study because of its historical and cultural features and potential to be a successful tourist destination.

The aim of this study is to evaluate the potential of Amasya city centre as a tourist friendly destination. The tourist friendly potential of Amasya city centre is examined in terms of supply and demand sides; locational and urban characteristics of the city are an important factor as well. To evaluate the demand side, a questionnaire was designed with regard to the tourist friendly destination concept developed from the reviewed literature. This study depends on the questionnaire applied to foreign tourists and tourism establishments in the year 2014. In order to eliminate bias due to nationalist emotions, the questionnaire was distribute donly to international tourists who visited Amasya city centre and planned to spend at least one night in Amasya city centre. In order to evaluate the supply side, semi-structured interviews were conducted with owners or managers of touristic facilities. The questionnaire distributed to international tourists must be evaluated according to development of the

research. The main framework was developed through the demand side as the research developed.

The study has five sections. First, it reviews the existing literature relevant to the tourist friendly destination concept and introduces the factors that influence this concept. Then, Amasya city centre is described as a case study area. This is followed by a description of the research method and procedures used in the study. Next, the results and findings are discussed and summarized. The study concludes with a summary of the study, contributions, discussion, and a set of recommendations for future research.

2. Tourist Friendly Destination Concept

The tourist friendly destination concept was firstly described in 2012 (Anuar et al.2012a,b). According to Anuar et al. (2012b),"the tourist friendly destination is a concept, which satisfies the tourists through utilization and the relationship between elements of activity, space and product without any interruption and difficulties starting from the resident to the preferred of tourism destination". Anuar et al. (2012a, b) grouped factors for defining a place as a tourist friendly destination. These factors are; space, activity and product. Space is related with infrastructure, facilities, accommodation; activity is the first starting point of tourist friendly destination; product is related with nature, manmade structures and major touristic events.

The tourist friendly destination concept is correlated with the attractiveness and competitiveness of a tourism destination. Vangesayi (2003) proposed a conceptual model about competitiveness and attractiveness. According to the conceptual model, the resources and supporting services of the destination combined with physical and social characteristics of a destination indicates the level of competitiveness and attractiveness. Finally, this leads to an image of destination with an organizational performance that maintains the tourist satisfaction (Vangesayi,2003).

Crompton and Love (1995)claim that quality and satisfaction are the key factors for shaping the tourism potential of a destination. Quality concerns the supply side, whereas satisfaction relates to the demand side. Baker and Crompton (2000) state that qualified performance in facility provision, programming and service give way to higher satisfaction levels among visitors.

A study by Ritchie and Crouch (2000) suggests that the factors effecting destination competitiveness and sustainability can be considered hierarchically. The study helps to reveal the supply factors of tourism which play a role in shaping a place as atourist friendly destination. According to Ritchie and Crouch, local characteristics are least influential while national and more general characteristics are most influential.

Beerli and Martin (2004) define a number of elements determining the perceived tourist destination image. These elements are: natural resources, condition of general infrastructure (health, transportation, quality of roads and airports etc.), tourist infrastructure (condition of hotels, restaurants, tourist centres, network of tourist information etc.), existence of touristic leisure and recreation facilities, existence of culture, history and art, political and economic factors, natural environment, cleanliness, beauty of town, air and noise pollution, social environment (hospitality, life quality, language barriers) and

atmosphere of the place (exotic, mystic, relaxing, attractive etc.) In addition to this, Beerli and Martin (2004) indicate that choice of a tourism location depends on assessment of a perceived image. Their study is primarily concerned with the behavioural and psychological aspects of the tourist friendly concept.

On the other hand, depending on the destination concept, space and spatial characteristics are vital elements concerning the tourism concept especially in urban areas. According to Reutsche (2006), there are several key elements that enhance the tourist friendliness in urban areas, such as:location of activities including cultural facilities, sports facilities, amusement facilities, leisure setting including physical characteristics (street pattern, interesting buildings etc.) and socio cultural features (cultural heritage, language, friendliness, security etc.), secondary elements including accommodation, shopping and additional elements including accessibility, transportation and tourist information.

3. Amasya City as a Destination for Tourists

Amasya is situated between the Black Sea and Centre Anatolia Regions in Turkey. Amasya lies in a beautiful narrow river valley, bounded by the almost vertical cliffs and high peaks of the Canik and Pontus mountains. Despite the mountainous location, it is not far above sea level. This makes its climate more temperate. Amasya is in Central Black Sea Region, with Samsun bordering to the north, Tokat to the east, Yozgat to the south and Corumto the west (Figure1). The surface area of the province is 5690 km^2 and the city centre altitude is approximately 412 m. Amasya is located on the North Anatolian fault lines, the primary earthquake prone zone of Anatolia.

Figure 1. Location of Amasya (Adapted from Google Maps)

According to Turkish Institute of Statistics (TUIK) Data from 2013, the population of Amasya province is 322,000 and the population of Amasya city centre is about 100,000 (Anonymous, 2013). The birth rate of Amasya is low, so its population has been increasing slowly.

Amasya is one of the oldest settlements in Anatolia; its history goes back more than 7,500 years. The territory has hosted Hitit, Phrygian, Kimmer, Lydian, Persian, Asurian, Pontic, Roman, Byzantine, Danismend, Mongolian, Selcuk, Ilhanli and Ottoman civilizations. Amasya's history spans the Prehistoric Period, Hellenistic Period, Roman-Byzantine Period, Seljuk Period, Ottoman Period and the Turkish Republic Period (Menc, 2000).   .

Amasya is home to an array of famous tourist attractions. Amasya Historic City Centre is the principal tourist attraction for visitors. The most famous attractions include Amasya Castle, the King Rock Tombs and traditional Ottoman mosques and mansions (Amasya Houses). Amasya also offers a number of museums (The Archaeological Museum of Amasya, Hazeranlar Mansion, Sehzadeler (Prince) Museum, Serefeddin Sabuncuoğlu Medicine Museum, Museum of Amasya National Battle, Model Amasya Museum, Alpaslan Museum). In addition, Amasya is home tothe Yesilirmak River Promenade, Ottoman-era inns, public baths, bazaars, thermal springs, ornithology areas, madrasah and theology schools, Sultan II[th]BayezidKulliye, Haliliye Theology School, Kapi Aga Theology School), Ferhat Water Canal, fountains and festivals(Menc, 2000).

The Yeşilirmakriver coupled with the city's historical and cultural treasures create a unique identity for Amasya. Amasya's historic city centre has a huge tourism potential with its natural and man-madebeauty.

The historic centre of Amasya is divided in two by the Yesilirmakriver. Most of the historical buildings and monuments are situated in the city centre. A majority of sites in the city's southern districts were damaged or destroyed by a huge fire in 1913 and an earthquake in1946 (Menc, 2000).

The north section,which was not heavily affected by disasters, is the most picturesque and attractive space in the historic city centre. It comprises three districts: Hatuniye Neighbourhood or Yaliboyu District on the Yeşilirmak river shore (19th century), the Rock Tombs of the Pontic Kings(300 BC to 200 BC), which were carved into the limestone rocks on the skirt of Harsena Mountain and the Castle at the top of Harsena Mountain.

The Yaliboyu District, where rows of half-timbered traditional Ottoman (Yaliboyu) houses, mosques, fountains, hamams and bridges were constructed on the Yeşilirmak River in 19[th]century, is the main tourist spot. Most of the Yaliboyu Houses have been restored or reconstructed, and most of them are used as tourist facilities, such as hotels, cafes, restaurants, pubs, museums, and cultural institutions. Apart from tourist facilities, there are some residential houses and association offices, a grocery store and mini bazaar. The Yaliboyu district hold 30 % of the total bed capacity of Amasya. These structures and features lend the Yaliboyu District unique historical and cultural characteristics.

After the 1970's rapid, heavy urbanization and ill-advised urban policies took a toll on urban form and structure in Amasya. Despite this,the historical "Yaliboyu district" remains an opportunity for Amasya to show its cultural and historical background to incoming tourists. Amasya city centre, including Yaliboyu, is shown in Figure 2.
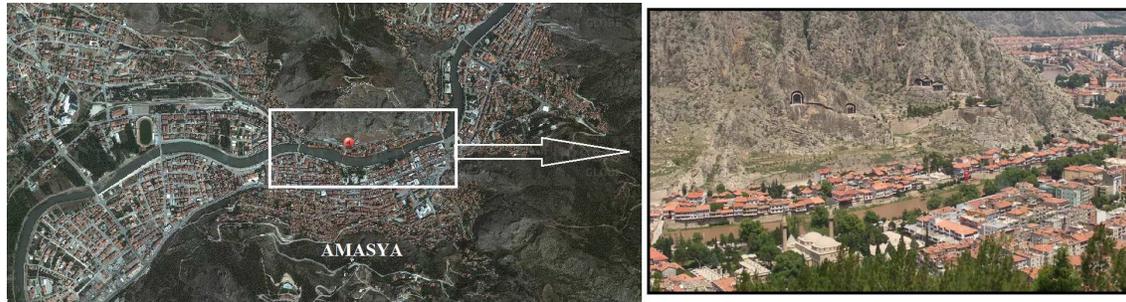
Figure 2. Amasya Historic City Centre

Although Amasya is a well-known touristic destination and has a touristic image, it hasn't reached deserved levels of international overnight guests. Despite its cultural and historical treasures, Amasya falls below its neighbour provinces in terms of overnight stays over the last five years on average (Table1).

The data presented in Table 1 reveal that incoming international tourists to Amasya do not prefer to stay in Amasya for long. International tourists generally stay a few days and travel to the Black Sea Region or the ancient Hitite settlements of Yozgat and Corum.

Although these data are at the province level, it is clear that international tourists prefer to stay in Amasya city centre over its counties (administration units within Amasya Province) because 77.3 % of the accommodation facilities and 70.8 %of the total beds available to tourists were in Amasya city centre as of 2013. Table 2 shows that about 70-75 % of the tourism potential of the province falls in Amasya city.

Table 1. Incoming tourists and average overnight staynumbers of Amasya and its Neighbour Provinces from 2009 to 2013 (TUIK Statistics)

	2009	**2010**	**2011**	**2012**	**2013**	**2009-2013 average of touristarrivals**	**Annual average of overnight stay**	**2009-2013 annual average of total overnight stay**
AMASYA	28328 (2.39)	20534 (8.46)	32276 (6.17)	26797 (7.09)	39736 (6.48)	29534	6.12	180750
Samsun	56145 (14.56)	75860 (11.41)	81169 (13.15)	70207 (13.66)	137182 (14.81)	84118	13.52	1137275
Çorum	23432 (16.04)	26341 (11.88)	35863 (14.97)	27171 (15.05)	38172 (10.95)	30196	13.78	416100
Tokat	29778 (11.31)	18684 (13.43)	12888 (12.49)	13574 (14.81)	18594 (10.91)	18703	12.59	235470
Yozgat	42743 (17.63)	36663 (14.95)	49094 (12.30)	32435 (16.86)	47554 (12.17)	41638	14.78	615400

Table 2. Distribution of Accommodation Facilities and Beds in Amasya Province.

		Number of touristic accommodation facility	**Number of Beds**
Amasya City Centre		44 (77.3 %)	1633 (70.8 %)
Counties of Amasya	**Merzifon**	4 (7 %)	262 (11.4 %)
	Suluova	2 (3.5 %)	66 (3 %)
	Gümüşhacıköy	1(1.7 %)	27 (1.2 %)
	Hamamözü	4 (7 %)	263 (11.4 %)
	Taşova	2 (3.5 %)	55 (2.2 %)
Total		**57** (100 %)	**2306**

According to the Amasya Culture and Tourism Directorate, there are 40 accommodation establishments in Amasya city centre – 13 of them are licensed by the Ministry of Culture and Tourism and 28 are licensed by the Amasya Municipality. In 2013, there were 707 total accommodation rooms/units across 40 accommodation establishments, with a bedding capacity of 1689 (Table 3). Not all of Amasya's tourist visitors require paid accommodation. Some are day visitors who will return home or travel to another city at the end of the day. Others stay with friends or relatives.

Table 3. Accommodation establishments in the city centre in 2013

ACCOMMODATION ESTABLISHMENTS LICENCES IN THE CITY CENTRE	ESTABLISHMENTS	ROOMS UNITS	BEDS
Ministry Licenced Accommodation Establishments	13	386	713
Municipality Licenced Accommodation Establishments	28	401	976
Total	**40**	**707**	**1689**

According to the latest figures released by Amasya Culture and Tourism Directorate, the international tourists who visited Amasya were mostly from Germany, Greece, Poland, France and the USA. The number of visitors from Asia also increased considerably, indicating that tourism is developing as an industry.

4. Methodology

This study included both quantitative research methods in the form of a questionnaire distributed to international tourists, and qualitative methods in the form of semi-structured interviews with owners or managers of touristic facilities. The survey was conducted between May and September 2014 during peak tourist season.

The questionnaire was designed to collect factual data to assess the opinions and perceptions of international tourists regarding the tourist friendly destination concept, and to gather their feedback.

The target respondents were only international tourists who stayed at the touristic facilities in Amasya city centre for at least one night. This restriction was implemented because international tourists who stay at least one night have better opportunity to develop

perceptions and opinions about the city centre, and may judge the city objectively better than the host country's citizens.

The questionnaire has close end edquestions of three varieties: yes/no questions, scaled questions, and multiple choice questions. The Likert Scale, a descriptive method, isused in scaled questions because it is the most widely used approach for measuring either a positive or negative response to a statement. Respondents were required to rate these questions using a 5-point Likert-type scale ranging from 1=strongly disagree, 2=disagree, 3=neither disagree nor agree, 4= agree, 5=strongly agree.

The questionnaire was divided into three parts. The first part deals with the respondents' demographic information, duration of respondents' stay and reason of respondents' visit. The second parts consists of factors related with the tourist friendly destination concept. These factors are:safety of the destination, accessibility to the destination, cleanliness of the destination, climatic conditions, diversity of cultural / historical facilities, quality of the accommodation, quality of infrastructure, conditions of the local traffic, availability of local transportation services, local cuisine offerings (food), shopping opportunities, friendliness of the local people, night life and entertainment, availability of recreational activities and cultural and other events. The third part deals with the appealing and repelling indicators (factors) of the tourist friendly destination concept.

The questionnaires were designed only in English. The respondents were notified with a cover letter that the questionnaire is anonymous and used only for academic purposes. The questionnaire is the core source of the research evaluating the demand side.

The semi-structured interview was chosen as an appropriate methodology to address the supply side of the tourist friendly destination concept. The semi-structured interviews were conducted with 16 touristic facility owners or managers during May and August 2014. This semi-structured interview focused on adequacy of the personnel, language capability, existence of some necessary facilities such as air conditioning, a power supply unit, a water reservoir, room service, existence of technical personnel and the room rates.

5. Data Analysis

The results are presented in two parts: the results of the questionnaire, and the results of the semi-structured interview.

5.1. Questionnaire Results

A total of 180 questionnaires were disturbed to the international tourists at check-in time and returned to the hotels' and motels' reception at checkout time. One-hundred completed questionnaires were collected. This represents a response (return) rate of 56%, which is reasonable for this type of study.

With regard to the profile of the international tourist surveyed, the gender distribution of the respondents was quite even, with females representing 49% of respondents and males representing 51% of respondents. 58% were between 25 and 44 years of age. Most of the respondents (65 %) were married. In terms of the region of origin, 64% of the respondents were from European countries, 23% were from East Asian countries, 5% were from Australia, 5% were from West Asian countries and 3% were from North American countries.

Most of the respondents (86%) had visited Amasya before. 14 % of respondents were on their first trip to Amasya.

The questionnaire asked how many nights the respondent stayed during their visit. The majority of the respondents (58%) stayed one night, 38 % of respondents stayed two nights, and only 4% of the respondents stayed three or more nights. The survey also asked the respondents their reasons for visiting Amasya. The respondents could select more than one choice. Most of the respondents (78 %) indicated that their reason for visiting was cultural heritage of Amasya, 49% visited for rest and relaxation, 16% visited for fun, 6% visited for the educational reasons, and 7% of the respondents indicate that they came with a package tour and have no specific reason to visit Amasya.

The respondents were asked to indicate their opinions on the general image of Amasya according to a Likert scale. Most of the respondents (75%) had a positive opinion on Amasya. 80% of respondents indicated that the staff they encountered were friendly and 84% of respondents indicated that Amasya city centre has a unique image. More than half of the respondents (61%) thought that Amasya city centre respects the natural environment.

The respondents were asked to evaluate fifteen factors according to how important they are when choosing any kind of destination and again when evaluating Amasya city centre using a 5-point Likert scale. Table 3 indicates the factors that have the highest impact on being a tourist friendly destination. According to the respondents, the most important factors are the diversity of cultural and historical attractions, safety of the destination, friendliness of the local people, quality of the accommodation and the cleanliness of the destination. These results are also valid for Amasya city centre. Alternatively, night life, availability of recreational services, possibilities for shopping were not important factors.

The five factors that international tourists found most attractive about Amasya city centre were: historical street pattern (59), interesting buildings (63), cultural heritage (63), ancient monuments and statues (49) and kindness of the local people (32). The factors that they disliked most were: noise (38), language barriers (34), traffic congestion and parking (30), lack of tourist information services (12) and environmental pollution (7). The respondents negatively commented in particular on traffic congestion in the historical city centre, the bad smell coming from the Yesilirmak River and the loud music coming from pubs and nightclubs.

The respondents were asked to rate the general quality of Amasya city centre on a five-point Likert scale (ranging from poor to excellent) More than half of respondents, 55%, evaluated the general quality of Amasya city centre as excellent while 38% of respondents evaluated it as very good. 93% of respondents evaluated it as good, 7% evaluated it as medium and no one evaluated as poor.

Table 4. Response rates to the factors that affect tourist friendliness of a destination

Factors that affect tourist friendliness of a destination (number of respondents)	Response rate Percentage of respondents who selected important or very important when choosing any tourist destination	Response rate Percentage of respondents who selected important or very important when choosing Amasya city centre
1. Safety in the destination (96)	82 %	74 %
2. Accessibility to the destination (96)	68 %	69 %
3. Cleanliness of the destination (99)	76 %	78 %
4. Climatic conditions (97)	52 %	53 %
5. Diversification of cultural historical amenities(99)	93 %	92 %
6. Quality of the accommodation (95)	75 %	82 %
7. Quality of infrastructure (91)	64 %	68 %
8. Conditions of the local traffic (96)	38 %	32 %
9. Possibility of local transportation (98)	58 %	41 %
10. The offer of local cuisine (food) (96)	77 %	73 %
11. Possibilities for shopping (100)	21 %	27 %
12. Friendliness of the local people (96)	88 %	84 %
13. Night life and entertainment (97)	22 %	20 %
14. Availability of recreational activities (93)	29 %	30 %
15. Offer of cultural and other events (95)	71 %	67 %

The respondents were asked to rate the general quality of Amasya city centre on a five-point Likert scale (ranging from poor to excellent). 16.1 % of the respondents evaluate the general quality of Amasya city centre as excellent while 43 % evaluate as very good and 32.3 % evaluate as good and 9% evaluate as medium and no one was evaluate as poor.

As final, 91.6 % of respondent tourists define Amasya as tourist friendly while 8,4 % of the respondents did not. The respondent tourists who selected no option were mostly disturbed by loud music near their rooms, communication problems, lack of pedestrian roads and lack of tourist information services.

There are also some interesting results derived from the inquiry. About 6 out of 8 tourists who had responded that Amasya cannot be considered as tourist friendly destination were the people who came to Amasya more than once. 2 out of 8 tourists were visiting Amasya for the first time.

5.2. Results of the Interviews with hotels (Supply Side)

The interview with hotels was a very short and descriptive one to learn their service quality. Especially, Service quality of an accommodation facility proportionally affects the tourist friendliness of a destination.

Face to face Interviews with accommodation facility managers were conducted to develop an in-depth understanding of service quality which composed of the existence of air conditioning, water storage, room service, technician etc.

According to the results, all facilities have air conditioning, 75 % of the facilities have water storage, half of them have an electric generator, 65% of the hotels have its own technicians. They have indicated the most important problem as a language problem, lack of classified personnel who knows language. Room rate ranges from 70 to 120 Turkish Liras (30-55 USD) per night for single including standard breakfast, that can be considered as cheaper than accommodation facilities at seaside.

5.3. Statistical Analyses of the Questionanaire (Demand Side)

In this section, the data obtained from survey were statistically analysed and the results were discussed. Firstly, factoranalys is was conducted. Table 4 shows the correlation matrix. According to this table, it is obvious that all factors relating the tourist destination are highly correlated since all the correlation coefficients are above 0.3 (poor correlation). An important aspect in factor analysis includes KMO & Bartlett's Test of Sphericity. Table 5 shows the KMO and Bartlett's Test. According to this table, adequacy of sampling (0.926) is satisfactory for the analysis. In addition, Significance level is below 0.05, which reflects that the data chosen for the analysis is appropriate.

Table 5. Correlation Matrix

Table 4. Correlation Matrix

		Safety in the destination	Accessibility to the destination	Cleanliness of the destination	Climatic conditions	Drivers of cultural historical amenities	Quality of accomodation	Quality of Infrastructure	Conditions of the local traffic	Possibility of local transp. Services	The offer of local cuisine	Possibilities of shopping	Friendliness of local people	Nightlife and Entertainment	Availability of Recreational Activities	Offer of cultural and other events
Correlation	Safety in the destination	1	0.874	0.921	0.831	0.873	0.851	0.83	0.89	0.853	0.875	0.82	0.94	0.82	0.837	0.854
	Accessibility to the destination	0.874	1	0.909	0.853	0.84	0.898	0.908	0.848	0.907	0.924	0.876	0.834	0.86	0.938	0.955
	Cleanliness of the destination	0.921	0.909	1	0.833	0.845	0.9	0.847	0.875	0.873	0.933	0.825	0.887	0.85	0.893	0.925
	Climatic conditions	0.831	0.853	0.833	1	0.919	0.831	0.857	0.872	0.872	0.829	0.869	0.833	0.849	0.85	0.82
	Drivers of cultural historical amenities	0.873	0.84	0.845	0.919	1	0.808	0.826	0.772	0.834	0.82	0.799	0.884	0.767	0.776	0.809
	Quality of accomodation	0.851	0.898	0.9	0.831	0.808	1	0.9	0.819	0.87	0.943	0.837	0.829	0.839	0.853	0.904
	Quality of Infrastructure	0.83	0.908	0.847	0.857	0.826	0.9	1	0.82	0.876	0.866	0.885	0.816	0.807	0.867	0.867
	Conditions of the local traffic	0.89	0.848	0.875	0.872	0.772	0.819	0.82	1	0.881	0.839	0.867	0.867	0.903	0.887	0.844
	Possibility of local transp. Services	0.853	0.907	0.873	0.872	0.834	0.87	0.876	0.881	1	0.873	0.95	0.84	0.908	0.879	0.884
	The offer of local cuisine	0.875	0.924	0.933	0.829	0.82	0.943	0.866	0.839	0.873	1	0.82	0.86	0.832	0.862	0.937
	Possibilities of shopping	0.82	0.876	0.825	0.869	0.799	0.837	0.885	0.867	0.95	0.82	1	0.786	0.905	0.869	0.841
	Friendliness of local people	0.94	0.834	0.887	0.833	0.884	0.829	0.816	0.867	0.84	0.86	0.786	1	0.769	0.787	0.837
	Nightlife and Entertainment	0.82	0.86	0.85	0.849	0.767	0.839	0.807	0.903	0.908	0.832	0.905	0.769	1	0.875	0.857
	Availability of Recreational Activities	0.837	0.938	0.893	0.85	0.776	0.853	0.867	0.887	0.879	0.862	0.869	0.787	0.875	1	0.92
	Offer of cultural and other events	0.854	0.955	0.925	0.82	0.809	0.904	0.867	0.844	0.884	0.937	0.841	0.837	0.857	0.92	1

Table 6. KMO & Bartlett's Test

Kaiser-Meyer-OlkinMeasure of SamplingAdequacy.		.926
Bartlett's Test of Sphericity	Approx. Chi-Square	2824.718
	df	105
	Sig.	.000

In the statistical tests, extraction method was also evaluated. According to Communalities, table principal components were extracted (Table 6). Moreover, the total variance was explained. According to Table 7, component 1 explains the variance at most. All the remaining components explain the variance relatively lower compared to the first component. This might be interpreted that "Accessibility to destination" is more significant than the other factors affecting tourist destination.

The scree plot shows that the first component is very significant in terms of its eigen value (Figure 3). Since the secree plot gets an elbow shape after the first component, the remaining components are relatively insignificant when compared to the first component. If the eigen value is above 1, this means that the majority of the data is explained by the component which has an eigen value higher than 1. According to this, it is clear that component 1 has the highest eigen value, which explains the variance most. This might be interpreted that "Accessibility to destination" is the most important factor in explaining the variance.

Table 7. Communalities and Total Variance Explained

	Initial	Extraction
Safety in thedestination	1.000	.872
Accessibility tothedestination	1.000	.921
Cleanliness of thedestination	1.000	.906
Climaticconditions	1.000	.851
Drivers of culturalhistoricalamenities	1.000	.806
Quality of accomodation	1.000	.875
Quality of Infrastructure	1.000	.860
Conditions of thelocaltraffic	1.000	.861
Possibility of localtransp. Services	1.000	.904
Theoffer of localcuisine	1.000	.893
Possibilities of shopping	1.000	.856
Friendliness of localpeople	1.000	.832
Nightlifeand Entertainment	1.000	.842
Availability of RecreationalActivities	1.000	.876
Offer of culturalandotherevents	1.000	.898

ExtractionMethod: Principal Component Analysis.

Component	InitialEigenvalues			ExtractionSums of SquaredLoadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	13.054	87.029	87.029	13.054	87.029	87.029
2	.448	2.987	90.016			
3	.386	2.576	92.593			
4	.291	1.943	94.536			
5	.178	1.184	95.720			
6	.154	1.029	96.749			
7	.136	.908	97.657			
8	.082	.546	98.204			
9	.065	.431	98.635			
10	.053	.351	98.985			
11	.048	.320	99.305			
12	.039	.257	99.562			
13	.029	.194	99.756			
14	.020	.136	99.892			
15	.016	.108	100.000			

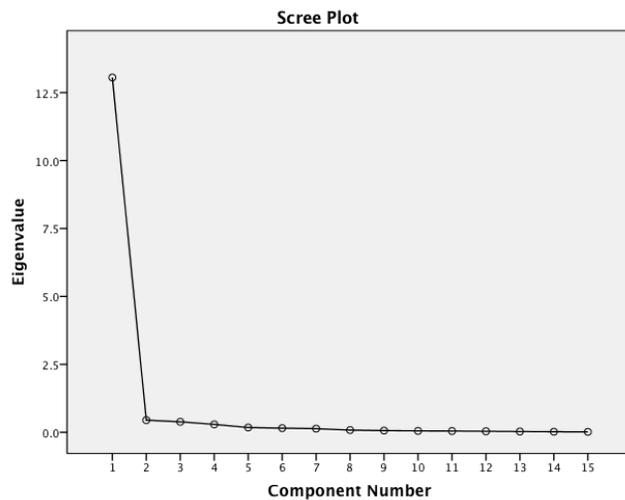ExtractionMethod: Principal Component Analysis.

Figure 3. Scree Plot

Another factor analysis was conducted for the factor affecting Amasya City Center as a tourist destination. The table below show the component matrix. The highest component score was the score of "Accessibility to the destination" (Table 8).

Table 8 Component matrix

Component Matrix[a]	
	Component
	1
Accessibility tothedestination	.960
Cleanliness of thedestination	.952
Possibility of localtransp. Services	.951
Offer of culturalandotherevents	.948
Theoffer of localcuisine	.945
Availability of RecreationalActivities	.936
Quality of accomodation	.935
Safety in thedestination	.934
Conditions of thelocaltraffic	.928
Quality of Infrastructure	.927
Possibilities of shopping	.925
Climaticconditions	.923
Nightlifeand Entertainment	.918
Friendliness of localpeople	.912
Drivers of culturalhistoricalamenities	.898

ExtractionMethod: Principal Component Analysis.

According to the correlationmatrix, it is obvious that all factors are highly correlated in terms of affecting Amasya citycenteras tourist destination since all the correlation coefficients are above 0.3 (poorcorrelation) (Table 9).Accordingto KMO andBartlett's Test, it is clear that adequecy of sampling (0.927) is satisfactory for the analysis. Inaddition, Significance level is below 0.05, which reflects that the data chosen for the analysis is appropriate (Table 10).

Table 9. Correlation Matrix

Table 9. Correlation Matrix*

		Safety in the destination	Accessibility to the destination	Cleanliness of the destination	Climatic conditions	Diversity of cultural historical amenities	Quality of accomodation	Quality of Infrastructure	Conditions of the local traffic	Possibility of local transp. Services	The offer of local cuisine	Possibilities of shopping	Friendliness of local people	Nightlife and Entertainment	Availability of Recreational Activities	Offer of cultural and other events
Correlation	Safety in the destination	1	0.927	0.927	0.835	0.785	0.913	0.896	0.815	0.819	0.931	0.867	0.876	0.83	0.832	0.949
	Accessibility to the destination	0.927	1	0.901	0.872	0.782	0.9	0.952	0.803	0.843	0.958	0.857	0.847	0.869	0.827	0.954
	Cleanliness of the destination	0.927	0.901	1	0.841	0.816	0.892	0.865	0.856	0.845	0.905	0.849	0.912	0.823	0.896	0.884
	Climatic conditions	0.835	0.872	0.841	1	0.819	0.814	0.881	0.823	0.882	0.862	0.802	0.838	0.834	0.821	0.839
	Diversity of cultural historical amenities	0.785	0.782	0.816	0.819	1	0.781	0.767	0.751	0.86	0.773	0.734	0.868	0.74	0.773	0.771
	Quality of accomodation	0.913	0.9	0.892	0.814	0.781	1	0.86	0.81	0.818	0.899	0.81	0.892	0.816	0.852	0.873
	Quality of Infrastructure	0.896	0.952	0.865	0.881	0.767	0.86	1	0.777	0.832	0.939	0.809	0.83	0.81	0.796	0.916
	Conditions of the local traffic	0.815	0.803	0.856	0.823	0.751	0.81	0.777	1	0.9	0.792	0.829	0.835	0.832	0.934	0.812
	Possibility of local transp. Services	0.819	0.843	0.845	0.882	0.86	0.818	0.832	0.9	1	0.839	0.857	0.862	0.881	0.884	0.833
	The offer of local cuisine	0.931	0.958	0.905	0.862	0.773	0.899	0.939	0.792	0.839	1	0.822	0.844	0.832	0.827	0.903
	Possibilities of shopping	0.867	0.857	0.849	0.802	0.734	0.81	0.809	0.829	0.857	0.822	1	0.826	0.953	0.873	0.902
	Friendliness of local people	0.876	0.847	0.912	0.838	0.868	0.892	0.83	0.835	0.862	0.844	0.826	1	0.811	0.857	0.84
	Nightlife and Entertainment	0.83	0.869	0.823	0.834	0.74	0.816	0.81	0.832	0.881	0.832	0.953	0.811	1	0.861	0.873
	Availability of Recreational Activities	0.832	0.827	0.896	0.821	0.773	0.852	0.796	0.934	0.884	0.827	0.873	0.857	0.861	1	0.828
	Offer of cultural and other events	0.949	0.954	0.884	0.839	0.771	0.873	0.916	0.812	0.833	0.903	0.902	0.84	0.873	0.828	1

Table 10. KMO & Bartlett's Test for Amasya City Center

Kaiser-Meyer-OlkinMeasure of SamplingAdequacy.		.926
Bartlett's Test of Sphericity	Approx. Chi-Square	2355.923
	df	105
	Sig.	.000

Table 12 shows the total variance explained. According to this table, majority of the variance is explained by component 1 ("Accessibility to destination"). All the remaining components explain the variance relatively lower compared to the first component. This might be interpreted that "Accessibility to destination" is more significant than the other factors affecting Amasya city center as tourist destination.

Table 11. Communalities for Amasya City Center

	Initial	Extraction
Safety in thedestination	1.000	.902
Accessibility tothedestination	1.000	.914
Cleanliness of thedestination	1.000	.902
Climaticconditions	1.000	.841
Diversity of culturalhistoricalamenities	1.000	.744
Quality of accomodation	1.000	.864
Quality of Infrastructure	1.000	.865
Conditions of thelocaltraffic	1.000	.815
Possibility of localtransp. Services	1.000	.866
Theoffer of localcuisine	1.000	.892
Possibilities of shopping	1.000	.845
Friendliness of localpeople	1.000	.864
Nightlifeand Entertainment	1.000	.842
Availability of RecreationalActivities	1.000	.854
Offer of culturalandotherevents	1.000	.898

ExtractionMethod: Principal Component Analysis.

The scree plot shows that the first component is very significant in terms of its eigen value. Since the secree plot gets an elbow shape after the first component, the remaining components are relatively insignifcant when compared to the first component. If the eigen value is above 1, this means that the majority of the data is explained by the component which has an eigen value higher than 1. According to this, it is clear that component 1 has the highest eigen value, which explains the variance most. This might be interpreted that "Accessibility to destination" is the most important factor in explaining the variance.

Table 12. Total Variance Explained for Amasya City Center

Component	InitialEigenvalues			ExtractionSums of SquaredLoadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	12.910	86.065	86.065	12.910	86.065	86.065
2	.516	3.440	89.505			
3	.407	2.714	92.218			
4	.290	1.934	94.153			
5	.231	1.542	95.695			
6	.129	.863	96.558			
7	.112	.748	97.305			
8	.096	.639	97.944			
9	.081	.539	98.484			
10	.071	.475	98.958			
11	.051	.340	99.298			
12	.041	.271	99.570			
13	.031	.206	99.776			
14	.022	.143	99.919			
15	.012	.081	100.000			

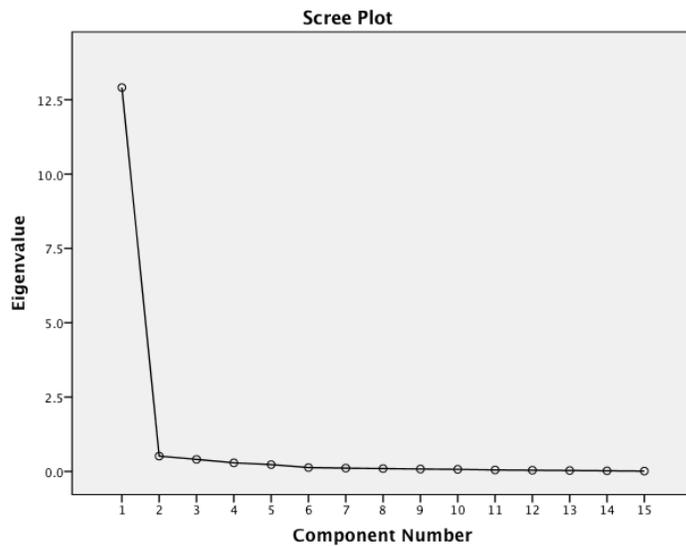ExtractionMethod: Principal Component Analysis.

Figure 4. Scree Plot for Amasya City Center

The analyses results show that the factors affecting both tourist destination and choosing Amasya City Center as a tourist destination are quite comprehensive in our study.

6. Conclusion

It is clear that there are two factors when analysing tourist friendly destination concept. The first one is supply side and the second one is demand side. Supply side is related with governments, tourist agencies, hotels, restaurants and the amenities and the characteristics of the destination itself. On the other hand, demand side is related with cognitive images of the tourists about the destination.

Especially when concerning urban areas, it is expected that urban amenities, services and urban infrastructure plays important role on destination choice of the tourists. On the other hand, if cultural heritage is focus of the tourism visiting a different culture and historical place becomes adequate for the tourist to achieve the aim of trip. There is no much care about the quality and problems of the urban space. Anxiety and complains are more about the touristic factors such as the condition of the hotels, language problems, accessibility etc. If they come with a tour organization, also problems of accessibility and traffic seem to be less important ones. Especially international tourists have not much care about the development and urbanization level and urban problems of a city they have been visited. At least, this is the condition for Amasya as it is gathered from the results of the field survey. Historical and cultural diversity becomes the most important factor in urban tourism to define a place as a tourist friendly destination.

The international tourists came to Amasya give importance to three aspects. Most important one is the existence of historical and cultural assets and spaces. Second comes the quality of accommodation. Third is the friendly and good humored environment. Despite the negative aspects at the supply side and the natural problems of the urban areas such as traffic, environmental pollution etc., the image of the city from the sight of tourists stay few nights anywhere is not formed as negative about the urban area they have visited. If there is no

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severe negative aspect like a natural disaster or an armed conflict; negative aspects of the urban problems do not affect the international tourists if it is first visit to a destination. This is the exact situation in Amasya. On the other hand, when tourists come more than once and stay more than 2 or 3 days in city centre, their image about the city centre can be varied from positive to negative due to urban and infrastructural problems.

Concerning Amasya city centre, in addition to historical and cultural values and facilities of Amasya traditional Yaliboyu district has a great potential for international tourists. Especially, serving as tourism area makes the district more attractive and tourists feel themselves so relaxed in such an isolated historical area in a contemporary modern Anatolia city that suffers from urban problems such as traffic, pollution, bad smell, unplanned urbanization.

Amasyais thought to be a touristic city. Despite its cultural and historical characteristics, Amasya seems as an only point of daily trips of various touristic tours. On the other hand, as tourism facility takes place in an urban area, it is compulsory to ask questions about the problems they observe in a limited time. Their observations are valuable because it takes place in a limited time and the bias can be eliminated as they evaluate as a third party side.

7. Further Discussion

The limited search on the supply side of the concept is one of the important limitations of the study. Because all structural problems of the urban area can has to be analyzed in terms of being tourist friendly destination. However in this study the supply side is taken only about the condition of accommodation facilities. Research which are focusing on "tourist friendly destination" concept, will probably increase in near future.

The further research can be focus on the concept of tourist friendly city especially valid for urban tourism. Main problem is how to define cities as a "tourist friendly city". Entrance of it as a new discussion seems to be inevitable to enter to the literature related with urban tourism. On the other hand, this is not a totally new concept but especially depends on the factors and dynamics of tourist friendly destination concept. Mostly it needs a deep analysis of urban spaces and urban problems by the sight of tourism. Tourist friendly city concept has a potential to be an intersection of urban planning and tourism disciplines.

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