



The Impact of Promotion Activities on Touristic Area Selection: A Case Study of Japanese Tourists Visiting Cappadocia

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Introduction

The tourism sector, which has gained a big acceleration around the world, has become today's the biggest industries. Tourism has developed and took the appearance of a sector that is essential for developing countries by the help of ensuring peace in the world, creating a positive atmosphere in the field of international relations and people, improving the external balance of payments, contributing employment and regional development. The positive effect of the tourism among the social, cultural and economic fields increases the importance of this industry and accelerates tourism development efforts of the countries. (Hacıoğlu ve Avcıkurt, 2008). Tourism is so important today and it is an important fact to develop tourism and to get greater share of the tourism sector, because of this reason it is important to introduce the touristic places as planned and programmed. This study has prepared for determine the degree of the introduction activities for Japanese tourists in Cappadocia Region and introducing defects occurring in the region determined.

Methodology

This study has prepared for increasing the visit of the Japanese tourist to the region and researching the effects of the introducing activities for the destination choose, so questionnaire has applied between November–December 2011. In total, 500 questionnaires were given to the participants and 420 questionnaires were taken back. Among these questionnaires, 9 of the questionnaires were eliminated. In this study the questionnaire forms, which has prepared in order to obtain quantitative data, were given and taken back to the Japanese tourists staying in Nevşehir and its district via hotels, travel agencies and tour guides. After performing the questionnaire application the questionnaires were digitized and coded via SPSS 16.0 program and tried to obtain data. Among the statistical methods; percentage, frequency distribution, chi-square and anova test analysis methods were used for the Analysis of the data obtained by questionnaires.

Findings and Conclusions

By the help of the obtained analysis, five hypotheses H1, H2, H3, H4 and H5 were accepted, in H1 and H2 significant variation between status and income encountered, in H3, H4, and H5 meaningful differences were found between age, status and income. No significant difference was observed between the genders, education level with expression of the Japanese tourists. According to the analysis of the study, the following conclusions were reached:

According to the obtained data, it is determined that the Japanese tourists come to Cappadocia destination to visit cultural property and shopping, and they usually prefer to come with their partner or friends. The two important reasons of the Japanese tourists to come to the Cappadocia Region determined as the desire of visiting cultural property and shopping. If precautions are taken to protect against cultural degradation in the area of culture and if the culture can be transmitted to future generations without spoiling, the region will continue to be a destination that can be preferred by the tourists.

As a result of the study, decrease in the number of overnight is at the beginning of the important problems of the Cappadocia region. According to the study, duration of stay of Japanese tourists, who visit Cappadocia from 4-7 days and more than 8 days. Duration of stay to be so high may be related to the improvement of promotional activities and diversification of tourism. As a result of diversification and reached its goal tourist promotion activities, it is thought to help increase duration of stay of tourists from other nationalities in the region

According to the results, public relations activities have created a significant impact on Japanese tourists choosing Cappadocia. If the importance of public relations activities for promotional purposes can be increased, it is thought that the visits to the Cappadocia region will increased.

According to the results, it is determined that, the Japanese tourists were affected by the presentation and information activities of the cultural property before coming to the Cappadocia region. In this respect, the continuity of Cappadocia's natural and cultural assets is provided, if the necessary importance is given to the sustainable tourism, and if the presentation of these resources most effectively performed, it is thought that more Japanese tourist will come to the region.

According to the obtained data, when Japanese tourists visit Cappadocia region they take into account of the recommendations of the tour operators and travel agencies. As a result of preparation of regional promotional catalogues and send the updated catalogues to the travel agencies and the tour operators in Japan, the more Japanese tourist can be in Cappadocia region. By giving more roles to the travel agencies, can create more effective promotion

As a result of the study, it is determined that the information in the newspapers related to Cappadocia is effective on Japanese tourists who prefer to Cappadocia. For this reason, if the local and the foreign journalists are invited to Cappadocia and encouraged to write articles about the informative and promotional purposes of Cappadocia, the presentation of Cappadocia will be more accessible. Increase in the newspapers writing about Cappadocia provides more people to be aware of these destinations that are very important for the promotion of the tourism.

According to the results, the tourist information offices in Japan, is very important on decision-making point for Japanese tourists before traveling. Japanese tourists, while preferring Cappadocia, take into consideration the recommendations of tourist information offices. Increasing the number and qualifications of the tourist information offices in Japan promoting Turkey are within reach more people; more Japanese tourists can be in Cappadocia.

One of the most important expressions of the study is the expression of visit again to Cappadocia. When the expression of this analysis examined, 344 of 411 Japanese tourists tend to visit the Cappadocia region again. Cappadocia region, which is one of the most important touristic destinations of the cultural and religious tourism, is known by Japanese tourists and the desire to come again expresses their adherence to the Cappadocia destination. The Japanese tourists, who has come once, do not seem so difficult to come again when the promotion are competent. Therefore, by the help of the well organized, prepared with planned and programmed promotion activities, it is thought to reach more Japanese tourists, offer them high quality service and ensure adherence to Cappadocia region.