

The Impact of Destination Image and the Intention to Revisit: A Study Regarding Arab Tourists

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Abstract

The objective of this study is to determine the impact of destination image (cognitive and affective image) on the intention of Arab tourists to revisit Istanbul. The sample group of the study is comprised of Arab tourists who visited Istanbul in January-April 2016. Data was obtained from a total of 385 Arab tourists for the application. Descriptive analyses such as percentage, frequency as well as statistical tests such as factor analysis (confirmatory), reliability analysis were used in the analysis of the obtained data. Furthermore, Structural Equation Model (SEM) was used to analyze the impact of destination image (cognitive and affective image) on the intention of Arab tourists to revisit Istanbul.

The study concluded that cognitive image did have an impact on the intention of Arab tourists to revisit Istanbul, however affective image was not effective in terms of intent to revisit.

Keywords: Destination Image, Revisit Intention, Arab Tourist, Structural Equation Model (SEM), Istanbul

Introduction

Destination image has become a significant issue in academic literature for more than 30 years. The importance of this concept was initially underlined by Hunt (1975). Gallarza, Gil Saura and Garcia (2002) made the first comprehensive contribution to literature on destination image and defined destination image as a complex, multidimensional and dynamic concept. Many writers have endeavored to measure destination image however, they have failed because of the validity and reliability of measurements. Only very few writers (for example Baloglu and McCleary,

1999; Bigne Alcaniz, Sanchez Garcia and Sanz Blas, 2009; Echtner and Ritchie 1993; Qu, Kim, and Im, 2011; Sirgy and Su, 2000) achieved success in this matter (Hallmann, Zehrer and Müller, 2015).

Tourist behavior covers the process from destination selection, visiting and assessing the destination as well as behavioral intentions in the future (Chen and Tsai, 2007). It is generally accepted in literature that destination image influences tourist behavior. It has been determined that destination image has an impact on destination selection, satisfaction and the after sales behavior of tourists. Therefore it is necessary to develop images in order to increase the number of tourists and tourism revenue (Ramseook-Munhurrin, Seebaluck and Naidoo, 2015).

Executed studies (Court and Lupton 1997; Baloğlu and McCleary, 1999; Bigne, Sanchez and Sanchez, 2001; Chen and Tsai 2007; Choi Tkachenko, and Sil, 2011; Allameh et al., 2014; Pratminingsih, Rudatin and Rimenta, 2014; Hallmann, Zehrer and Müller, 2015; Tan and Wu, 2016) indicate that destination image has an impact on the holiday venue selection process of tourists as well as their intention to revisit the holiday destination. A positive image is formed as a result of positive travel experiences which ensures that the tourist assess the destination as positive. Destination image has an impact on the behavioral intentions of tourists. More importantly it contributes in ensuring that tourists revisit the same destination (Chi and Qu, 2008).

Various political problems in Turkey in 2016 were rather problematic for the country in terms of tourism. Especially the political problems with Russia and the EU which are the main markets of Turkey were rapidly reflected on the tourism sector as they were reflected in many other sectors. In an attempt to generate alternative markets, tourism professionals turned to the Arab market with the political tendencies of the current government. The percentage of visitors from Arab countries among foreign visitors visiting Istanbul since 2011 has increased from 11% to 20% (Istanbul Culture and Tourism Province Directorate, 2016). This number is expected to increase in the coming years.

Within the framework of the above information, the objective of this study was to determine the impact of destination image (cognitive and affective image) on the intentions of Arab tourists to revisit Istanbul.

Conceptual Framework And Literature Review

Destination Image

Destination image has become one of the most popular subjects in tourism (King, Chen and Funk, 2015; Chew and Jahari, 2014). Academicians have become aware that as of the 1970s, destination image has become an important element in the decision making process of tourists (King, Chen

and Funk, 2015) as well as in the selection of a destination (Beerli and Martin, 2004).

Destination image portrays “the beliefs, ideas and impressions people have about a place or destination” (Baloğlu and McClery, 1999:8971). Destination image consists of cognitive and affective images (Baloğlu and McClery 1999; Beerli and Martin, 2004). While cognitive image depicts the knowledge or beliefs that an individual has about a destination, affective image portrays the emotions or feelings that they generate about a destination (Chew and Jahari, 2014). Cognitive properties can be concrete (eg landscape, cultural attraction elements), or psychological elements (eg feelings about atmosphere and hospitality). Emotional images are comprised of the feelings or emotions that remind a tourist of a given destination (Martin and del Bosque, 2008).

Previous studies have only measured the image of a destination by taking into account the cognitive image. However, in recent years, studies have carried out measurements by taking both the cognitive image and the emotional image into consideration (Martin and del Bosque, 2008). Different writers have taken different aspects into consideration in the measuring of cognitive image (Wang et al. 2011). Affective image is mainly measured by the vitality, excitement and novelty of a city (Baloğlu and Mangaloğlu, 2001; Martin and del Bosque, 2008; Moon et al. 2011). Aspects used by various writers in the measuring of cognitive image are given in Table 1.

Table 1. Dimensions of Destination Image (Cognitive Image)

Writer/Study Destination	Aspects
Baloğlu and McClary (1999)/ Turkey, Greece, Italy, Egypt	1. Quality of experiences, 2. Attractions, 3. Environment
Beerli and Martin (2004)/ Lanzarote	1. Natural and cultural sources, 2. Infra and superstructure, 3. Atmosphere, 4. Social environment, 5. Sun and sand
Martin and del Bosque (2008)/ Cantabria	1. Infrastructure and socio-economic environment, 2. Atmosphere, 3. Natural environment, 4. Cultural environment
Qu, Kim and Im (2011)/ Oklahama	1. Quality of experiences, 2. Touristic attractions, 3. Environment and infrastructure, 4. Entertainment/external activities, 5. Cultural traditions

Source: Wang, Y-C., Lin, W-R., Yeh, Pi-H. and Liu, C-R. (2011) “The Role of Destination Image in Formation of Destination Loyalty at Leisure farm: Difference Between first-time and Repeat Visitors”, 2nd International Conference on Sustainable Tourism Management of TDS, MJU, Thailand, 23 May. http://iscthlr.turismo.wu-wien.ac.at/files/papers/p40_fullpaper.pdf

Destination Image and Revisit Intention

When the related literature is examined, it is evident that many studies aimed at measuring the effect of destination image on the intention to

revisit are available (Court and Lupton, 1997; Chen and Tsai, 2007; Çorbacı et al., 2008; Allameh et al., 2014; Pratminingsih, Rudatin and Rimenta, 2014; Hallmann, Zehrer and Müller, 2015; Tan and Wu, 2016).

Court and Lupton (1997) carried out a study on more than 900 people living in the southwest of the US. The study carried out by the writers determined that destination image has an impact on the intention to revisit. Çorbacı et al. (2008) studied Arab tourists' choice and their revisiting intentions for holiday in Mersin, Turkey destination. They revealed that satisfaction levels of Arab tourists influenced their revisit intention. A study carried out by Chen and Tsai (2007) with 393 tourists who visited Kengtin region in Taiwan in 2014 revealed that destination image was effective on the intention to revisit. Walker et al. (2013) carried out a study with 6606 people who had come to South Africa to attend the 2010 FIFA World Cup. The writers studied the impact that the activity perceived at the destination had on the intention of tourists to revisit. The study indicated that activity image had a significant impact on the intention to revisit. Allameh et al. (2014) carried out a study with tourists who had come to Mazandaran province in Iran for sports tourism. The study carried out with 886 tourists by the writers indicated that the destination image perceived by tourists had a significant impact on repeated visits.

Pratminingsih, Rudatin and Rimenta (2014) carried out a study with 268 visitors to Bandung region in Indonesia between December 2012 and January 2013. The study carried out by the writers examined both the destination image of the region as well as the impact that destination image had on the intention of tourists to revisit. The study concluded that destination image influenced the intention of tourists to revisit. A study carried out by Hallmann, Zehrer and Müller (2015) with a total of 795 tourists visiting the destinations of Oberstdorf, Germany and Hinterglemm in Austria for winter sports concluded that destination image had an impact on the intention of tourists to revisit. A study carried out by Tan and Wu (2016) in Hong Kong with 493 Taiwanese tourists revealed that cognitive and affective destination image influenced the intention of tourists to revisit. Stylos et al. (2016) carried out a study in 2014 with 1244 Russian tourists visiting Greece and concluded that cognitive and affective destination image did not influence the intention to revisit.

Data And Methods

Research Model and Hypothesis

This study has endeavored to manifest the impact that destination image (cognitive and affective image) has on the intention of Arab tourists to revisit Istanbul. In this context the hypotheses of the study are indicated as follows:

H1: Cognitive image has an impact on the intention of Arab tourists to revisit Istanbul.
 H2: Affective image has an impact on the intention of Arab tourists to revisit Istanbul.

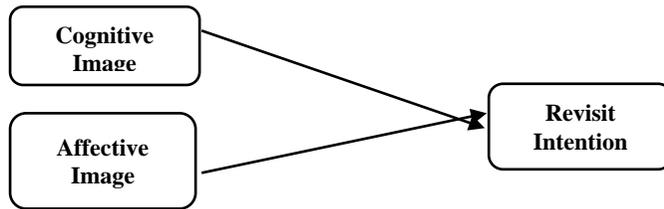


FIGURE 1

Hypothesized Framework of This Study

Study Sample and Data Collection

The population used with the objective of determining the impact of destination image (cognitive and affective image) on the intention of Arab tourists to revisit Istanbul was comprised of Arab tourists who visited Istanbul between January-April 2016. During January-April 2016 548.984 tourists of Arab origin visited Istanbul (Istanbul Culture and Tourism Province Directorate, 2016). Convenience sampling method was used to determine the sample used to represent the characteristics of the population in the study. Accordingly, the size of the sample was calculated with the formula $n = \sigma^2 \cdot Z_{\alpha}^2 / d^2$ recommended for large populations ($N > 10000$) and quantitative studies (Özdamar, 2003:116-118). The parameters that form the formula were Standard deviation $\sigma = 1$; The theoretical value corresponding to the significance level $d = 0,10$ and $\alpha = 0,05$, which is the maximum allowable difference between the population and the sample, was taken as $Z_{0.05} = 1.96$ and the minimum sample size was calculated as 385 with the formula. In this framework, a survey has been used as the data collection technique which was applied to over 450 people however, considering the incomplete, incorrect and unreturned questionnaires 385 questionnaires were evaluated in total.

The survey used as a data collection tool consists of three parts. The first part deals with the individual characteristics of Arab tourists (nationality, gender, marital status, age, education level, job, income level), the second part is comprised of a destination image scale with 24 items and two fundamental aspects (cognitive and affective) while the third part deals with the scale measuring the intention to revisit which is comprised of 4 items and a single aspect. The cognitive dimension related to the destination image scale consists of five sub-dimensions (natural attractions, infrastructure, atmosphere, social environment and value for money). While the scales used in the study made by Baloğlu and Mangaloğlu, (2001), Parker et al., (2003) and Byon and Zhang (2010) were used for destination image scale, the scales used by Bridson et al. (2008) Pike et al. (2010) were

used to determine the intention to revisit. The survey dealing with the individual characteristics of Arab tourists and the relevant scales was applied after its translation into English. Each item in the scales was subjected to the Likert (1961, 1967) style of grading; and participants' views were scored as “Strongly disagree=1”, “Disagree=2”, “Neutral=3”, “Agree=4” and “Strongly agree=5”.

Data Analysis

IBM SPSS Statistics 23 and LISREL 8.72 package programs developed for social sciences were used for the computerized analysis of the data collected by the survey method. Statistical data were analyzed in terms of descriptive and inferential statistics. For this reason, first the findings related to the demographic questions were obtained and the frequency distribution of the results was determined. In the second phase, the reliability of the data (Cronbach Alpha) was tested. Confirmatory Factor Analysis (CFA) was conducted through the LISREL 8.72 program to ensure the structural validity of the destination image scale and the hypotheses predicted in the research model were tested.

The hypotheses in the study were analyzed with structural equation modeling which is a multi-variable statistics method. Structural equation model (SEM) is a statistics technique which executes a hypothesis test approach on multi-variable analyses and its basic feature is that it is wholly based on theory. The importance of SEM in terms of studies is to reveal whether the possible affiliation pattern / patterns between previously determined variables is/are verified by the data in the theoretical framework. For this reason SEM studies are used to test very specific hypotheses (Şimşek, 2007:1).

The study model was adapted to the Structural equation modeling-SEM and tested. The objective of the SEM study is to test the model which comprises an essentially solid theoretical study. It is the initial phase of testing the model. The testing of multiple models may become an issue in confirmatory factor analysis (CFA) used in scale studies and path analysis studies in which cause and effect affiliation are tested (Şimşek, 2007:422).

Validity & Reliability

During the development phase of the data collection tool (survey) of the study regarding the destination image and intention to revisit of Arab tourists was first translated from English to Turkish by an English language instructor. Furthermore face to face interviews were held with various academicians who were considered capable of generating ideas in this regard. The draft survey was pre-tested on Arab tourists in Istanbul in the first week of January, 2016. As a result of the pre-test result, questions which

were not found comprehensible and unclear were corrected. No questions were dropped out of the scale. Thus, content (scope) validity was endeavored to be provided and some changes were made in view of criticism and suggestions. The final form of the questionnaire was completed and the readability, clarity and the applicability of the questionnaire were assessed in order to ensure appearance validity. Confirmatory factor analysis (CFA) was used for structural validity. The reliability analysis results of the scale used in the study are shown in Table 2. Reliability analysis of the scale used were (1) full scale, (2) divide the scale into two, (3) randomly divide the sample, and (4) odd and even numbered scales which were realized with a view on Cronbach Alpha values. In addition, total item correlations and multiple explanatory coefficients (multiple R^2) were also examined in the reliability analysis.

Table 2. Reliability Analysis for Destination Image Scale
Scale/coefficients

Scale/coefficients	Coefficients
Cronbach Alfa coefficient for the first 1-12 items of the scale	0,75
Cronbach Alfa coefficient for the first 13-24 items of the scale	0,81
Cronbach Alfa coefficient for the items with odd numbers	0,67
Cronbach Alfa coefficient for the items with even numbers	0,74
Cronbach Alfa coefficient for 193 randomly selected surveys	0,85
Cronbach Alfa coefficient for 192 randomly selected surveys	0,83
Cronbach Alfa coefficient for full scale	0,84
Correlation average between questions (inter-item correlations)	0,45
Minimum-maximum correlation value between questions	0,12-0,77
Minimum and Maximum multiple R^2 value	0,26-1,23
The minimum and maximum value to be acquired by Cronbach Alfa when the item is deleted	0,795-0,848

The overall reliability coefficient of the destination image scale is $\text{Alfa}=0,84$. The study indicates that the item-full correlations of the destination image scale comprised of 24 items varies between 0,12-0,77 and multiple explanatory (R^2) coefficients maintain the interval of 0,26-1,23. Although total item correlation is greater than +0,250 and multiple R^2 values vary between 0 and +1 when an approximation to +1 is desired, a value less than 0,300 is not desirable. If the total item correlation of a problem is very low the interpretation may be that the relevant question is an unnecessary question in the scaling tool of the problem and that it should be removed from the scale (Kalaycı, 2006: 412).

According to the variance analysis data in the study it was determined that the differences between measures as $P=0,000$ value was statistically significant while the nonadditivity characteristic as $P=0,070$ value was statistically insignificant (Kalaycı, 2006: 413). In other words the

24 question subscale is summable but there are differences between the measurements.

Cronbach's alpha coefficient was found to be 0.82 in the reliability analysis of the scale in the study for the effect of the four-item intention to revisit. Since the values of both scales are above the accepted alpha value of 0.70 for social sciences research, it can be said that the scales used in the study are at a reliable level (Nunnally, 1967).

Findings

The distribution of the individual characteristics of the individuals included in the sample group of the study is presented in Table 3.

Table 3. Demographic Profile of Respondents (n=385)

Variable	Categories	Frequency	Percentage
Nationality	Beirut	55	14,3
	Amman	47	12,2
	Algeria	62	16,1
	Tunisian	46	11,9
	Iraq	7	1,8
	Morocco	49	12,7
	Saudi Arabia	33	8,6
	Palestine	42	10,9
	Iranian	6	1,6
	Kuwait	14	3,6
	Oman	3	,8
	Bahrain	3	,8
	Qatar	15	3,9
	Other	3	,8
Gender	Female	196	50,9
	Male	189	49,1
Marital Status	Married	166	43,1
	Single	180	46,8
	Divorced	36	9,4
	Living with partner	3	,8
Age	20 and below	65	16,9
	21-30	113	29,4
	31-40	90	23,4
	41-50	51	13,2
	51-60	30	7,8
	61 or above	36	9,4
Education Level	Primary School Graduate	47	12,2
	High School	125	32,5
	Vocational High School	99	25,7
	Bachelor's Degree	96	24,9
	Master's Degree / Doctorate	18	4,7
Job	Worker	69	18,1
	Self-employed person (lawyer, pharmacist, Engineer etc.)	57	14,9
	Civil servant	35	9,2
	Retired	43	11,3
	Student	97	25,4
	Other (housewife, unemployed etc.)	81	21,1

Income Level	750 \$ and below	131	34,0
	751-1500 \$	132	34,3
	1501-2250 \$	78	20,3
	2251-3000 \$	18	4,7
	3001-3750 \$	11	2,9
	3751-4500 \$	7	1,8
Have you ever come to Istanbul before?	4501 \$ and above	8	2,1
	Yes	112	29,1
Who accompanied you to Istanbul?	No	270	70,1
	Alone	32	8,3
	My Friends	106	27,5
	My Family	213	55,3
	My Partner	24	6,2
How did you come to Istanbul?	Other / Invalid	10	2,6
	Individual	121	31,4
	Package Tour	249	64,7
	Other / Invalid	14	3,9
Total			100,0

51% of the Arab tourists visiting Istanbul and participating in the survey consisted of women, 29,4% were in the 21-30 age group and 23,4% were in the 31-40 age group. 43% of the participants were married while 46,8% were single. 32,5% of the participants were high school graduates and 25,7% had graduated from vocational high schools while 24,5% had bachelor's degrees. 16% of the participants were from Algeria, 14,3% were from Beirut and 12,7% were from Morocco. 34,4% of the participants were in the 751-1500 USD income group and 34% had 750 USD and a six month income. Furthermore, while 70% of the participants indicated that they were visiting Istanbul for the first time, 55,3% said that they had come with their families and 64,7% claimed that they had come with package tour organizations.

Table 4. Destination Image Confirmatory Factor **Analysis**

Factor/Item	Standard Loadings	t-value	R ²
COGNITIVE IMAGE (Cronbach Alfa=:0,77) \bar{X}=4,03			
<i>Natural Attractions-DC (Cronbach Alfa=:0,77) \bar{X}=4,22</i>			
DC1-There are several natural parks in Istanbul	0.58	8.59*	0.57
DC2-Istanbul offers much in terms of natural scenic beauty	0.72	10.31*	0.67
DC3-Istanbul has many historic sites and museums.	0.64	9.33*	0.31
DC4-Istanbul has beautiful scenery.	0.78	10.20*	0.36
<i>Infrastructure-AY (Cronbach Alfa=:0,71) \bar{X}=3,99</i>			
AY1-Istanbul has good quality infrastructure (roads, airport, and/or utilities).	0.71	12.99*	0.41
AY2-Istanbul has good quality accommodations.	0.64	12.51*	0.44
AY3-Istanbul has a good network of tourist information. (tourist Centers).	0.60	10.47*	0.27
AY4-Istanbul has a good standard of hygiene and cleanliness.			
<i>Atmosphere-ATM(Cronbach Alfa=:0.74) \bar{X}=4,22</i>			

ATM2-Istanbul has a good nightlife.	0.69	12.93*	0.47
ATM3-Istanbul is an exotic destination.	0.88	16.18*	0.77
ATM4-There are many sports and recreational opportunities in Istanbul	0.56	10.58*	0.31
<i>Social Environment-SC (Cronbach Alfa=:0,80) \bar{X}=4,04</i>			
SC1-Local community is friendly and helpful in Istanbul.	0.66	13.53*	0.44
SC2-In general, Istanbul is a safe place.	0.89	19.38*	0.79
SC3-Istanbul is a clean and organized place	0.74	15.55*	0.56
<i>Value for Money-PARA (Cronbach Alfa=:0,72) \bar{X}=3,65</i>			
PARA1-Istanbul's accommodations are reasonably priced.	0.69	13.16*	0.47
PARA2-Istanbul is an inexpensive city.	0.56	10.64*	0.32
PARA3-Istanbul offers good value for my travel money.	0.85	16.34*	0.71
<i>AFFECTIVE IMAGE-DUY (Cronbach Alfa=:0,87) \bar{X}=4,30</i>			
DUY1- Istanbul is a vivacious destination.	0.73	15.24*	0.42
DUY2- Istanbul is an exciting destination.	0.80	18.53*	0.67
DUY3- Istanbul is a pleasant destination.	0.95	23.60*	0.84
DUY4- Istanbul is an interesting destination.	0.80	18.60*	0.69
1) These are standardized loading estimates from CFA using the LISREL 8.72 software package.			
*T values are at least 1.96 (0.05 level).			

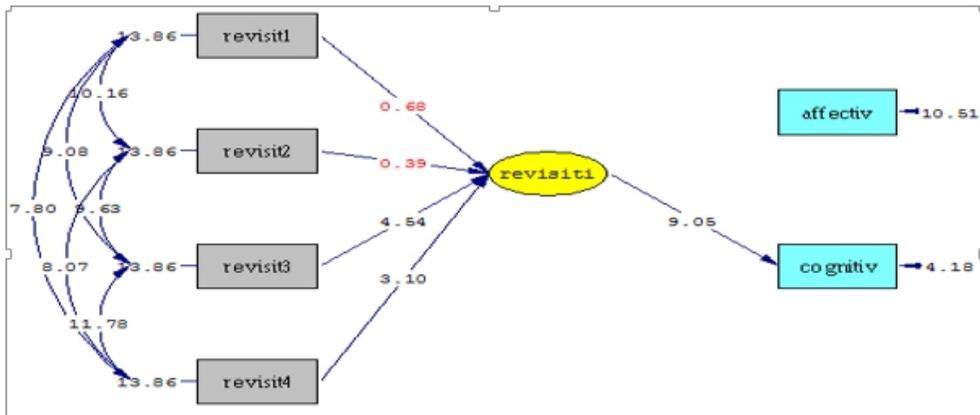
Confirmatory factor analysis was applied to examine the structural validity of the destination image scale. The value of CFA was found to be significant (358,64, $p < .000$). The chi-square value is mostly significant in large sample groups. For this reason it is recommended that the ratio of χ^2 / sd is taken into consideration. For this reason it is recommended that the ratio of χ^2 / sd is taken into consideration (Kavas, 2012). Accordingly, the ratio of χ^2 / sd ($358,64 / 168 = 2.13$) was found to be less than 3, indicating an acceptable fit. Correction indices were used in the previous tests and the variables that were loaded on the scale at the first stage or loaded with more than one factor were eliminated. Destination image consists of two basic dimensions as "Cognitive Image size" and "Affective Image size". Three expressions, "ATM1", "SC4" and "DC5", were extracted from the cognitive dimension of the scale. In addition, suggestions for covariance identification between the errors of the variables observed in the second group correction index are given. It has been determined that there is an association between "DC2" and "DC1" variables observed in the initial Natural Attractions dimension, variables "DC2" and "DC4", among errors regarding variable "DC3" and "DC4" and among the errors observed in variables "AY1" and "AY4" in the General Infrastructure dimension and an association between the errors observed in variables "DUY1" and "DUY3" in the affective image dimension which is the second fundamental aspect. Since these items are semantically close when examined, error co-variances related to these items have been added to the model (Kavas, 2012). However, the goodness of fit

index obtained indicates a satisfactory level of fit (RMSEA = .05, CFI = .96, NFI = .93, GFI = .92, AGFI = .89). Standardized regression weights (R²) regarding the model are statistically significant and the destination image fundamental factor variable has been explained mainly with “DUY3-Istanbul is a pleasant destination” (R²=0.84) and least with “DC3-Istanbul has many historic sites and museums” (R²=0.31) and ATM4-There are many sports and recreational opportunities in Istanbul (R²=0.31). As a result of the confirmatory factor analysis which was repeated according to change proposals the destination image scale with two fundamental factors and five sub-factors was verified.

Table 5. Standard Values of Fitness Measures and Results for the Model

Fit Index	Goodness of Fit	Acceptance of Fit	Measurement Model
χ^2	-	-	358.64(sd=168,p<0,000)
χ^2 / sd	$0 < \chi^2 / sd < 2$	$2 \leq \chi^2 / sd \leq 3$	2.13
RMSEA	$0 < RMSEA < 0.05$	$0.05 \leq RMSEA \leq 0.10$	0,054
NFI	$0.95 \leq NFI \leq 1$	$0.90 \leq NFI \leq 0.95$	0,93
NNFI	$0.97 \leq NNFI \leq 1$	$0.95 \leq NNFI \leq 0.97$	0,95
CFI	$0.97 \leq CFI \leq 1$	$0.95 \leq CFI \leq 0.97$	0,96
GFI	$0.95 \leq GFI \leq 1$	$0.90 \leq GFI \leq 0.95$	0,92
AGFI	$0.90 \leq AGFI \leq 1$	$0.85 \leq AGFI \leq 0.90$	0,89

Note : *CFA=Confirmatory Factor Analysis; χ^2 =Chi-Square Value; df=Degrees of Freedom; RMSEA= Root Mean Square Error of Approximation.; CFI=Comparative Fit Index; NFI=Normed Fit Index ;GFI=Goodness of Fit Index; AGFI=Adjusted Goodness of Fit Index.



Goodness-of-fit statistics

$\chi^2 = 4.55$; $df = 3$; $\chi^2/df = 1,51$; $p < .001$

RMSEA= 0,037; CFI = 1,00; NFI = 1,00 ; GFI = 1,00; AGFI = 0,97

Note : χ^2 =Chi-Square Value; df=Degrees of Freedom; RMSEA= Root Mean Square Error of Approximation.; CFI=Comparative Fit Index; NFI=Normed Fit Index ;GFI=Goodness of Fit Index; AGFI=Adjusted Goodness of Fit Index

- 1) These are standardized loading estimates from CFA using the LISREL 8.72 software package.
- 2) T values are at least 1.96 (0.05 level).

FIGURE 2
Hypothesized Model of Relationships

The model explains the influence of destination image comprised by Cognitive Image and Affective Image which is the determinant of the Arab tourists’ intention to revisit.

The model has determined that the potential variable of the Cognitive Image (0.84) perceived by Arab tourists has a significant and positive impact on the intention to revisit. In other words, as Arab tourists experience a positive increase in their perceptions of being able to afford natural charm, infrastructure, general atmosphere, social environment and value for money in Istanbul, their intention to visit Istanbul again will increase. H1 hypothesis was thus accepted. However, no significant association has been found between the Arab tourist's Affective Image and the intention to visit again. Hence, H2 hypothesis has been rejected.

Hypothesis	Stand.	Loading	t-value
H1: Cognitive Image 0.71 Supported	→	0.84	9.05*
H2: Affective Image Rejected	→	0.63	

Conclusion and Discussion

The concept of image is one of the most significant elements for touristic destinations. Destination image is an important feature in the assessment of a destination by tourists, in preference and generating a loyalty regarding a destination. Furthermore, destination image also has an important role in determining whether tourists will revisit a destination.

This study which dealt with the impact of destination image on the intention of Arab tourists to revisit Istanbul determined that cognitive image which is a dimension of destination image, has an impact on the intention of Arab tourists to revisit however, affective image did not play a role on their intention to revisit. In other words, while Istanbul's natural beauties, atmosphere, social environment and value for money paid affects Arab tourists' intention to visit Istanbul again, the fact that Istanbul is a vibrant, exciting and interesting city does not affect tourists' intention to revisit.

According to these results, it can be said that destination image is partly influential on the intention of Arab tourists to revisit Istanbul. An examination of different tourist groups in different destinations in relevant literature reveals that the image of the destination generally influences tourists' intention to revisit. Tan and Wu (2016) carried out a study on 493 Taiwanese tourists visiting Hong Kong and manifested that cognitive and affective destination image was influential on tourists' intention to visit

again. On the other hand Stylos et al. (2016) conducted a study with 1244 Russian tourists visiting Greece in 2014 and concluded that cognitive and affective destination image had no impact on the intention of tourists to revisit.

Court and Lupton (1997) carried out a study with more than 900 individuals living in southwest United States and determined that destination image had an impact on the intention to revisit. Chen and Tsai (2007) completed a study with 393 tourists visiting Kengtin region in Taiwan in 2014 and manifested that destination image was effective regarding the intention to revisit. Walker et al. (2013) carried out a study with 6606 individuals visiting South Africa to observe the 2010 FiFA World Cup and asserted that activity image had a great to do with the intention to revisit. Allameh et al. (2014) executed a study with tourists who had come to Iran's Mazandaran Province for sports tourism. The writers carried out the study with 886 tourists and reported that the destination image perceived by the tourists had a major influence on revisits.

Pratminingsih, Rudatin and Rimenta (2014) conducted a study with 268 visitors to Bandung region in Indonesia between December 2012 and January 2013 and determined that destination image influenced the intention of tourists to revisit. Hallmann, Zehrer and Muler (2015) initiated a study with a total of 795 tourists who were visiting Oberstdof in Germany and Hinterglemm in Austria which are winter sports destinations and concluded that destination image affected the intention of tourists to revisit.

A review of the studies in relevant literature indicates that destination image has a major influence on the intention of tourists to revisit while albeit a few assert that destination image has no impact on the intention to revisit a destination. This study concludes that destination image has a partial influence on the intention of Arab tourists to revisit (cognitive dimensions has an impact on revisits). This result may be initiated by the sample group.

In conclusion it has been determined that the cognitive dimension of the destination image has a significant impact on the intention of Arab tourists to revisit Istanbul. Destination managers should pay more attention to the natural beauty, infrastructure, general atmosphere of the city and social environment elements that make up the cognitive image of the destination. The preservation and development of these elements will also have an important impact on the future visits of Arab tourists who will comprise an important market for our country in the future.

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