



JOURNAL OF GASTRONOMY HOSPITALITY AND TRAVEL

ISSN: 2619-9548

Journal homepages: www.joghat.org, <http://dergipark.gov.tr/joghat>

Journal of Gastronomy, Hospitality and Travel (JOGHAT)

2018 - Volume: 1 Issue: 1

Page: 38 - 48

Received: 30.12.2017

Revised: 12.02.2018

Accepted: 14.02.2018

Research Article

SERVICE QUALITY, DESTINATION IMAGE AND REVISIT INTENTION RELATIONSHIPS AT THERMAL TOURISM BUSINESSES**

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ABSTRACT

Interest for health tourism and its subcategories is rapidly growing throughout the world. Thermal tourism takes its share from this interest too. Individuals who seek to gain their health back or to preserve their current health condition attend to thermal tourism activities with an increasing demand. This growing demand encourages the businesses to improve themselves in terms of competitiveness. However, when it is the matter of health, thermal tourists' needs and demands from the destinations and businesses they have been are much more different than mass tourists' demands and needs. Thus, it is crucial to have knowledge about thermal tourists' expectations and service quality perceptions for the owners or the managers of the businesses who consider to enter to the market or who desire to increase their market share. In this context, this study aims to determine the thermal tourist's service quality, destination image perceptions and their relationship with revisit intention. In addition, this study aims to determine destination image's mediating role in service quality and revisit intention. In order to achieve these aims, related literature is reviewed and data is gathered from the thermal hotels in Balçova and Gonen regions. A total of 343 tourists participated to study. Data is analysed through ANOVA, T test, correlation and regression analysis. Findings show that there are significant relationships between service quality, destination image perceptions and revisit intentions of thermal tourists. Also results revealed that destination image has a mediating effect on service quality and revisit intention relationship.

Keywords: Thermal Tourism, Service Quality, Destination Image, Revisit Intention.

To cite this document: Timur, B. (2018). Service Quality, Destination Image and Revisit Intention Relationships at Thermal Tourism Businesses, Journal of Gastronomy Hospitality and Travel, 1(1), 38-48. DOI: 10.33083/joghat.2018.3

**** This study was conducted with the data gathered from the masters' thesis named "Examination of Relationships Between Service Quality, Perceived Destination Image and Revisit Intention In Context of Thermal Tourism".**

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