



FACTORS AFFECTING INTERACTIONS BETWEEN TOURISTS**

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Abstract

Tourism includes the relations between people from different cultures and this also allows cross-cultural interaction and contact. Intercultural interaction also includes the interactions between tourists from different cultures and nations. In the tourism industry, the interaction between tourists constitutes another dimension of social interaction. Cross-cultural interaction generally includes interactions between people who have cultural characteristics different from each other regarding perception, expectations, values, worldview, rules of behaviour and form of communication, and come from different two cultures. This can lead to positive and negative interactions between tourists. From this perspective, other tourists can have positive and negative effects on a tourist's experience. However, in the literature, the studies on other tourists and interactions between tourists have been very limitedly. Therefore, this study aims to reveal factors affecting tourist-to-tourist (t2t) interactions. In the study, it was carried out semi-structured interviews with thirty-three international tourists visiting Istanbul. It was used the triangulation technique to provide the reliability and validity of the study. Accordingly, focus group interviews were held with 7 tourist guides. As a result of the research, it was found that some cultural, personal and situational factors affect the interactions between tourists.

Keywords: customer-to-customer interaction (c2c), tourist-to-tourist interaction (t2t), other tourists.

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Introduction

Tourist encounters include relations between foreign people from different cultures (Burns, 1999, p. 94) and intercultural communication. Cross-cultural communication includes interaction between individuals of different cultures (Jack & Phipps, 2005, p. 6). From this point of view, interpersonal encounters that occur in tourism because it takes place at the international level may also be viewed as cross-cultural encounters (Yagi, 2003, p. 1). Intercultural contacts in the field of tourism usually include the interactions between tourists from different nationalities and who have different cultural backgrounds (Albu, 2015, p. 11). Therefore, tourist-tourist interactions are another phase in the social aspect of tourism (Yagi, 2001, p. 22).

Tourism and hospitality services are based on human experience (Cetin et al., 2014, p. 1041). Especially, other customers are an indispensable element of the customer's consumption experience in the tourism and hospitality industry (Miao et al., 2011, p. 933). In tourism, consumers generally share the same service environment with other consumers. Many hospitality services such as being on a cruise or dining at a restaurant include the presence of other customers in the consumption environment (Miao et al., 2011, p. 933). Therefore, customers can influence each other indirectly as part of the environment or directly through certain interpersonal encounters (Wu, 2007, p. 1519). In this context, T2T interactions can be viewed as C2C interactions, which is a prevalent phenomenon in numerous servicescapes (Huang & Hsu, 2009, p. 548). While the direct presence of other tourists refers to a person's direct and personal contact with tourists, indirect presence refers to notice the presence of other tourists despite the lack of direct and personal communication (Yagi, 2001, p. 25). As a result, the management of C2C interactions is very considerable in the context of tourism (Nicholls, 2011, p. 210).

Every social interaction between people has the potential of succeeding and failing depending on the motives of people to interact, whether they comply with socially accepted rules of behaviour, they are aware of their rights and obligations, can able to use verbal and non-verbal signals appropriately to the specific situation, and know how and when to behave properly manner. Intercultural or cross-cultural interaction includes interactions between people from two different cultures that are culturally different from one other in terms of expectations, values, perceptions, communication style, worldview and rules of behaviour. The contact hypothesis refers to social interaction between persons from different cultural backgrounds and suggests to these interactions can lead to positive and negative consequences (Reisinger, 2009, pp. 200-212). The fact that people have different norms and values from each other results in different behaviours that may not always fit together in different situations (Reichenberger, 2014, pp. 57-58). The fact that people from different cultures have different behaviour and value systems can cause conflicts in intercultural contacts. A behaviour or value system that is considered proper in an individual's culture may not be viewed as proper in another culture (Yagi, 2003, p. 4).

Because the interaction between customers from different cultures has a significant impact on customer satisfaction, it is important for managers working in tourism to consider these forms of interaction and be aware of the possibilities to manage them (Nicholls, 2011, p. 209). Therefore, this study was carried out to fill the lack of literature on T2T interactions. The study was carried out in January-March 2018 in Istanbul, one of the destinations visited by foreign tourists, and it was carried out through semi-structured interviews with thirty-three international tourists visiting Istanbul.

Literature Review

Tourist-to-Tourist Interaction

Interpersonal encounters occurring in international tourism may be considered as cross-cultural encounters (Yagi, 2003, p. 1). Tourist encounters include relations between foreign people from different cultures (Burns, 1999, p. 94). This also allows intercultural or cross-cultural communication Intercultural /cross-cultural communication involves interaction between people of different cultures (Jack & Phipps, 2005, p. 6). Intercultural contacts in the context of tourism usually include the interactions between tourists from different cultures and nations, tourists and local people, tourists and staff, and employees from different cultures (Albu, 2015, p. 11). In this context, tourist experiences generally include tourists' interactions among themselves, as well as the interactions between tourist-service personnel and tourist-local people (Huang & Hsu, 2010, p. 79). Tourist-tourist interactions are another stage in the social aspect of tourism (Yagi, 2001, p. 22).

Past research has mostly focused on the relations between tourist-local people and tourist-service personnel (Huang and Hsu, 2010, p. 79). Some researchers have stated that there is not much focus on the relationships that occur between tourists, that these relationships are not well known, and that there are very few studies in the literature that deal with this issue (Chang, 2017, p. 3; Huang & Hsu, 2010, p. 79; Yagi, 2001, p. 22). Little

attention has been paid to issues such as how tourists see other tourists in tourist areas and relations between tourists (Yagi, 2003, p. 1). Regarding this situation, Nicholls (2011, p. 209) emphasized that customer-customer interactions are rarely investigated in an intercultural context and this is a serious deficiency due to the increasing cross-cultural consumption in services such as tourism.

Cross-cultural interaction generally includes interactions between people who have cultural characteristics different from each other regarding perception, expectations, values, worldview, rules of behaviour and form of communication, and come from different two cultures. These people speak different languages from each other, live in different cultures and use different communication signs and symbols (Reisinger, 2009, p. 209). Tourists who go to different countries for a holiday have the chance to meet each other and have an idea about each other (Saatci & Avcikurt, 2016, p. 2542). Therefore, intercultural communication in tourism also includes the interactions between tourists who come from different nations and have different cultures (Albu, 2015, p. 11). Regarding this issue, Argle (1982, p. 61) stated that tourists constitute the largest category of intercultural communication. In this context, tourist-tourist encounters can be seen as contacts between people from different cultures, especially in international tourist destinations (Yagi, 2003, p. 5).

Tourism usually occurs either with travel companions who are travelling together with travellers such as friends and families or with other travellers/tourists met on the route (Jue, 2008, p. 44). Similarly, Huang and Hsu (2010, p. 79) indicated that the interactions between tourists can be categorized in two ways as intergroup and intragroup. The first category refers to interactions between travel companions such as friends and families travelling together with the traveller, while the second category concerns the interactions between tourists who are unacquainted with each other.

International travels cause people to come into contact not only with the host society but also with foreign tourists from other nationalities and different cultures (Yagi, 2003, p. 1). Huang and Hsu (2009, p. 549) stated that although there is a generalization that tourists generally expect to interact with people in the host community rather than other tourists, Some tourists can give priority to interacting with other tourists by comparison with hosts.

In tourism, consumers generally share the same service environment with other consumers. Many hospitality services, such as being on a cruise or dining at a restaurant, take place in the presence of other consumers in the consumption environment. Other customers are an indispensable element of the consumption experience in tourism and hospitality services (Miao et al., 2011, p. 933). Therefore, tourist-to-tourist (t2t) interactions can be seen as customer-to-customer (c2c) interactions, which is a prevalent phenomenon in numerous service settings (Huang & Hsu, 2009, p. 548). From the perspective of service encounters, the tourism customer shares the same service environment with other customer groups within the scope of the service. Customers can influence each other indirectly as part of the environment or directly through certain interpersonal encounters (Wu, 2007, p. 1519). Other tourists' direct presence refers to a person's direct and personal contact with tourists. Indirect presence refers to notice the presence of other tourists despite the lack of direct and personal communication (Yagi, 2001, p. 25).

There is no homogeneity among tourists and they have differences in terms of preferences, behavioural patterns, backgrounds and motives from each other (Yagi, 2001, p. 22). In tourism where cultural diversity is intense, different patterns of behaviour and attitudes are likely to emerge among tourists (Saatci & Avcikurt, 2016, p. 2542). The fact that people from different cultures have different behaviour and value systems can cause conflicts in intercultural contacts. In the context of tourism, other tourists' behaviours or presences may not interfere with the goals of tourists, but other tourists making noise in the museum or throwing garbage in a national park may lead to disagreeable feelings in the tourist (Chang, 2017, p. 3). Therefore, tourists who encounter such situations may experience conflict with other tourists (Yagi, 2003, p. 1).

For example, some British tourists who organize stag parties in Eastern Europe have led to great tension among other tourists who stay in the region. A lot of press reports has been proved this issue and the tensions were deemed sufficiently important by the British Foreign Ministry and have been given advice to British for planning stag parties abroad. Influxing Russian, who enjoy heavy partying, to some European vacation destinations, has provoked negative responses from some tourists (Nicholls, 2011, p. 214). Likewise, Urlaubstours, which is a German travel operator, researched 8100 German holidaymakers and found that Germans consider that British and Russian tourists are noisy and drunk Polish tourists ranked third place for similar reasons. Additionally, it has been found that German tourists were uncomfortable with Chinese tourists due to their table manners and French tourists due to their hostile and rude approach (Gadd, 2014).

Factors Affecting Interactions

Cultural and Intercultural Differences

In general, culture refers to the human environment, behaviour, social heritage and traditions, dress and appearance, relationships, information and communication, lifestyle, mental process and learning, beliefs and attitudes, work and leisure habits, symbols and meanings, perceptions, rules of social life, food and eating habits, values and norms, sense of self, ways of, thinking and doing things, cognitive knowledge, differences and similarities between people, and time (Reisinger, 2009, pp. 86-89).

Hofstede's cultural dimensions work probably had a great influence on the subject of culture and the development of knowledge on it. Hofstede, in his first studies, separated countries from each other according to four basic cultural dimensions (Ahn & Mckercher, 2015, p. 96). Cultural differences between Western and Eastern societies were found to be related to the dimension of Hofstede with power distance, masculinity/femininity, individualism/collectivism and uncertainty avoidance (Reisinger & Turner, 1998, p. 176).

The occurrence, form and meaning of a particular behaviour in a given situation may also differ from culture to culture, as cultural norms differ. Differences in interpretative frameworks can cause people from two different cultures to view the same situations and behaviours in very different ways. Such a situation may result in misunderstandings and conflicts (Albert, 1983, p. 186). The fact that people have different norms and values from each other results in different behaviours that may not always fit together in different situations. For example, it may be appropriate for an American tourist to shake hands when meeting, but a Japanese tourist may not find this behaviour appropriate in their repertoire. Such a situation may prevent individuals from engaging in social interaction with each other or make them decide to terminate the interaction (Reichenberger, 2014, pp. 57-58).

Members of individualistic and collectivist cultures have different social attitudes, moral values and behavioural tendencies. Their cognitive styles in expressing their feelings and wishes are different from each other, and these differences are also reflected in their communication. In addition, the way they treat people, including nonverbal behaviours, differs according to their value orientations (Ward et al., 2001, p. 15). For example, people in individualistic cultures are often more skilled at entering and leaving new social groups and able to form friendships more easily. People in collectivist cultures, on the other hand, have less ability to make new friendships (Triandis et al., 1988, p. 325).

Religions can be the main source of differences in people's perspectives (Triandis, 2000, p. 146). Ng et al. (2007, p. 1505) stated that people are interested in people who have similar beliefs and values to them. Likewise, Henderson (2003, p. 453) stated that the terrorist attacks of 11 September 2001 and subsequent events led to creating fear among many Muslims about visiting the West.

One of the problems that arise when communicating between different cultural groups is closely related to language. The fact that the parties cannot agree on a common language or express themselves correctly in the communication and interaction process causes misunderstandings and emerges as the first obstacle in the communication process. As a result of this situation, people feel uncomfortable and tense in communication (Saatici & Avcikurt, 2016, p. 2559). For example, Yagi (2001, p. 27) conducted a study of American and Japanese tourists on how tourist-tourist encounters occur, and found that because English is an international language and many international tourists speak English rather than Japanese, Americans can communicate more easily with people from other countries than Japanese. The author also stated that it is very difficult for tourists to communicate with other international tourists if they do not speak English or any other language.

Nonverbal Communication

Nonverbal communication constitutes all aspects of communication except words. In nonverbal communication, some elements affect the interaction such as clothes, facial expressions, personal objects, and physical appearance (Wood, 2010, p. 122).

Wang (2009, p. 156) stated that nonverbal communication, as an indispensable part of interpersonal communication, determines the result of direct communication between people, and that general appearance and dress are also included in nonverbal communication. First impressions often have a strong influence on any social interaction and can influence later interactions. In addition, people can make some inferences about

others based on their nonverbal cues. For example, smiling is a social cue that has an enormous impact on most people. Smiles are signs that can positively change the other person's behaviour towards us. For example, seeing a stranger smile at us can make us more helpful toward this stranger (Knapp et al., 2014, pp. 25-292).

In modern societies, people generally make judgments about people based on their appearance, clothes, and the objects they carry around or on their bodies. When deciding whether or not to interview a stranger, people are affected by how that person looks, if the person's dress is neat and his facial expression is moderate, they are willing to talk to him (Wang, 2009, p. 156). From a service perspective, physical appearance refers to the physical properties and general appearance of other customers in the service environment as perceived by individual customers. For example, customers may perceive that this hairdressing salon is luxurious, seeing that well-dressed customers receive service at a hairdresser's (Brocato et al., 2012, p. 386).

Similarity

The similarity hypothesis states that individuals show a more positive tendency towards people they think are similar to themselves. As the perceived similarity increases, people are more willing to establish relationships with other groups (Osbeck et al., 1997, pp. 114-117). For example, Feld (1982: 798-801) stated that age is one of the unchangeable features of interaction that encourages people to interact, people tend to choose people of similar age to them, and that similar age plays an important role in people's friendship choices and social relationships.

From the perspective of the services literature, similarity is the degree to which an individual customer feels similar to other customers in the service environment. This situation is associated with the tendency of customers to tend to the environments they are most compatible with (Brocato et al., 2012, p. 386). When customers find similar aspects between themselves and other customers, they can feel comfortable and enjoy the presence of other customers. However, when they cannot find similar aspects, they may feel uncomfortable and want to leave the environment. Customers measure the level of similarity between themselves and other customers by observing subtle and unobtrusive cues such as clothing, ethnicity, race, gender, and age (Raajpoot et al., 2013, p. 17). For example, Kwon et al. (2016, pp. 304-308) revealed that the presence of other customers plays a role on the customer's shopping experience and that when customers find themselves similar to other customers, their satisfaction with the shopping center also increases.

Prejudices

Prejudice generally hinders communication between groups (Pettigrew, 1998: 80). In general, there are prejudices based on, age, sexual orientation, ethnicity, gender, religion, and other attributes (HASPA, 2012, p. 8). However, the point to be noted here is that the concept of prejudice is generally used to express negative attitudes. For example, an individual who has never met Germans before may have a negative prejudice against Germans, thinking that Germans are cold people (Saatci, 2016, p. 70). For example, Strabac and Listhaug (2008, p. 268) stated that there was prejudice against Muslims was more common than among other immigrants in Eastern and Western Europe. Authors also found that Muslims in Europe were particularly prone to becoming a target of prejudice even before 9/11.

Personality

Personality is a component of an individual's unique characteristics and qualities that shape one's ability to relate to oneself and others and interact with the environment (Hargie & Dickson, 2004, p. 26). There is a reciprocal relationship between personality and social relations. For example, social individuals spend more time with other people and actively create opportunities to make new friendships. Docile people, on the other hand, want to reduce interpersonal conflicts by having less conflict with other people (Asendorpf & Wilpers, 1998, p. 1531).

Motivation

Tourist motivations are generally gathered around the concept of "push" and "pull" factors. Push and pull factors are based on the fact that there are forces that push and pull people to travel (Baloglu & Uysal, 1996: 32). These forces originate from the inner world (desires) of the individual, called push factors, and destination features (attraction) called pull factors (Baloglu & Uysal, 1996, p. 32; Li et al., 2016, p. 87).

In some studies, it has been stated that social interaction is one of the most important factors that lead individuals to travel (Baloglu & Uysal, 1996, p. 32; Crompton, 1979, pp. 408-410; Dann, 1981, p. 191). Motifs such as interacting with others and developing relationships, meeting people with similar interests and meeting

new people are labelled under the headings such as facilitating social interaction, social interaction, and socialization (Crompton, 1979, pp. 408-419; Packer & Ballantyne, 2002, p. 189; Park & Yoon, 2009, pp. 99-107).

Motifs such as interacting with local people, experiencing different lifestyles, experiencing different cultures, experiencing new and different lifestyles, learning about different people and places, discovering new places, learning new things, and increasing knowledge have been found by many authors as factors that encourage tourists to travel. It has been labelled under various headings such as novelty, novel experiences, learning, and culture seeking (Huang, 2010, pp. 153-161; Jang & Cai, 2002, p. 122; Murphy et al., 2007, pp. 51-53; Park & Yoon, 2009, pp. 99-107).

One of the motivations that lead tourists to travel is security. George (2003, p. 577) stated that when tourists feel insecure or threatened in a resort, they can create a negative impression of the destination. Garg (2015, p. 1), in his research on holidaymakers coming to Malaysia on holiday, revealed that holidaymakers perceive security risks such as earthquakes, tsunamis, SARS, terrorist activities, swine flu, and security, peace and stability are the main concerns of tourists when choosing their travel destination.

All these motivational factors have another motivational factor that is not related to people's travel decisions. This factor is helping behaviours. Past research has suggested that the motives that drive people to help others can influence the experience and outcomes of helping. Some theoretical approaches have emphasized the role of motivation in positive behaviours. Such functional approaches indicate that individuals will engage in positive behaviours to the extent that they have specific reasons for these behaviours. Many people have the motivation to help others (Weinstein & Ryan, 2010, p. 222).

Methodology

Research purpose: This study aims to reveal the factors affecting the interactions between tourists in the tourism and hospitality industry

Research method: In this study, it was used the data of the doctoral thesis published in November 2018. The qualitative research methodology was chosen to conduct the study. Ozdemir (2010, p. 325) stated that qualitative research aims to understand people's behaviour, lifestyle stories, organizational structures and social change. Additionally, qualitative research makes it possible to interpret the experiences of people (Vanderstoep & Johnston, 2009, p. 166). Creswell (2014, p. 236) stated that there are many designs for qualitative research, phenomenology, grounded theory, ethnography, and case study are more popular methods and often preferred in the social and health sciences. In the study, the phenomenological method was preferred. At the core of phenomenological work is the search for the underlying meaning of experience (Williams, 2007, p. 69).

Data Collection Tool: In the study, the semistructured interviewing technique was utilized as a method of data collection. In the semi-structured interview, the researchers prepare the questions that they planned to ask in advance, and they can affect the flow of the interview with different or sub-questions depending on the flow of the interview (Turnuklu, 2000, p. 547). Therefore, the reason for choosing the semi-structured interview technique is to affect the flow of the interview and to ensure that the answers given are detailed. A question form to be asked to the tourists was prepared by making use of the existing literature. The question form consisted of two parts including tourists' demographic information and questions about T2T interactions. Open-ended questions such as the following were asked.

- Which tourists do they find closer and more suitable for interaction and which do not?
- What are the situations that increase and decrease the desire to interact?

Based on the semi-structured interview technique, it has been conducted interviews with thirty-three international tourists visiting Istanbul between January 2018 and March 2018, lasting an average of 45 minutes or more.

Sample Selection: In this kind of sampling, researchers identify participants based on their most proper properties for the research, and people who will participate in the research are chosen in consequence of their past experience and knowledge related to the subject studied (Baskale, 2016, p. 26). In this context, the purposive sampling method was used, it was thought that it would be suitable to select special qualifications tourists who are currently a tourist in Turkey, travelled to at least two different countries excluded Turkey, and interacted with other tourists who are both in other countries and Turkey.

Creswell (2014, p. 239) indicated that the sample size in phenomenological studies generally includes the range from three and ten individuals. In addition, interview duration and interviews or observation numbers of previous qualitative studies in which observations and interviews were made, can be taken as an example of the sample size (Baskale, 2016, p. 27). In this context, interviews were conducted with thirty thirty-three lasted at least 45 minutes on average.

In qualitative research, saturation is reached when no new information can be obtained (Morse, 1995, p. 147). it was concluded that participants' feedback was repeated automatically and that data was saturated following 33 interviews. The interviews were electronically recorded on the same day and transcribed verbatim. To analyze the data systematically and identify common themes, the content analysis was conducted on the data and common themes were classified. At the stage of data collection and analysis, each participant was coded with codes such as P1 P2 P3. Coding is an important step taken during the analysis to organize and give meaning to textual data (Basit, 2003, p. 143). In general, there are computer system coding and manual coding in the analysis of data (Creswell, 2014, p. 245). It was used the manual coding system in the analysis of the data.

Reliability and validity: Creswell (2014, pp. 251-252) identified eight main strategies to ensure validity in qualitative research: 1) Triangulation, 2) Member checking, 3) Detailed description to convey the findings, 4) Explaining the researcher's bias to the research, 5) Presenting negative or inconsistent information that contradicts the themes, 6) Spending a long time in the field, 7) Using expert review to increase the accuracy of the explanation (peer debriefing), 8) Using external auditing to review the entire project. If the data collected by different methods in triangulation are compatible with each other and the same or similar findings and results are revealed, it is assumed that the validity of these findings and results is also ensured (Yasar, 2018, p. 63). In this context, it was employed the triangulation technique to provide the reliability and validity of the study. The opinions of tourism academics were consulted in preparing questions on interactions T2T. Additionally, a lot of time has been spent in the field. The results obtained from tourist interviews have been shown to experts such as both tourism academics and tourist guides.

In total, focus group meetings were held with 7 tourist guides. An appointment was made in advance at the Istanbul Chamber of Guides for the interview, and the date and place of the meeting were arranged according to the time period when all the guides were available. The interview was carried out on 8 May 2018 in a cafe in Taksim. It was prepared a question form before the interview to request guides' opinions on the interactions between tourists. Creswell (2014, p. 239) stated that people numbers in the focus group interview can be between 6 and 8 people. On the other hand, Cokluk et al. (2011, p. 101) stated that the ideal focus group interview duration was between one and two hours. Accordingly, the interview with guides lasted a total of 90 minutes with seven tour guides. In the interview, it was asked the guides what they thought about the factors affecting T2T interactions, similar to the questions asked to tourists. In collecting and analyzing data, similar processes and operations applied to tourists were applied.

The compatibility of the findings obtained from the interviews with the tourists with the findings of the guides' was examined and the findings obtained from the tourist interviews were confirmed with the findings obtained from the guides' opinions. In the analysis results, certain themes obtained from tourists were approved, new examples of cases related to affecting the interactions were obtained and placed under certain themes, and the results of the analysis were re-evaluated.

Findings

Table 1. Demographic Information of Tourists

Age	(f)	Education	(f)	Income	(f)
18-25	10	High school	2	No income	5
26-35	15	Graduate	22	1-500 €	4
36-45	5	Master	7	501-999 €	0
46-55	1	PhD	2	1000-1999 €	15
56-65	2			2000-2999 €	4
				3000-3999 €	4
				4000 € and over	1
Religion	(f)	Gender	(f)	Marital status	(f)

Muslim	14	Female	19	Married	5
Christian	7	Male	14	Single	28
Jewish	1				
No religion	11				

As can be seen in Table 1, in terms of age, education and income, most participants (25) were between 18 and 35 years old. Most participants (22) had graduate degrees. Most participants (15) had an income of 1000-1999 €. In terms of religion, gender and marital status, most participants (19) were female, most participants (14) were Muslim, and most participants (28) were single. The nationalities of the tourists participating in the study were shown in table 2. Accordingly, most participants in the study come from countries respectively such as Russia, Iran, Bosnia and Herzegovina, Indonesia, Netherlands, Turkmenistan and Pakistan.

Table 2. Nationalities of The Tourists

Nationality	F	Nationality	F	Nationality	F
Russia	4	Argentina	1	Switzerland	1
Iranian	3	Australia	1	Kazakhstan	1
Bosnia and Herzegovina	2	Bahamas	1	Colombia	1
China	2	France	1	Egypt	1
Indonesia	2	India	1	Poland	1
Netherlands	2	England	1	Taiwan	1
Turkmenistan	2	Israel	1		
Pakistan	2	Spain	1		

Demographic information of the guides participating in the study was shown in Table 3.

Table 3. Demographic Information of Guides Participants

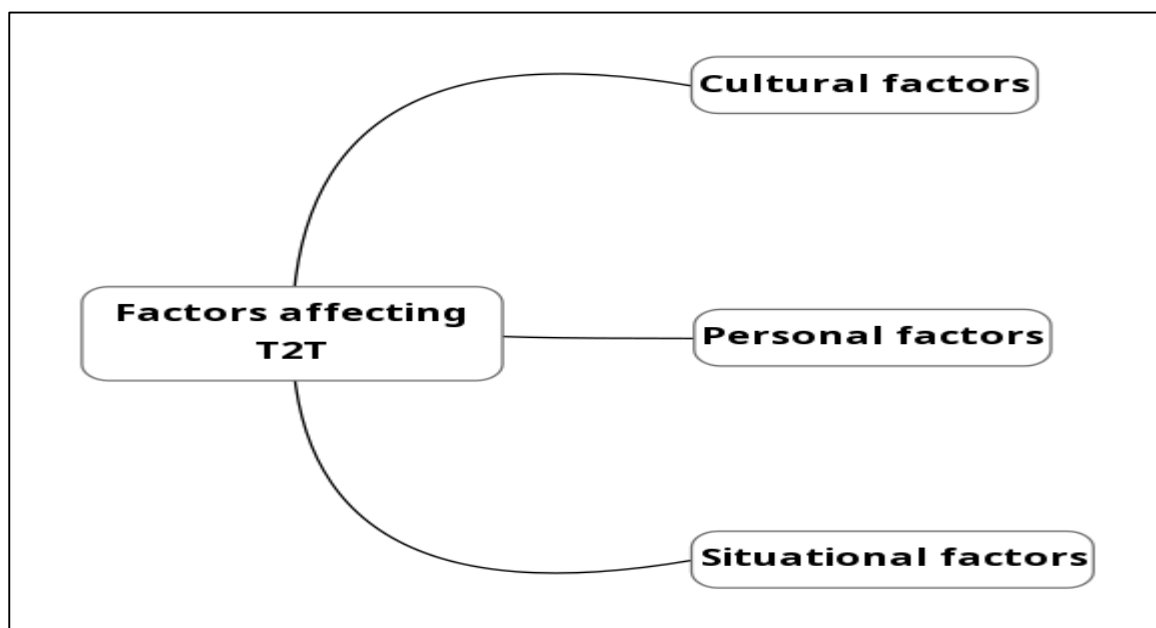
Age	(f)	Professional experience	(f)	Income	(f)
18-25	0	1-3 year	0	No income	0
26-35	1	4-6 year	0	1-500 ₺	0
36-45	3	7-9 year	1	501-999 ₺	0
46-55	3	10-12 year	2	1000-1999 ₺	0
56-65	0	13-15 year	0	2000-2999 ₺	0
65 and over	0	16 years and over	4	3000-3999 ₺	0
				4000-4999 ₺	7
				5000 € and over ₺	0

Education	(f)	Gender	(f)	Tour groups	(f)
High school	0	Female	5	Cultural	7
Graduate	7	Male	2	Other	0
Master	0				
PhD	0				

As shown in Table 3, most participants (5) were females. In terms of age, income and education, most participants (6) were between the 36-55 ages, all guides had an income of around 4,000-4,999 ₺, and all of the guides had bachelor's degrees. In terms of the tour group and professional experience, all guides were working in cultural tours and most participants (4) had over 16 years of experience.

As a result of the tourist interviews, the factors affecting the T2T interactions emerged in three ways as cultural, personal and situational factors, as can be seen in Figure 1.

Figure 1: Factors Affecting T2T Interactions



Cultural Factors

In the study, it has been revealed that the cultural factors affecting the interactions between tourists consist of elements such as individualist-collectivistic cultural differences, religious differences, common language and cultural similarity.

Figure 2: Cultural Factors Affecting T2T Interactions

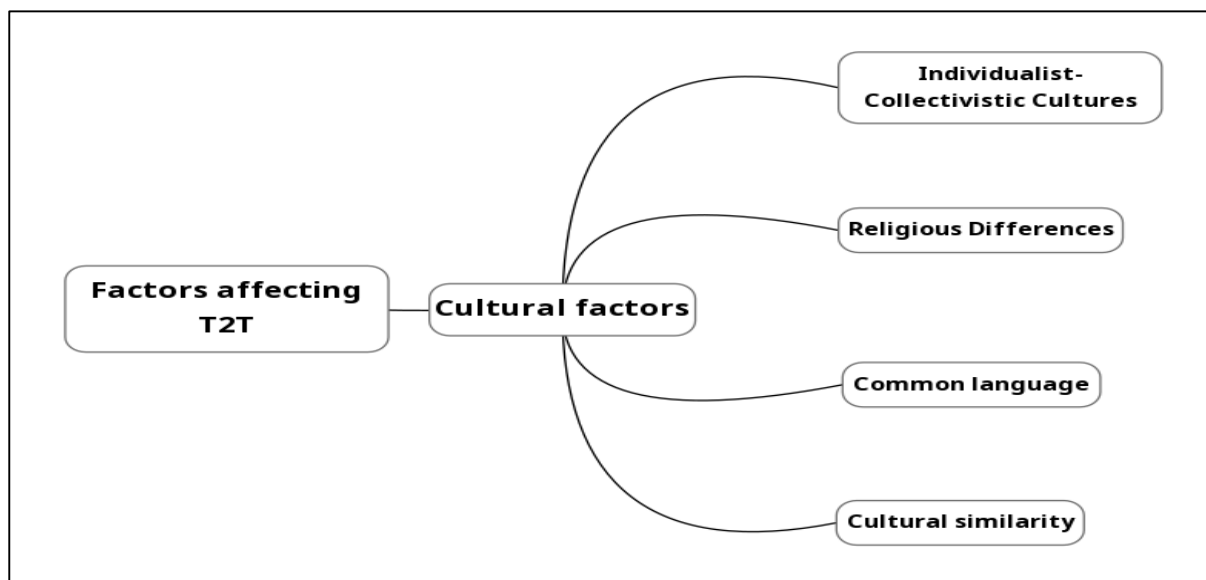


Table 4. Tourists' Statements on Cultural Factors Affecting T2T Interactions

Individualist-collectivist culture	P30: "Asian people have a little bit different look. They aren't like Europeans. For example, the Chinese don't smile, they don't speak too much. Their behaviour is like that."
Religious differences	P12: " For example, Chinese people. I don't interact with them because they don't have religion and because they don't have correct something. For example, alcohol is halal for them but for me it is illicit."

Common language	P18: "Yes, the language of course. I always ask them whether they speak English or not first because I think English is universal. So, the first step barrier is language. First, I like them if they talk English because it is easy to interact with them. This is a similarity. If their English is good, it is okay, we can talk to them."
Cultural similarity	P5: "For example, Turks generally look like Bosnian. We use Turkish words, we do Turkish food. I feel myself similar to them. So, firstly, it is very important to me where the other tourists come from. If their culture is similar to my culture, I don't hesitate to interact and I would be pleased."

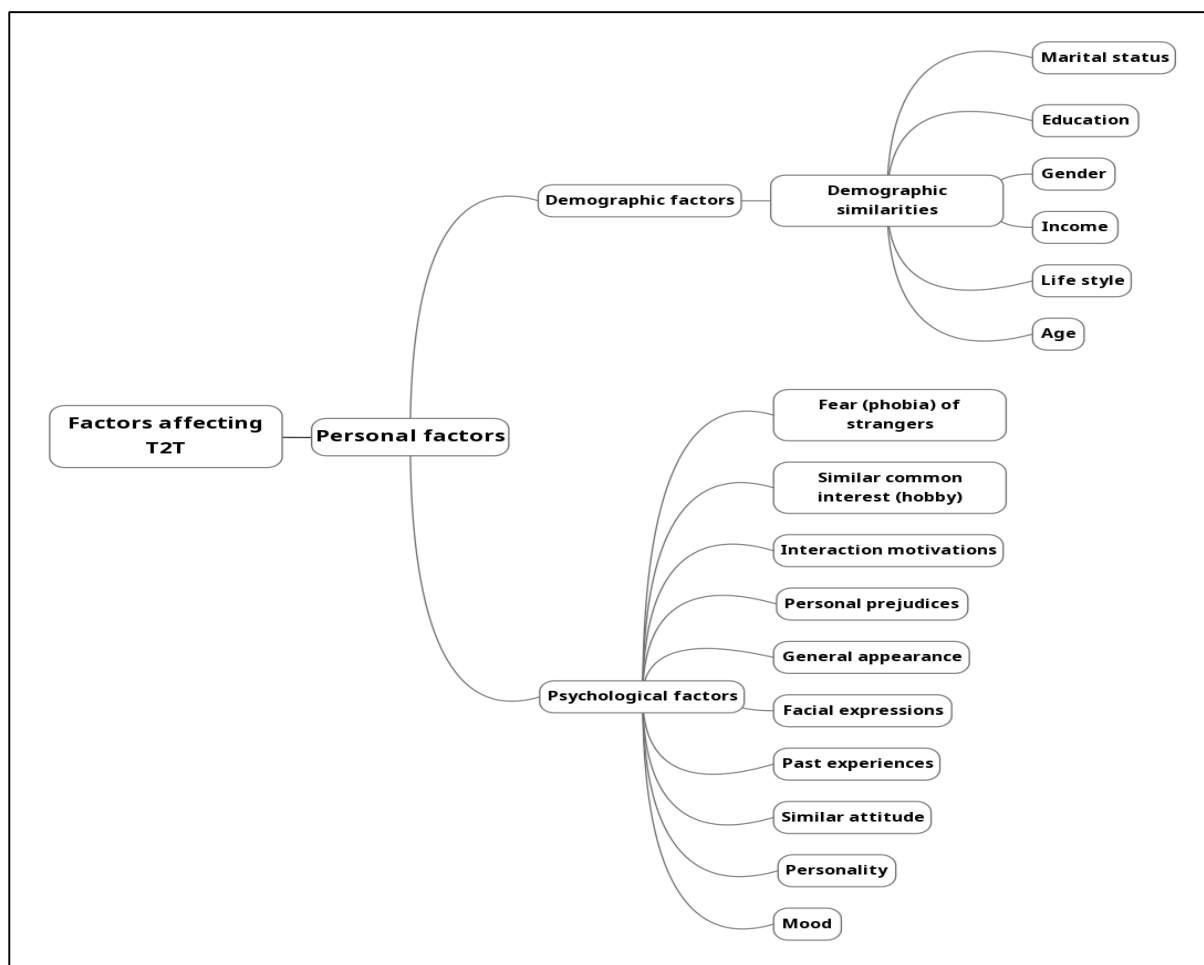
As a result of the interviews, the cultural factors affecting the interactions between tourists were also supported by the opinions of the guides.

Table 5. Guides' Statements on Cultural Factors Affecting T2T Interactions

Individualist-collectivist culture	P3: "The Chinese are a very conservative society in themselves. This stems from always going to some places as a group and living together. They don't interact much with anyone."
Religious differences	P5: "I can say that there is a lot of conservatism..... Especially the veiled Gulf Arabs do not stand out much. Women are constantly in the background, talking less and not taking any steps to socialize."
Common language	P7: "Yes. English speakers understand accents. For example, if the Americans heard the accent, or if they were Australian and heard another Australian accent, it occurs immediately such warmth between them. Because they meet at the other end of the world."
Cultural similarity	P6: "Europeans do not want to get too close to tourists who look like are not European. They also have such reservations. Even when we try to ask something or try to help, they suddenly run away. People have reservations like this when someone approaches..."

Personal Factors

In the study, it has been revealed that some situations arising from the demographic and psychological characteristics of the tourists affect the interactions between the tourists, and all of these were gathered under the name of personal factors, considering that all these were caused by the tourist in general.

Figure 3: Personal Factors Affecting T2T Interactions

In the study, it was revealed that some demographic factors such as education, marital status, income, age, gender and lifestyle affect the interactions between tourists. It has been revealed that tourists want to interact with tourists of the same age, marital status, gender, education, income and lifestyle, and all of these were called as demographic similarities.

In the study, it was found that some psychological factors such as interaction motivations, general appearance, fear (phobia) of strangers, facial expressions, personal prejudices, similar common interests (hobbies), similar attitudes, past experiences, mood and personality affect the interactions between tourists.

Many authors stated that personal factors include elements such as personality, age and life cycle, lifestyle, economic conditions and occupation; psychological factors include elements such as motivation, perception, learning, beliefs and attitude (Khan, 2006: 31, Kotler et al., 1999: 231). In general, the power that affects the behaviour of the person originating from himself and himself is called the psychological factor (Satici, 1998: 9). Similarly, in the study, it was thought that psychological factors originate from the person him/herself and from within him/herself (that is, from the tourist's own perception, motivation and beliefs) and shape whether the person interacts with other tourists, and these factors were gathered under the theme of personal factors.

Jue (2008: 78) stated that two motivational dimensions play a role in determining tourist-tourist interactions. The first of these is social interaction, which defines meeting with new people, and the other is novelty seeking. These two dimensions play an important role in T2T interactions. In the study, interaction motivations are considered as motivational situations that originate from within the tourist and cause him to interact with other tourists or keep himself in the background from these interactions. Elements such as the desire to socialize, the desire for novelty and the desire to interact with the local people have emerged as situations causing tourists to interact or not with other tourists, and these factors were gathered under the theme of interaction motivation.

Table 6: Tourists' Statements on Personal Factors Affecting T2T Interactions

Demographic similarities	P27: "Also If we have something common like the same gender, having some basic similarities like having the same income, education and marital status. All of them make it easy interacting."
Interaction motivation	P10: "I don't avoid interacting with other tourists because you can have more friends and a social link. For example, my last trip was to India. I met a Canadian woman in there and we became friends. We made a good friendship together." (the desire to socialize) P7: "Firstly, I prefer to interact with local people. Because they have more information about some things like culture and places. If I am on a holiday trip, I interact with locals. Normally, It is better to interact with them than to interact with tourists. Locals have more information about everything. Therefore, I talk to local people." (desire to interact with local people) P31: "I find that it is a very interesting and exciting thing when I am travel. That is one of the beauties. You are travelling and seeing a different world which includes different places. You also interact with other people who are experienced in the same thing and same time as you. You are discovering different people, and different cultures." (the desire for novelty)
Past experiences	P33: "Maybe a tourist from Germany because I lived in Germany. This is only my opinion. I think I would like to communicate with them because I lived there for two months and I am acquainted with this culture and these people a little bit."
General appearance	P30: "The appearance is very important when we see a person for the first time. The first impression is very important. Clothing, hairstyle, make-up, etc... Everything is very important. Effectiveness is important for talking with them."
Similar common interest (hobby)	P28: " Oh, if we find some similarities with each other, for example like we both like hiking, we can both talk more and we can find more topics about interaction. Similarities may provide closer interactions because we have the same topic to talk about."
Similar attitude	P26: "And, sometimes if we have the same attitudes, we can make a good conversation and we can make a good connection with culture. He can understand me, and I can understand him."
Fear (phobia) of strangers	P30: "Maybe at the first time, because we don't know each other, it can be a sense of strangeness It is frustrating. We hesitate to talk to each other. We don't want to interact with each other. Because we are strange. This may be an obstacle. That will be one of some obstacles."
Facial expressions	P19: "Everybody who looks happy. If someone has an angry face, it means that he doesn't ready for conversation. If they seem angry, you assume they don't want a conversation or something. If they are smiling and if they come you like that then you can talk to them."
Personal prejudices	P6: "I also don't like when they have too much religious, For example, the blue-scarf woman standing there. It is okay, but that woman who up to her eyes closed, I have great problems communicating with such people. I don't understand them and I don't want to communicate. Excuse."
Mood	P26: "Well, sometimes, I am escaping from interaction, if I feel very bad. For example, if I have a bad mood, I don't want to interact."
Personality	P25: "I feel myself an introvert, even if I want to start a conversation or even if I have a topic to talk about, in certain cases I can't start a conversation. I would prefer someone who starts a conversation with me."

As a result of the interview, it was supported by guides' opinions that personality, fear (phobia) of strangers, facial expressions, personal prejudices, interaction motivation (e.g., the desire to socialize, the desire for novelty, the desire to interact with local people) were personal factors affecting the interactions between tourists. In addition, it was found by the opinions of the guides' that finding tourists interesting is a factor affecting the interactions between tourists.

Table 7. Guides' Statements on Personal Factors Affecting T2T Interactions

Fear (phobia) of strangers	P6: "Sometimes, when you are telling something to the group, one of the tourists from other groups comes and asks you something or listens to what you have to say. When they see the tourist coming from outside, they think that he is a seller, and hesitate."
Facial expression	K7: "They do not welcome the tourists who listen to the explanation of the guide from the outside even if their own citizens. They show this situation with their glances, facial expressions or expected the guide."
Personal prejudices	P3: "In a way that I can say little racism, they are not used to their country being one religion and one race. They look to many ethnic identities as if they are aliens. And when they come here, for example, when they see a man with a beard to his navel or a woman with a veil, inevitably, their prejudices work because they saw them on television like this. According to them, ISID means that profile anyway. When they see such profile, he immediately becomes uncomfortable."
Interaction motivation	P3: "For example, we have a group of Americans. There are singles, couples, and those who come with their friends in this group. They come to be friends with each other anyway. Especially in Western civilization, the reason why they go on tours is to communicate a little because of being a little too lonely." (the desire to socialize) P5: "For example, the presence of too many Arabs in Taksim has begun to bother Arab tourists. Because when they saw Taksim among the places we recommended, they said to themselves, "Oh, let's not go to Taksim, there are many Arabs there. They say: Can you suggest a different place?" (the desire for novelty) P5: "And for some reason, they want to hang out in places where Turks want to hang out. They have such a preference... They usually ask about non-touristy places where Turks hang out. The logic is not to see tourists there." (desire to interact with local people)
Finding tourists interesting	P4: "Especially South Americans and Argentines, for example, they see a woman with a veil, she is an Arab tourist, she came with her family. Especially if there are two or three women with veils, they definitely want to take pictures. First, they ask us " Why are they like this, are they mourning, are they widowed, why is theirs black and the other people's coloured, why is one's nose visible and the other's not?"

Situational Factors

In the study, it was revealed that the factors affecting the interactions between tourists vary depending on the situation and conditions. It was revealed that the situational factors affecting the interactions between tourists include time barrier, willingness to help and get, travelling style (travelling alone, travelling with family and friends), holiday style (business vacation, leisure holiday) and security.

Figure 4: Situational Factors Affecting T2T Interactions

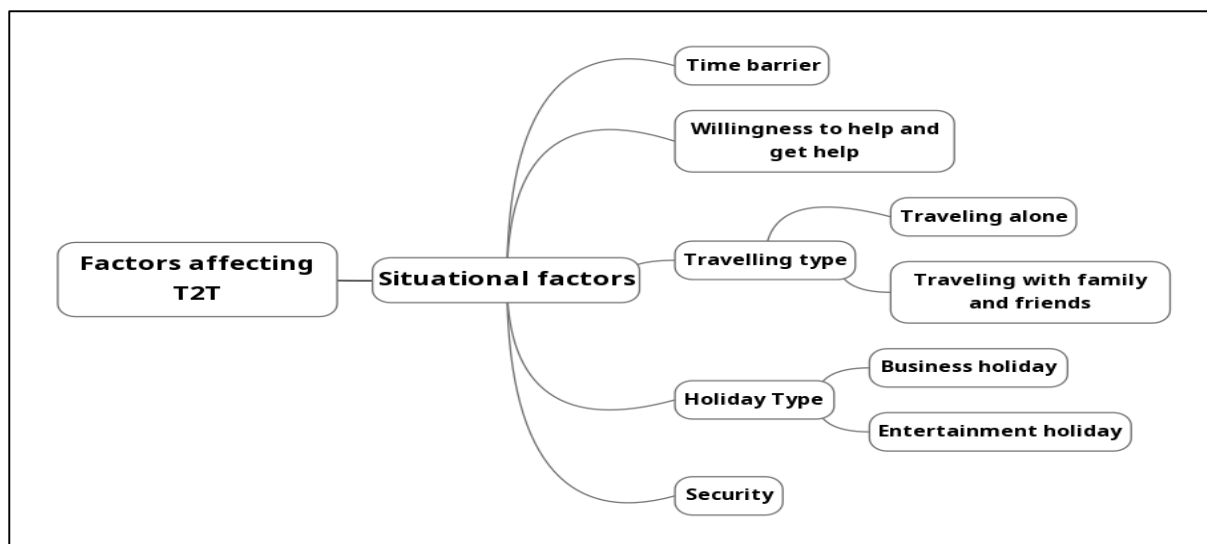


Table 8. Tourists' statements on situational factors affecting T2T interactions

Time barrier	P26: "For example, I stayed a long time in the hotel, I couldn't make interaction. Because I was busy. So, if I have like an open plan for my trip, it is possible for interaction. If I have a busy time, sometimes it can't be possible."
Helping or getting help	P7: " For example, if I see a lost person and he needs help from me, I can help him for finding his way, and if he wants me to tell him beautiful places, I can tell him."
Holiday type	P1: "Others are not as important as long as they disturb me. When I am leisure travel. I would like to interact with others but this is valid not for business travel. Because, I need to prepare a presentation, read papers, make reviews of other papers etc. So, The less interaction the better."
Travelling type	P15: "Most of the time I travel alone. I like to travel alone because you can be on your own and so you get to meet new people. I like to have interaction with someone else." (travelling alone) P13: "When I travel with my friends or my family, I don't really talk to other tourists." (travelling with family and friends)

As a result of the interview, it was supported by the opinions of the guide that the factors such as travel style and security were situational factors affecting the interactions.

Table 9. Guides' Statements on Situational Factors Affecting T2T Interactions

Security	P5: "Even though it does not affect the interaction with each other, they are uneasy and afraid inside. For example, these begging incidents that have increased in our country recently... These beggars especially prefer the Gulf Arabs and they chase after them. Even when the customer enters the store, the beggar waits for him there for half an hour and He doesn't necessarily want to leave without taking any money when he comes out. For example, this bothers them very seriously. Especially snatching incidents... Theft has happened to me twice this year. One of my guests lost his phone, and another of my guests lost his money in his bag, about 500 dollars. Such events scare them."
Travelling type	P4: "As far as I can see, people who travel alone as travellers, not with their own family or with a certain group in general, are more open to interaction. Because, they have to get involved in life, they have to ask someone something, and they have to ask for help while taking pictures. But tourists travelling with a group are more close to the outside." (travelling alone, travelling family and friends)

Discussion

In the study, some factors affecting the interactions between tourists were revealed. These factors were divided into 3 groups as cultural, personal and situational factors. Kotler et al. (1999, p. 231) and Khan (2006, p. 31) stated that culture and subcultures are within the cultural factors, economic conditions, age and life cycle stage,

lifestyle, occupation, personality and self-concept are within the personal factors, and perception, motivation, beliefs, attitudes and learning are within the psychological factors. A similar grouping system was used to determine the factors affecting the interactions between tourists.

It was found that some personal factors, consisting of demographic and psychological factors, affect the interactions between tourists. Many authors stated that personal factors include elements such as economic conditions, personality, age and life cycle stage, lifestyle, and occupation, and psychological factors include elements such as learning, perception, beliefs, motivation and attitude (Khan, 2006, p. 31, Kotler et al., 1999, p. 231). In general, the power that affects the behaviour of the person originating from himself and himself is called the psychological factor (Satici, 1998, p. 9). Therefore, in the study, considering that all of the psychological factors originate from the person himself, they were gathered under the theme of personal factors. Thus, it has been revealed that personal factors were caused by the demographic and psychological characteristics of the person. It was revealed that demographic factors consist of similar factors such as education, age, income, gender, marital status and lifestyle. It was revealed that tourists want to interact with other tourists of similar education, age, income, marital status, gender and lifestyle and pay attention to demographic similarities in their interactions.

It has been found that psychological factors consist of elements such as interaction motivations, general appearance, fear (phobia) of the stranger, facial expressions, personal prejudices, past experiences, similar common interests (hobbies), similar attitudes, personal prejudices, mood and personality. It has been thought that such factors arise from the tourist's own perceptions, attitudes, motivations and beliefs and shape all these and affect whether they interact with other tourists, and all of these factors were called psychological factors. Considering that the psychological factors originate from the person and from within himself, these factors are gathered under the theme of personal factors. As a result of the interviews with the guides, it has been confirmed that factors such as personality, fear of strangers, facial expressions, personal prejudices, interaction motivation (desire for social interaction, desire for innovation, desire to meet local people) were factors affecting the interactions between tourists. In addition, according to the information obtained from the guides, it was revealed that the state of finding tourists interesting also affects the interactions between tourists and this situation was placed within the theme of personal factors.

In the study, it was revealed that interaction motivations (desire to socialize, desire for novelty and desire to interact with local people) affect interactions. It was found that motivational factors such as the desire to socialize and the desire for novelty were factors that positively affect tourists' interaction with other tourists. It was revealed that tourists want to interact with other tourists because of their desire for social interaction, such as making new friends, wanting to meet different people, and novelty such as wanting to experience new and different lifestyles and cultures. In previous studies, it has been found that social interaction is one of the most important factors that lead individuals to travel (Baloglu & Uysal, 1996, p. 32; Crompton, 1979, pp. 408-410; Dann, 1981, p. 191). Motifs such as meet to new people, interacting with others and developing relationships, meet people with similar interests were labelled under the heading such as facilitating social interaction, social interaction, and socializing (Crompton, 1979, pp. 408-419; Packer & Ballantyne, 2002, p. 189; Park & Yoon, 2009, pp. 99-107). Likewise, motifs such as experiencing new and different lifestyles, opportunities to learn about different people and places, and experiencing new and different lifestyles were labelled under the headings such as novel experience and novelty (Jang & Cai, 2002, p. 122; Murphy et al., 2007, pp. 51-53.). In addition, it was revealed that tourists give priority to interaction with locals rather than other tourists, and this negatively affects the interactions between tourists.

It was concluded that the general appearance of other tourists is one of the factors affecting the T2T interactions. It was found that tourists pay attention to the first impressions of other tourists and decide whether or not to interact based on their general appearance, including their clothes. In addition to appearance, it was concluded that facial expressions are one of the factors affecting the interactions between tourists. It was revealed that tourists prefer to interact with smiling and more moderate-looking people, and if there are signs of anger, sullenness or anger in the facial expression of the other party, tourists do not prefer to interact with these people. The effect of general appearance and facial expressions on T2T interactions can be explained by inference theory. Inference theory states that people make judgments about unknowns based on information they receive from clues presented to them and make evaluations about others based on their numerous visual characteristics such as their appearance (Brocato et al., 2012, p. 387). In the study, it was revealed that in some cases, tourists are afraid of interacting with other tourists and have a fear (phobia) of strangers because they are foreign and unknown people. Fear (phobia) of strangers can be explained by the anxiety/uncertainty theory. The anxiety uncertainty theory is a theory that states that when cultural differences are large, the level of

uncertainty and anxiety is high in cross-cultural encounters, especially in the early stages (Reisinger, 2009, p. 57). Fear (phobia) of strangers was revealed as one of the factors that hinder T2T interactions.

It was revealed that tourists prefer to interact with people who are similar to them. It was found that tourists tend to interact with individuals who have similar cultures, similar demographic characteristics (such as education, age, marital status, income, gender, lifestyle), similar interests (hobbies), and similar attitudes. This situation that emerged in the study can be explained by the similarity-attraction hypothesis. The similarity hypothesis states that individuals show a more positive tendency towards people they think are similar to themselves (Osbeck et al., 1997, p. 114). Previous studies have also revealed that similarity has a role in friendship choices (Batool & Malik, 2010, p. 142), social relationships (Gueguen et al., 2011, pp. 671-672) and in interpersonal attraction (Osbeck et al., 1997, p. 120).

It was revealed that factors such as past experiences, mood and finding the tourists interesting affect the interactions between tourists. Tourists tend to interact with tourists from any country or nationality based on their previous past experiences. If they find other tourists interesting, they want to interact with them. Also, the tourists decide whether to interact with other tourists according to their mood during the day. In addition, it was revealed that the personal prejudices of the tourists were also a factor that prevents them from interacting with other tourists. It was found that tourists prefer not to interact with other tourists because of their prejudices about certain nationalities, races, religions, or cultures. Another personal factor that affects interactions is personality. It was seen that the personality structure of the tourists is an important factor in interacting. Starkhammar (2016, p. 70) stated that customer behaviour is affected by the personalities of customers. Similarly, it was found that the personality structures of tourists affect interactions. It was revealed that their different personality structures such as shyness, introversion and liking to be alone affect their willingness to interact with other tourists.

It was revealed that the cultural factors affecting the interactions between tourists consist of individualist-collectivist cultural differences, religious differences, common language and cultural similarities. It was also supported by the guide's opinions that cultural factors affect the interactions between tourists. It was found that tourists perceive individuals who come from Asian countries and have a collectivist cultural structure as people who are closed to interaction and keep a distance. Consistent with the results of the study, previous studies revealed that members of individualistic cultures are more open to interaction with foreigners, while members of collectivist cultures are more distant (Jue, 2008, pp. 112-117; Yagi, 2001, p. 29).

In the study, it was revealed that religious and linguistic differences affect the interactions between tourists. On this subject, Ng et al. (2007, p. 1505) stated that people are interested in people who have similar beliefs and values as themselves. Similarly, in the study, it was revealed that cultural differences arising from religious differences can sometimes prevent interactions and tourists avoid interaction by keeping a distance from other tourist members of another religion. On the other hand, Saatci and Avcikurt (2016, p. 2559) stated that the inability to agree on a common language or to express themselves correctly in the interaction process causes misunderstanding and emerges as the first obstacle in the communication process. Similarly, in the study, it was revealed that tourists pay attention to a common language between them to interact and understand each other, and if there is no common language, they avoid interaction or think that interaction will become difficult. In addition, it was revealed that cultural similarities between tourists affect interactions and tourists generally want to interact with tourists who have a culture similar to their own.

Personal prejudices, which are one of the personal factors that affect interactions, and all of the cultural factors that affect interaction (individual social-cultural differences, religious differences, common language and cultural similarities) are consistent with social identity and social distance theories and can be explained with these two hypotheses. Social identity theory is known as in-group (us) and out-group (they) and assumes that every group has a social identity and that in-group members will seek to find negative aspects of out-group members to increase their self-image and this can lead to discrimination (McLeod, 2019). Social distance theory assumes that people accept people who are culturally and socially similar to them more (Thyne et al., 2006, p. 202). Occupation, political opinion, religion, race and nationality are the most important variables that affect social distance relations (Nyaupane et al., 2015, p. 345). Likewise, it was found that tourists avoid interaction due to their personal prejudices against other tourists, tourists from individualist and collectivist countries display different attitudes and behaviours in interacting with other tourists, tourists avoid interaction with other tourists due to religious differences, and they seek tourists who are similar to themselves in terms of language and culture.

Many situations such as travelling type (travelling alone, travelling with family and friends etc.), holiday type (business holiday, leisure holiday etc.), time barrier and willingness to help and get help, and security were found to be situational factors affecting the interactions between tourists. It was also supported by the opinions of the guides that the way of travelling and safety are the situational factors affecting the interactions between tourists.

It was revealed that travelling alone increases interaction, and travelling with family and friends makes it difficult to interact. It was revealed that people travelling alone can feel free and can easily interact with other people, while people travelling with their family and friends do not think about interacting with other tourists or find it difficult to interact with other tourists because they spend time with these people. Similarly, Jue (2008, pp. 112-116) revealed that Chinese customers travel with their family and friends, tend to interact more with family and friends and not interact with other people. In addition to the travelling type, it has been seen that holiday type also affects the interactions. It was revealed that tourists do not prefer to interact with other tourists on their business trips, but they prefer interaction on their leisure trips.

In the study, it was also concluded that national security is one of the situational factors affecting the interactions between tourists. It was revealed that tourists prefer interacting with other tourists when they think a country is safe and they do not prefer to interact with other tourists when they don't think the country is safe. Previous studies have also found personal safety and security to be one of the factors that lead tourists to travel (Baloglu & Uysal, 1996, p. 35; Jang & Cai, 2002, p. 120; Park & Yoon, 2009, p. 103; Vinh, 2013, p. 210).

The time barrier has been revealed as one of the factors that prevent interactions between tourists. It was revealed that the lack of time for tourists to interact affects and prevents interactions. On the other hand, it was found that the willingness to help and get help is a factor affecting the interactions between tourists. It has been revealed that the tourist receives instant help when he encounters any problem, or he provides any help to that person when he sees any tourist who encounters a problem.

Conclusion and Recommendations

In the study, it was revealed that some cultural, personal and situational factors affect the interactions between tourists. It was found that some cultural factors such as individualistic-social cultural differences, religious differences, common language and cultural similarity affect the interactions between tourists.

It was found that some personal factors consisting of demographic factors (such as similar gender, education, age, marital status, lifestyle etc.) and psychological factors (such as interaction motivations, personality, general appearance, past experiences, similar common interests (hobbies), similar attitudes, moods, fear of strangers, facial expressions, personal prejudices and finding interesting etc.) affect the interactions between tourists.

Some situational factors such as travelling type (travelling alone, travelling with family, etc.), the holiday type (business holiday, leisure holiday, etc.), time barrier, willingness to help and get help, and safety were also found to affect the interactions between tourists.

T2T interactions can generally affect tourists' experience and their subsequent behavioural intentions. This is considerably important for both the destination where the service is provided and the companies providing the service. Dissatisfaction with other tourists may lead to negative behavioural intentions such as being dissatisfied with the service, less loyalty to the company or destination where the service is provided, and negative word-of-mouth marketing. However, if tourists are pleased with the other tourists, the contrary may occur. Therefore, tourism researchers and practitioners should focus more on the interactions between tourists, understand the nature of interactions, and develop some practices in this direction.

Similarity plays an important role in the interactions between tourists. Tourists generally prefer to interact with people they see as similar to themselves and avoid interacting with dissimilar people. For this reason, some characteristics of tourists such as age, education, social status, gender, marital status, ethnicity, religion, nationality, and geographical region should be determined well and attention should be paid to ensure homogeneity among tourists.

Another important factor in tourist interactions is cultural similarities and differences. Especially, the differences in cultural norms, values and social relations between Asian and Western societies may cause misunderstandings, incompatibilities and dissatisfaction among tourists. To avoid conflicts arising from different cultural backgrounds and general incompatibilities among tourists, tourist segmentations should be determined correctly. Therefore, it is necessary to have a good and accurate understanding of tourist types and

characteristics. The compatibility of tourists with each other depends on homogeneity characteristics such as cultural similarity, similar attitudes, similar interests, and past experiences. Bringing together tourist groups where incompatibility has been identified should be avoided.

Other tourists' general appearance including dress has a great effect on the T2T interactions. Therefore, tourists must be informed about the general rules of an environment to remove issues arising from such situations. Moreover, some environment-specific behaviour codes such as dress codes should be determined for tourists and these codes should be communicated to them.

Tourism staff must be trained and motivated to avoid conflicts between visitors. Staff should be encouraged to create positive encounters between tourists. Staff need to be informed about the interactions occurring between tourists and trained on when and if they should not interfere with the interactions between tourists. To eliminate the incompatibility arising from intercultural differences, employees need to be informed about intercultural interactions and they should be linguistically equipped to communicate with tourists from various cultures.

In tourist-tourist interactions, situations such as fear of foreigners and the security of the country have a great impact on interactions. It is necessary to take some security measures to eliminate issues resulting from such fears and to encourage the interaction of tourists with each other. Service managers are required to take some precautions regarding the general security of their environments, and to act jointly with public and non-governmental organizations to ensure the general security of the country regarding tourism.

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