

Perspectives of Customers Staying in Thermal Tourism Operations for Thermal Tourism Satisfactions

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ABSTRACT

The aim of this study was to determine whether the customers staying in thermal tourism establishments were satisfied with the thermal tourism establishments and to evaluate the customers according to their demographic information. In the implementation of the survey, 1468 questionnaires were made in the thermal health sector enterprises. These data were then subjected to reliability analysis, mean, independent sample T test and Anova analysis in the SPSS 23.0 package program. As a result of the analyzes conducted in the research, there is a 99% level relationship between Gender, Age, Education, Occupation, Reasons that are effective in preference, Hotel reservation reasons, Services to be offered in thermal hotels, Studies conducted in hotel preference. As a result of the analyzes, it was found that the students who are the students give importance to the tools that are effective in the thermal hotel preferences, the services provided, the pensioners' hotel reservation tools and the housewives give importance to the factors that affect the hotel preferences.

Keywords: Health, tourism, health tourism, thermal health

1. Introduction

One of the most important of thermal health operations they need is continuous change and progress. In this direction, thermal health enterprises are benefiting from the assets they have, helping the sector of strong competition. As a branch of health tourism, thermal tourism is used for the purpose of resting, strengthening and treating the waters coming from the variety of melt mineral in it (Aymankuy, Akgül and Can Akgül, 2012: 223).

González-Loureiro and Dorrego (2005: 151) explained that thermal tourism could be defined as health tourism within the framework of the World Tourism Organization (WTO) definition. Health-related tourism is carried out in two ways as a therapeutic and protective tourism. These two types of tourism are within the scope of thermal tourism. This scope of thermal tourism help the thermal centers maintain their function for long time not seasonal period.

Here are valuable hot water sources that have an international preliminary design and the possession of untouched natural conditions in Turkey. It is a real situation that Turkey has a widespread area for

social protection both geothermal energy and tourism (especially external tourism) and they are still not effectively utilized (Usta and Zaman, 2015: 187).

Another aspect of contemporary health and SPA facilities is the necessity of good management at risk areas. There are three general risk areas within health and healthy life of the SPA industry. These; first one is basically the nature of the geothermal resources that are both of interest and of concern. The second is the nature of types of water and third is the risk varieties for types of peripheral service in the context of SPA facilities. The latter includes types of infectious diseases, inadequate treatment and surgical defects, false advertising, the quality of the services rendered, the nature of the natural resources, and the financial burden associated with some forms of treatment the main purpose of the research in this point is to determine the perspectives of thermal tourism customers staying in thermal tourism enterprises.

1.1. Thermal Tourism Operations

There are thermal centers in the world that provide quality and scientific services in the frame of tourism perception with a changing view towards tourism in recent years. As the numbers of thermal centers providing quality and scientific services are increasing day by day, it is predicted that thermal tourism will take its place among the most

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advanced tourism types (Selvi, 2002: 2).

Thermal tourism, which takes care of the health of people and societies in order to maintain a healthy life; it treats many diseases and causes physical and nervous fatigue to decrease. This is also one of the important parts of health tourism. At the same time, this indicates that thermal tourism is a kind of human-focused tourism. In countries that have realized that human life is important, understanding of healthy life is emerging. As a result, thermal tourism, which is one of the important parts of health tourism, is in the tourism sector of countries that attach importance to healthy life. However, in developing and developing countries, the young population is gradually displacing the elderly population and it shows that; private and state insurances must meet the health expenditures, the investments of the thermal tourism enterprises should increase and thermal tourism in the coming years will be a sustainable tourism variety (Sandıkçı, 2008: 4).

Before giving a detailed explanation about thermal tourism, it is necessary to talk about enterprises which serve thermal services. Some of the thermal tourism enterprises only provide health services; some include accommodation services; some also provide cure centers, accommodation and recreation services within a single enterprise. The main reason for the structural difference in such enterprises; In addition to the natural hot water used, complementary tourism services are maintained or not (Monteson and Singer, 1992: 3).

In thermal tourism enterprises, besides thermal services, complementary services are required; because the costs of establishing and operating the thermal tourism enterprises are more expensive than other types of tourism. Therefore, it is necessary to provide simultaneously thermal tourism services and other services together with additional services. In this respect, thermal tourism enterprises have recovered themselves in a shorter time (Sandıkçı, 2008: 5).

2. Method

2.1. Purpose and Scope of the Study

In this study, in order to determine the perspectives of thermal accommodation in terms of satisfaction of customers staying in thermal tourism enterprises, it was carried out as descriptive. Whether the customers staying in thermal tourism enterprises were satisfied with the thermal tourism enterprises was sought and the aim was to evaluate the customers according to their demographic information.

2.2. Method of Research

In this study, the opinions of 1468 customers staying in thermal health sector enterprises about determining the perspectives of thermal tourism in terms of satisfaction are examined and interpreted according to their socio-demographic characteristics. Within the scope of our study, the opinions and attitudes of the employees related to the current practices were investigated. The research sample determining the overall thermal health enterprises Turkey is taken into account customers. In the determination of the individuals to be included in the research sample, related proportions were determined by cluster sampling method. This method is used to homogenize the homogeneous mass. 1468 customers were surveyed. The data will be categorized in a Microsoft Office Excel Worksheet on a computer and displayed with diagrams and tables. In addition, all data will be transferred to SPSS 19 (Statistical Package for Social Science) and statistical data will be generated. Data on the promotional characteristics of health workers; the number will be evaluated as a percentage. In the analysis of the data; variance analysis, t test and anova statistical methods will be used. $p < 0.05$ will be considered significant. Dependent variables: The questionnaire was composed of the questions about the determination of the opinions of the health workers. Independent variables: The questions about the socio-demographic characteristics (age, gender, education, marital status) of the health workers participated in the study.

3. Findings and Discussion

3.1. Results

The reliability of the contribution of customers who use thermal health services to the country's tourism and economy is 0,763. If the reliability level is $0.60 \leq \alpha < 0.80$, the scale is a reliable measure (Özdamar, 2004). 57.9% of the customers participating in the research were female, 42.1% were male, 29.0% were 55 years and older, 71.7% were high school graduates and over, 32.8% were civil servants. occupation, 61.9% of the hotel preferences, relatives, friends, the role of advice, 55.7% stay in the hotel due to health / treatment, 44.1% use the internet in hotel reservations, thermal hotels 78.9, 66.5% walking paths, 63.8% jacuzzi pool, thermal pool with 52.0% jacuzzi, 50.5% milk bath and 50.4% mud baths are expected to be offered, hotel businesses to make the mandatory work for the preferences 77.7% of the hotel service quality, 74.5% price, 70.0% hotel variety of services, 63.4% hotel image, 60.6% promotion / sales

promotion activities, 54.6% advertising activities, 54.0% public relations and publicity activities,

40.6% personal sales activities, 35.8% catalog, television and internet market ration activities.

Table 1. Customer gender and satisfaction scale dimensions T -testing table (n=1468)

	Gender	N	\bar{X}	ss	t	p
Reasons for preference	Male	850	17,46	0,92	-3,664	,000
	Female	618	17,64	0,89		
Reasons for hotel booking	Male	850	18,52	7,77	-6,460	,000
	Female	618	21,35	8,92		
Services to be required by customers at Thermal Hotels	Male	850	16,16	2,27	3,401	,001
	Female	618	15,75	2,33		
Activities carrying out for preferring the hotel	Male	850	14,10	2,00	,141	,888
	Female	618	14,09	2,21		

*p<0,005

While the average of 850 male customers participating in the study was the reason for choosing the hotel, the average of the reasons for hotel preference of 618 female customers contributing to the examination was found to be 17.64 ± 8.90 . Female customers are more than average men regarding the reasons why they choose the hotel. As the meaningful value of the reasons affecting the hotel preferences of the customers is $0.00 < 0.05$, it is understood that the reasons that affect the hotel preferences of the male and female customers show a significant difference.

While the average of hotel reservation reasons of 850 male customers participating in the research was 18.52 ± 7.77 , the reasons for hotel booking of 618 female customers contributing to the examination were found to be 21.35 ± 8.92 on average. Female customers are more than average

men regarding hotel booking reasons. Since the significance of the reasons effective in hotel reservations of the customers is $0.00 < 0.05$, it is understood that the reasons effective in hotel reservations of male and female customers differ significantly.

While the average of the services that 850 male customers participating in the research they want to be offered in thermal hotels is 16.16 ± 2.27 , the average of 618 female customers contributing to the investigation is 15.75 ± 2.33 . Male customers are more likely to be offered in thermal hotels than average women. Since the significance value of the customers that they want to be offered in thermal hotels is $0.00 < 0.05$, it is understood that the expectations of male and female customers regarding the services they want to be offered in thermal hotels differ significantly.

Table 2. Comparison of The Scores Obtained by The Customers According To Their Age (n = 1468)

	Age	n	\bar{x}	ss	Min. Max.	F	p	Difference
Reasons for preference	16-25	199	17,62	0,54	16 18	33,594	,000*	4-5
	26-35	154	17,55	0,59	15 18			
	36-45	277	17,38	1,05	11 18			
	46-54	413	17,22	0,83	15 18			
	55 and over	425	17,89	0,98	16 18			
Reasons for hotel booking	16-25	199	13,46	4,74	10 20	97,515	,000*	1-5
	26-35	154	15,06	5,91	10 25			
	36-45	277	19,92	8,12	10 30			
	46-54	413	19,18	8,44	10 30			
	55 ve üzeri	425	24,69	7,56	10 30			
Services to be required by customers at Thermal Hotels	16-25	199	17,55	1,42	14 18	193,549	,000*	1-4
	26-35	154	16,72	1,89	13 18			
	36-45	277	16,12	2,22	10 20			
	46-54	413	13,92	2,29	11 18			
	55 and over	425	16,92	1,19	13 18			
Activities carrying out for preferring the hotel	16-25	199	13,80	2,11	10 15	37,443	,000*	3-4
	26-35	154	13,86	1,64	10 16			
	36-45	277	14,80	2,38	10 18			
	46-54	413	13,25	1,91	10 17			
	55 and over	425	14,67	1,85	10 17			

*p<0,005

The average number of studies that would cause 850 male customers to prefer the hotel was 14.10 ± 2.00 while the average of 618 female customers contributing to the review was 14.09 ± 2.21 . The average number of female customers for the studies that would make the thermal hotel prefer is higher than that of the male customers. Since the significance value of the studies that will enable the customers to prefer the hotel is $0.00 > 0.05$, it is understood that the opinions of the male and female customers regarding the studies that will lead to the preference of the thermal hotel do not show a significant difference.

While the average of the customers choosing the means that are effective in their hotel preferences is 17.89 ± 0.98 , the average age of the employees between the ages of 46-54 is 17.22 ± 0.83 . is the lowest level. Significance value was found to be $p = 0.00 < 0.05$ for the customers to choose the means that are effective in their hotel preferences. As a result of the post-hoc and scheffe analysis on which group or groups the meaningfulness stems from; 36-45, 46-54, 55 and over age customer groups are higher turnout than other groups (16-25, 26-35).

While the average of the hotel reservation means selections of the customers with age groups 55 years and older was 24.69 ± 7.56 , the average of the hotel reservation means choices of the customers between the ages 16-25 was 13.46 ± 4 .

74. Significance value was $p = 0.00 < 0.05$ for customers' hotel booking means selection. As a result of the post-hoc and scheffe analysis on which group or groups the meaningfulness stems from; 36-45, 46-54, 55 and over age customer groups are higher than other groups (16-25, 26-35).

While the average of the service choices offered by the thermal hotels of the customers between the ages of 16-25 and 17.55 ± 1.42 was highest, the service choices of the customers between the ages of 46-54 were $13,92 \pm 2,29$ is low. Significance value was found to be $p = 0.00 < 0.05$ for customers' service choices in thermal hotels. As a result of the post-hoc and scheffe analysis on which group or groups the meaningfulness stems from; The 26-35, 36-45, 46-54, 55 and over age customer group is at a higher rate than the other groups (16-25).

While the average participation of the customers between the age groups 36-45 and the factors affecting the hotel preferences was $14,80 \pm 2,38$, the average of the participation of those with age groups 55 and above regarding the factors affecting the hotel preferences was $14,67 \pm 1,$ 85 is the lowest level. Significance value was found to be $p = 0.00 < 0.05$ for the participation of customers regarding factors affecting hotel preferences. As a result of the post-hoc and scheffe analysis on which group or groups the meaningfulness stems from; 36-45, 46-54, 55 and over age customer groups are higher than other groups (16-25, 26-35).

Table 3. Customer Education Level and Satisfaction Scale Dimensions F Analysis (n=1468)

	Eğitim Düzeyi	n	\bar{x}	ss	Min.	Max.	F	p	Difference
Reasons for preference	Primary education	258	18,09	0,89	16	18	39,655	,000*	1-4
	High school	519	17,53	0,85	15	18			
	Associate degree	159	17,37	0,99	16	18			
	University	359	17,22	0,89	11	18			
Reasons for hotel booking	Master and above	173	17,50	0,68	16	18	178,159	,000*	1-5
	Primary education	258	28,72	3,34	20	30			
	High school	519	19,13	8,40	10	30			
	Associate degree	159	22,17	6,78	10	30			
Services to be required by customers at Thermal Hotels	University	359	16,05	7,26	10	30	113,127	,000*	1-5
	Master and above	173	13,35	4,73	10	20			
	Primary education	258	17,48	1,10	15	18			
	High school	519	16,59	2,07	11	20			
Activities carrying out for preferring the hotel	Associate degree	159	15,81	1,85	12	18	103,759	,000*	1-5
	University	359	15,19	2,41	10	18			
	Master and above	173	13,78	2,13	11	17			
	Primary education	258	15,52	2,00	12	17			
	High school	519	14,65	1,67	10	17			
	Associate degree	159	13,55	2,27	10	17			
	University	359	13,31	1,94	10	18			
	Master and above	173	12,45	1,41	10	14			

* $p < 0,005$

While the average of the customers who have primary education graduates choose the means

that are effective in their hotel preferences is the highest level of 18.09 ± 0.89 , while the average of

the university graduates who choose the means which are effective in their hotel preferences is the lowest level of 17.22 ± 0.89 . Significance value was found to be $p = 0.00 < 0.05$ for the customers to choose the means that are effective in their hotel preferences. As a result of post-hoc and scheffe analysis; Primary school graduates participate at a higher rate than other groups (High School, Associate Degree, University, Master Degree and above).

While the average of the hotel reservation means selections of the primary school graduates among the customers is 28.72 ± 3.34 , the average of the customers who have graduate degree and above is the lowest level of 13.35 ± 4.73 .

Significance value was $p = 0.00 < 0.05$ for customers' hotel booking means selection. As a result of post-hoc and scheffe analysis; Primary, High School, Associate Degree, University, Master and above are highly involved.

While the average of service choices offered by the graduates of primary schools among the customers is 17.48 ± 1.10 , the average of service choices offered by the thermal groups in the thermal hotels is 13.78 ± 2.13 . Significance value was found to be $p = 0.00 < 0.05$ for customers' service choices in thermal hotels. As a result of post-hoc and scheffe analysis; Primary, High School, Associate Degree, University, Master and above are highly involved.

Table 4. Comparison of The Scores Obtained By The Customers According To Their Occupations (n = 1468)

	Profession	n	\bar{x}	ss	Min.	Max.	F	p	Difference
Reasons for preference	Officer	481	17,25	0,95	15	18	14,847	,000*	1-4
	Worker	241	17,40	1,04	11	18			
	Retired	287	17,77	0,98	16	18			
	Student	114	17,99	0,61	17	18			
	Self-employed	106	17,63	0,45	16	18			
	Housewife	125	17,75	0,50	17	18			
	Employer	2	17,50	0,00	17	17			
	Unemployed	92	17,71	0,75	16	18			
	Other	20	17,37	0,38	16	17			
	Reasons for hotel booking	Officer	481	19,17	7,82	10			
Worker		241	18,50	8,21	10	30			
Retired		287	22,97	7,33	10	30			
Student		114	15,43	6,86	10	30			
Self-employed		106	12,64	6,59	10	30			
Housewife		125	30,00	0,00	30	30			
Employer		2	10,00	0,00	10	10			
Unemployed		92	17,17	7,99	10	30			
Other		20	10,50	1,53	10	15			
Services to be required by customers at Thermal Hotels		Officer	481	14,69	2,10	11	18	101,254	,000*
	Worker	241	16,68	2,30	10	18			
	Retired	287	17,40	1,24	14	20			
	Student	114	17,41	1,66	14	18			
	Self-employed	106	13,17	2,26	11	17			
	Housewife	125	16,60	1,34	15	18			
	Employer	2	13,52	0,00	13	13			
	Unemployed	92	17,27	0,67	15	17			
	Other	20	15,94	1,62	11	16			
	Activities carrying out for preferring the hotel	Officer	481	13,50	2,03	10	18		
Worker		241	14,43	1,83	10	17			
Retired		287	14,76	1,70	10	16			
Student		114	13,79	2,71	10	17			
Self-employed		106	13,04	1,45	12	16			
Housewife		125	15,28	2,27	12	17			
Employer		2	10,00	0,00	10	10			
Unemployed		92	14,14	2,04	10	16			
Other		20	15,00	1,71	10	15			

* $p < 0,005$

While the average participation of the customers who are elementary school graduates on the

factors affecting the hotel preferences is 15.52 ± 2.00 , the average of the participation of the

customers who have graduate and higher education groups on the factors affecting the hotel preferences is 12.45 ± 1.41 en is low. Significance value was found to be $p = 0.000 < 0.05$ for customers' participation in the factors affecting hotel preferences. As a result of post-hoc and scheffe analysis; Primary, High School, University, Master and above graduate group of customers, other groups (Associate Degree) are participating at a higher rate than.

While the average of the students who choose the means which are effective in hotel preferences is $17,99 \pm 0.61$, the average of the customers who are civil servants is the lowest level which is $17,25 \pm 0,95$. According to the results of F test which is 95% confidence level; Significance value was found to be $p = 0.00 < 0.05$ for the customers to choose the means that are effective in their hotel preferences. As a result of post-hoc and scheffe analysis; Worker, Employer, Other occupational group of clients is higher than other groups (Officer, Retired, Student, Self-employed, Housewife, Unemployed)

While the average of hotel reservation means selection of retired customers is 22.97 ± 7.33 , the average of customers from other professions choosing means which are effective in hotel preferences is the lowest level of $10.00,00$ 0.00 . Significance value was $p = 0.00 < 0.05$ for customers'

hotel booking means selection. As a result of post-hoc and scheffe analysis; Employee, Employer, Other occupational client group is higher than other groups (Officer, Retired, Student, Self-employed, Housewife, Unemployed).

While the average of the service choices offered by the students in the thermal hotels is 17.41 ± 1.66 , the average of the service choices offered by the employers in the thermal hotels is 13.52 ± 0.00 . Significance value was found to be $p = 0.000 < 0.05$ for customer service choices in thermal hotels. As a result of post-hoc and scheffe analysis; Employee, Employer, Other occupational client group is higher than other groups (Officer, Retired, Student, Self-employed, Housewife, Unemployed).

While the average of the participation of the housewives among the customers regarding the factors affecting the hotel preferences is 15.28 ± 2.27 , the average of the participation of the customers with the factors affecting the hotel preferences is $10,00 \pm 0.00$ lowest. Significance value was found to be $p = 0.00 < 0.05$ for the participation of customers regarding factors affecting hotel preferences. As a result of post-hoc and scheffe analysis; Employee, Employer, Other occupational client group is higher than other groups (Officer, Retired, Student, Self-employed, Housewife, Unemployed).

Table 5. Mean and Standard Deviations of Scales (n = 1468)

	\bar{x}	s	Min	Max
Reasons for preference	17,53	0,91	11	18
Hotel booking reasons	19,71	8,39	10	30
Services to be required by customers at Thermal Hotels	15,99	2,30	10	20
Activities carrying out for preferring the hotel	14,09	2,09	10	18

Customers; 17.53 ± 0.91 lowest 11, highest 18 points, 19.71 ± 8.39 lowest 10, maximum 30 points, 15 of the services requested in thermal hotels. 99 ± 2.30 , the lowest 10, the highest 20 points, 14.09 ± 2.09 the lowest 10, and the highest 18 points from the studies studied in the hotel preferred. The reason, the perception of the scale was higher than the hotel.

When Table 6 is examined, the genders of the customers are among the reasons that are effective in preference ($r = 0.095$, $p < .01$), among the reasons for hotel reservation ($r = 0.094$, $p < .01$), and among the services that are required to be provided in sweat thermal hotels ($r = 0.166$, $p < .01$). Among the reasons that are effective in preference with age ($r = 0.074$, $p < .01$), among the reasons for hotel reservation ($r = 0.431$, $p < .01$), among the services to be offered in thermal hotels ($r = -0.173$, $p < .01$), among the studies carried out in the choice of

hotels ($r = 0.070$, $p < .01$). Among the reasons that are effective in education and preference ($r = -0.233$, $p < .01$), among the reasons of hotel reservation ($r = -0.486$, $p < .01$), among the services to be offered in thermal hotels ($r = -0.481$, $p < .01$), among the studies carried out in the hotel preference ($r = -0.465$, $p < .01$), Among the reasons effective in their occupation and preference ($r = 0.179$, $p < .01$), among the services offered to be offered in thermal hotels ($r = 0.196$, $p < .01$), among the studies carried out in choosing = 0.115 , $p < .01$) significant relationship. In addition, there is a statistically insignificant relationship between the gender of the customers and the studies carried out in choosing a hotel ($r = -0.004$, $p > .01$), between the occupations of the customers and the reasons for booking a hotel ($r = 0.012$, $p > .01$). Accordingly, it can be said that there is a relationship between the socio-demographic status of the customers and

their satisfaction-oriented perspectives towards thermal tourism enterprises. As the gender, age,

education and occupation of the customers change, so do the other variables.

Table 6. Correlation between the socio-demographic information of the customers and the scales (n=1468)

		Gender	Age	Educational background	Occupation	Reasons for preference	Hotel booking reasons	Services to be Offered in Thermal Hotels	Studies on Hotel Selection
Gender	r	1							
	p								
Age	r	,146**	1						
	p	,000							
Educational background	r	-,174**	-,190**	1					
	p	,000	,000						
Occupation	r	,176**	-,244**	-,379**	1				
	p	,000	,000	,000					
Reasons for preference	r	,095**	,074**	-,233**	,179**	1			
	p	,094	,005	,016	,013				
Hotel booking reasons	r	,166**	,431**	-,486**	,012	,314**	1		
	p	,000	,005	,000	,641	,000			
Services to be Offered in Thermal Hotels	r	-,088**	-,173**	-,481**	,196**	,159**	,398**	1	
	p	,001	,000	,000	,000	,000	,000		
Studies on Hotel Selection	r	-,004	,070**	-,465**	,115**	,399*	,417*	,454**	1
	p	,888	,007	,004	,000	,000	,000	,000	

**p<0,01, *p<0,05

Table 7. Regression Model of The Scores Obtained from The Socio-demographic Information of The Customers Predicting the Scores Obtained from The Satisfaction Scale of Thermal Tourism Enterprise (n = 1468).

Model Summary					
Model	Correlation	Correlation	Corrected Correlation	Estimated Standard Error	Durbin-
1	,993	,985	,985	,02008	1,744

a. Estimators: (Fixed), Gender, Age, Education, Occupation, Reasons effective in preference, Hotel booking

b. Dependent Variables: Customer satisfaction

ANOVA ^a						
Model		Sum of	Degree of Freedom	Average	F	Sig.
1	Regression	38,979	8	4,872	12089,267	,000 ^b
	Fault	,588	1459	,000		
	Total	39,567	1467			

a. Dependent Variables: Customer satisfaction

bb. Estimators: (Fixed), Gender, Age, Education, Occupation, Reasons effective in preference, Hotel booking

The coefficients							
Model		Non-Standardized		Standardized	t	Sig.	Multiple
		B	Std. Error	Beta			Tol VIF
1	(Fixed))	,033	,012		2,681	,007	
	Gender	-,003	,001	-,008	-2,302	,021	,882 1,134
	Age	-,014	,000	-,112	-27,259	,000	,600 1,667
	Educational background	,003	,001	,021	4,519	,000	,494 2,026
	Occupation	,002	,000	,033	8,539	,000	,703 1,423
	Reasons for preference	,279	,006	,155	43,055	,000	,782 1,279
	Hotel booking reasons	,044	,001	,227	50,345	,000	,499 2,003
	Services to be Offered	,442	,003	,620	142,715	,000	,540 1,853
	Studies on Hotel	,239	,003	,305	74,831	,000	,614 1,629

a. Dependent Variables: Customer satisfaction

According to the results of the regression analysis, there is a 99% relationship between

customer satisfaction and Gender, Age, Education, Occupation, Preference reasons, Hotel reservation

reasons, Services to be offered in thermal hotels, Studies conducted in hotel preference. In the change of organizational citizenship, organizational identification dimensions have an explanation effect at the level of 98.5%.

According to the Anavo table, the significance value is less than 0.05 (0,000), which results in the model being significant. When the table of coefficients is taken into account for the exact results of the model, customer satisfaction and gender, age, educational status, occupation, reasons which are effective in preference, If Durbin-Watson value is within 1,744 criteria, there is no autocorrelation problem among the variables.

3.2. Discussion

57.9% of the customers participating in the research were female, 42.1% were male, 29.0% were 55 years and older. According to literature, thermal tourism; is a type of tourism in which middle age group and more women participate (Akgül, 2014:11Çontu, 2006: 4;). The study supports the literature. Female customers are more likely than men to choose a hotel, the reasons for booking a hotel and the studies that will lead to the choice of a thermal hotel. Male customers are more likely to be offered in thermal hotels than average women. gender and reasons for preference ($r = 0.095$, $p < .01$), hotel booking reasons ($r = 0.094$, $p < .01$), ter thermal hotels to be offered services ($r = 0.166$, $p < .01$) In addition, there is a statistically insignificant relationship between the gender of the customers and the studies carried out in choosing a hotel ($r = -0.004$, $p > .01$), between the occupations of the customers and the reasons for booking a hotel ($r = 0.012$, $p > .01$).

In the study conducted by Karakuş (2012: 9), when the age variables of the individuals participating in the research conducted in thermal centers in Nevşehir-Kozaklı region were examined, 41.6% consisted of individuals in the 26-35 age range, while 27.6% of individuals between 18-25 years and 22.1% It is seen that 5.2% of the individuals in the 36-45 age range consist of individuals in the 46-55 age range, while 3.6% of them consist of 56 and over age variables. Belkayalı'nın study (2009:10) when looking at the age variables of tourists coming to Yalova thermal springs between 18-24 years, 16.6% between 25-34 years, 22.1% 35-44 years It is seen that the age of the group is between the ages of 45-54, the age of 19,5%, the age of 55-64, the age of 5,865% and over 9,7%. According to the results of Belkayalı (2009:13) and Karakuş (2012: 10) *we can see that participants over 55 years of age prefer thermal facilities at a

low rate. We can say that there is a parallel between these studies according to the mean age of the participants. Customers' choice of means that are effective in hotel preferences, hotel reservation means selection and factors affecting hotel preferences are 36-45, 46-54, 55 and older customer groups higher than other groups (16-25, 26-35) rate. The service choices of the customers in thermal hotels are higher than the other groups (16-25) for the age group 26-35, 36-45, 46-54, 55 and over. Among the reasons that are effective in preference with age ($r = 0.074$, $p < .01$), among the reasons for hotel reservation ($r = 0.431$, $p < .01$), among the services to be offered in thermal hotels ($r = -0.173$, $p < .01$), among the studies carried out in the choice of hotels ($r = 0.070$, $p < .01$),

According to the literature, 71.7% of the customers graduated from high school and above. It reveals that as the educational level of those participating in thermal tourism increases, the level of expectation and satisfaction from thermal facilities decreases the level of satisfaction (Timur, 2015: 8). The study supports the literature. Choosing the means that are effective on the hotel preferences of the customers Primary school graduates, other groups (High School, Associate, University, Master and above), hotel reservation means selections Primary, High School, Associate, University, Master and above, thermal hotel services offered Primary, High School, Associate Degree, University, Master and above, the factors that affect the hotel preferences Primary, High School, University, Master and above graduate group of customers, the other groups (Associate Degree) are participating at a higher rate. Among the reasons that are effective in education and preference ($r = -0.233$, $p < .01$), among the reasons of hotel reservation ($r = -0.486$, $p < .01$), among the services to be offered in thermal hotels ($r = -0.481$, $p < .01$), among the studies carried out in the hotel preference ($r = -0.465$, $p < .01$),

It has been determined that 44.1% of the customers use the internet for hotel reservations. In the literature, social media provides an important advantage in the communication between the parties in increasing the awareness of hotels (Eröz and Doğdubay, 2012: 133).

77.7% of the customers drew attention to the service quality of the hotel. According to the literature, according to the results of the study of Bütün (2018: 16), the criteria with the highest expectation in terms of service quality were determined as Assurance-Empathy and the lowest expectation was enthusiasm.

When the studies in the literature are examined,

it is seen that the dimensions of service quality other than the empathy dimension have a high average (Çelik, 2009: Gelmez, 2016: 11 5; Kurnaz and Özdoğan, 2017: 75;). In the literature, some believe that consumer satisfaction leads to perceived service quality, while others believe that service quality leads to consumer satisfaction (Eser, Korkmaz and Öztürk, 2011: 589).

In order to ensure consumer satisfaction and loyalty, thermal tourism enterprises are required to conduct continuous market research in order to determine the changes and attitudes of consumer needs, develop appropriate consumer relations and get to know consumers better (Coutinho Pires dos Santos, Filomena Torres, Cunha, and Duran Sanchez, 2016: 63) 70.0% of the customers drew attention to the diversity of services of the hotel. According to the literature, animation is one of the leading recreational activities in accommodation facilities and hotels (Güzel, Türker and Türker, 2014: 5).

63.4% image of the hotel, 60.6% promotion / sales promotion activities, 54.6% advertising activities, 54.0% public relations and publicity activities, 40.6% personal sales activities, 35.8% catalog, television and Internet marketing activities. Akbulut (2010: 35) on the issue of Turkey's thermal tourism in the study stated that the lack of modern facilities in the country touched upon.

Problems such as lack of research, environmental problems, infrastructure problems, inadequate publicity and lack of utilization of the potential of thermal resources are similar with other studies in the literature (Çiftçi, 2018: 2; Ergen, 2018: 9; 11 Oltulular, 2018). Aşık (2016: 1161)'s results and the results obtained in this study are also equivalent to each other. Reliability was determined as the most important criterion for the participants in both studies. According to Çelik, (2009: 5), the most important criterion for service quality was Trust and the lowest criterion was Empathy. According to the results of Çevik (2008: 5), the most important criterion for the perception of service quality is Assurance and Reliability.

In the survey conducted by Sandıkçı (2008: 6), the satisfaction levels of women in reception / admission services, apartment services, food and beverage services and spa cure center services were found to be higher than men. The choice of the tools that are effective in the hotel preferences of the students who are customers, workers, employers, other professional customer group, other groups (Officer, Retired, Student, Self-employed, Housewife, Unemployed,) are

participating at a higher rate. The choice of the tools which are effective in the hotel preferences of the customers is higher than the other groups (Employee, Employer, Retired, Student, Self-employed, Housewife, Unemployed).

The choice of services offered by the students in the thermal hotels is higher than that of the Worker, Employer, Other professional customer group, other groups (Officer, Retired, Student, Self-employed, Housewife, Unemployed). Factors that have an impact on the preferences of the customers who are housewives are higher than the other groups such as Worker, Employer, Other professional customer group (Officer, Retired, Student, Self-employed, Housewife, Unemployed). Among the reasons effective in their occupation and preference ($r = 0.179$, $p < .01$), among the services required to be offered in thermal hotels ($r = 0.196$, $p < .01$), among the studies carried out in choosing hotels ($r = 0.115$, $p < .01$) statistically significant relationship.

Customers; $17,53 \pm 0,91$ lowest 11, highest 18 points, $19,71 \pm 8,39$ lowest 10, maximum 30 points, 15 of the services requested in thermal hotels. 99 ± 2.30 , the lowest 10, the highest 20 points, 14.09 ± 2.09 the lowest 10, and the highest 18 points from the studies conducted in the hotel preferred. Accordingly, the perception of the scale was found to be higher than the hotel booking reasons.

Accordingly, it can be said that there is a relationship between the socio-demographic situation of the customers and their satisfaction-oriented perspectives towards thermal tourism enterprises. As the gender, age, education and occupation of the customers change, so do the other variables.

According to the results of the regression analysis, there is a 99% relationship between customer satisfaction and Gender, Age, Education, Occupation, Preference reasons, Hotel reservation reasons, Services to be offered in thermal hotels, Studies conducted in hotel preference. According to the Anavo table, the significance value is less than 0.05 (0.000), which results in the model being significant. When the table of coefficients is taken into account for the exact results of the model, customer satisfaction and gender, age, educational status, occupation, reasons which are effective in preference, reasons for hotel reservation, services to be offered in thermal hotels, the coefficient (0.00) of the coefficient 0, It appears to be less than 05. If Durbin-Watson value is within 1,744 criteria, there is no autocorrelation problem among the variables.

4. Conclusion

57.9% of the customers surveyed were women. 57.1 to 46-55 years of age are the majority. It is seen that the customer profile that benefited the most from thermal health enterprises is male customers over 46 years of age. 35.4% are high school graduates. 32.8% of those who work as civil servants are the majority compared to other occupational groups. It is seen that the recommendation of relatives and friends is the most important tool in hotel preferences with 61.9%. Reasons for accommodation are health / treatment with 55.7%. 44.1% of the hotel reservations were found to use the internet. Thermal pool services have priority with 78.9% of the services they expect to be offered in thermal hotels. 58,0% solarium unit is expected to be offered in thermal hotels. 77.7% of the service quality of the hotel should be carried out in order to be preferred. Female customers prefer the hotel, the reasons for booking, studies that will cause the thermal hotel to be preferred are more than men.

Means choices, hotel reservation means choices, service choices in thermal hotels that affect male and female customers' hotel preferences are significantly different in terms of gender segmentation.

Those who are 55 years or older are more likely to choose the means that are effective in their hotel preferences, hotel reservation means selections, those who are between 16-25 years old, service choices offered in thermal hotels, and those who are between 36-45 years old are more likely to participate in factors affecting hotel preferences. 36-45, 46-54, 55 and over age customer group, the other groups (16-25, 26-35), which are more effective in hotel preferences, means, hotel booking means, thermal hotels offer the services offered. Their participation in the factors affecting hotel preferences is high.

Primary school graduates are more likely to participate in hotel choices, hotel reservation means and service choices in thermal hotels and factors affecting hotel preferences.

The customers who are continuing their education are more likely to choose the means that are effective in their hotel preferences, the services offered in thermal hotels, the choice of hotel reservation tools for retired people and the participation of the housewives for the factors that affect the hotel preferences.

Based on the results of the analysis of the study, suggestions for the realization of thermal tourism within the scope of health tourism can be listed as follows;

- Behavior pattern for customer satisfaction should be explained by elaborating customer satisfaction at the thermal facility during In-service training and seminars,
- The importance of communication should be explained and training programs should be arranged accordingly.
- The number of hotel employees who have been working shifts for a long time and have 15 years of experience should be reduced.
- The importance of customer satisfaction in the intensive departments should be explained and the place of the hotel employees who have burnout should be changed.
- As dissatisfaction increases as submissive behavior increases, assertiveness training should be given. to hotel employees.
- Hotel employees suffered from dissatisfaction reaction should be explained about the methods of coping with the dissatisfaction.
- The methods of coping with the dissatisfaction should be explained to the hotel staff who are victims of the dissatisfaction response
- Trainings should be provided to make the employees of the hotel develop themselves and become strong.
- A zero tolerance policy should be applied to dissatisfaction incidents at the hotel, regardless of the type. The hotel management shall make such arrangement and notify that it will not compromise those who cause dissatisfaction.
- The hotel management should appoint an expert staff member who can explain their complaints about the employees' dissatisfaction. These personnel should be trained in dissatisfaction subjects and should know the ways to end dissatisfaction and apply them or make them apply

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