

THE EFFECTS OF PERCEIVED VALUE OF ICONS ON BEHAVIOURAL INTENTION: THE CASE OF CAPPADOCIA, TURKEY

Os Efeitos do Valor Percebido dos Ícones na Intenção Comportamental:
O Caso da Capadócia, Turquia

NURAY EKER¹ & BURHANETTIN ZENGİN²

ABSTRACTⁱ

Icons, which are important religious elements for Christianity, are also substantial attraction elements of touristic travels, especially cultural tours, and faith tours. These attractions, which have been inherited from centuries ago, are also the subject of scientific research. Although icon issues are frequently discussed in the fields of art history, it has been observed that icons do not take place much in tourism studies. Unlike its counterparts, the subject of icons in this study is handled with the tourism paradigm and this situation reveals the importance of the study. In the context of determining the effects of the perceived value of icons on the behavioural intentions of tourists, empirical research designed. Quantitative research methods were used in the study. The data were collected with the help of a scale which was developed based on the literature. Primary data was obtained by applying the questionnaire to 507 domestic and 525 foreign tourists who have just visited Göreme Open Air Museum (Cappadocia, Turkey). The obtained data were analysed with the help of SPSS statistical program. Regression analysis was used to determine the explanatory value of the perceived value of icons, which is the independent variable of the research, on behavioural intentions, which are dependent variables. According to the results obtained from the research, it has been determined that the perceived value of the icons by the tourists makes a significant contribution to explaining the behavioural intention. Various suggestions have been presented depending on the results of the research. It is expected that this study will contribute to the literature, pave the way for similar studies, and make a significant contribution to filling an important gap in the relevant literature.

KEYWORDS

Tourism; Icons; Perceived Value; Göreme Open Air Museum; Cappadocia, Turkey.

RESUMO

Os ícones são elementos religiosos importantes para o cristianismo, assim como elementos de atração para as viagens turísticas, especialmente nos roteiros culturais e nos roteiros religiosos. Esses atrativos, herdados de séculos anteriores, também são objeto de pesquisas científicas. Embora as questões de ícones sejam frequentemente discutidas no campo da história da arte, tem-se observado que os mesmos não têm maior atenção nos estudos de turismo. Ao contrário de seus congêneres, o tema dos ícones é tratado neste estudo com o paradigma do turismo, o que revela a importância do estudo. No contexto de buscar determinar os efeitos do valor percebido em relação aos ícones, associados as intenções comportamentais dos turistas, foi desenhada a pesquisa empírica, utilizando-se métodos de pesquisa

¹ **Nuray Eker** – Doctor. Prof. Sakarya University of Applied Sciences, Sakarya, Turkey. ORCID: 0000-0002-2891-2592 E-mail: neker@subu.edu.tr

² **Burhanettin Zengin** – Doctor. Prof. Sakarya University of Applied Sciences, Serdivan, Sakarya, Turkey. ORCID: 0000-0002-6368-0969 E-mail: bzengin@subu.edu.tr

quantitativa. Os dados foram coletados com o auxílio de uma escala desenvolvida com base na literatura. Os dados primários foram obtidos através da aplicação do questionário a 507 turistas nacionais e 525 estrangeiros, que acabavam de visitar o Museu ao Ar Livre de Göreme (Cappadocia, Turquia). Os dados obtidos foram analisados com o auxílio do programa estatístico SPSS. A análise de regressão foi utilizada para determinar o valor explicativo do valor percebido dos ícones, como variável independente da pesquisa, e sobre as intenções comportamentais, como variáveis dependentes. De acordo com os resultados obtidos na pesquisa, determinou-se que o valor dos ícones, percebido pelos turistas, contribui significativamente para explicar a intenção comportamental. Várias sugestões foram apresentadas dependendo dos resultados da pesquisa. Espera-se que este estudo contribua para preencher uma lacuna importante na literatura, e abra caminho para estudos futuros semelhantes.

PALAVRAS-CHAVE

Turismo; Ícones; Valor Percebido; Göreme Open Air Museum; Capadócia, Turquia.

INTRODUCTION

Cappadocia is a destination that attracts tourists from all over the world with its fairy chimneys, underground cities, rock churches and the wall paintings inside. According to the information received from the Ministry of Culture and Tourism, Nevşehir Provincial Directorate of Culture and Tourism (2023), in 2018, 2.94 million; in 2019; 3.83 million; in 2020, 0.99 million; in 2021, 2.28 million and in 2022, 4.19 million tourists visited the museums and archaeological sites of Nevşehir. People visiting Cappadocia enjoy the view of the fairy chimney both from the ground and from the sky with hot air balloons. On the other hand, people participate in ATV [All Terrain Vehicle] tours, witness the handicrafts that have been going on for hundreds of years in pottery and onyx workshops, and buy souvenirs, have fun with Turkish nights, and find accommodation in rock-carved structures. Tourists, who travel to history in underground cities, also get to know the life of monks in rock churches.

The lava flowing from the volcanic mountains around the region and solidifying over time has formed a tuff layer on the earth in this region (Chandrasekharam, Singh, & Baba, 2023). The fact that the tuff can be easily carved and shaped was the first reason for people to settle here (Gülyaz, 2006). Although it is not known exactly when it was first carved, it is known that Christian monks settled in fairy chimneys and lived and kept the monastic life alive (Howard, 2023). The interiors of these religious buildings contain important icons for Christianity (Yıldız, 2009). It should not be forgotten that Cappadocia has been an important religious center since the spread of Christianity.

Since the first spread of Christianity, icons adorned the walls of rock-carved churches and monasteries in Cappadocia. Although Christian icons are a subject that is often studied by art historians, there are limited studies that deal with this issue with the tourism paradigm. In this study, the effects of the perceived value of the icons, which are an attraction factor, on the behavioral intentions for the future are investigated. It is important to determine the value perception of Cappadocia icons and to draw attention to the religious importance of this geography. By this mean this study handles icons with a novel perspective. In addition, with the determination of the effect of icons on the behavioral intentions of tourists for the future, the importance of icons for Cappadocia tourism will be drawn attention.

LITERATURE REVIEW

Icon stems from the verb 'eikon' [εἰκων], meaning 'to lichen' (Ouspensky & Lossky, 1982). Translated as both symbol and image, the word icon refers to the mental, mirror-like reflection or material representation of a real or imaginary object (Giakoumis, 2021). More broadly, icons are depictions of Christ, Theotokos, saints (Pentcheva, 2006), angels or holy events on walls or wooden boards in Orthodox culture (Yörükoğlu, 2006). Although the main environment of the icons is portable, portable wooden boards (Yılmaz, 2023); icons can be painted on a panel or wall, carved on wood, engraved on metal, woven on fabric, or traditionally created in mosaic technique, with different materials and methods depending on the area of use (Baseğmez, 1989; Ateş, 2022).

Although the concept of icon is confused with the concept of idol; while icons represent the holiness of Christianity, idols represent paganism in pagan belief (Lowden, 2001). Iconic theology is a narrative of Orthodox teaching and liturgy, and this teaching is returned through symbolism. Symbolism has not been ignored by the Christian world; even this humane language was used as a means of expressing what people could not express (Şarлак, 2001). In order to help illiterate Christian subjects to understand religion, some events expressed in writing in religious books and the holy persons of Christianity are given as pictures in icons (Kaçar, 2008; Yıldız, 2009). As a matter of fact, Pope Gregory I said to Christians: "Pictures can teach those who cannot read!", made recommendation (Etlik, 2019). Icons emphasize religious issues of dogmatic importance for descriptive and didactic purposes; they deal with the images of people who are considered holy with a worship-oriented approach (Başçı, 2014).

Thanks to the symbolic meaning it contains, the holy icon, which can make people feel the presence and holiness of God, is respected (Lázaro, 2019). Since the word icon, which expresses the religious-themed depictions of the Eastern Orthodox world on portable panels in various sizes, includes all kinds of religious depictions, all the religious-themed depictions of the Byzantine painting art are called icons (Akkaya, 2000). With these meanings they carry, icons were painted, carved, printed, or engraved on wall paintings, mosaics, wooden panels, marbles, precious stones, books, small items, coins, gold and many similar media (Ateş, 2022). Therefore, it is possible to say that icons broadly cover depictions of religion in the Orthodox world (Yılmaz, 1993). From this point of view, the frescoes on the walls in Cappadocia are referred to as icons in this study from a general perspective.

The churches carved into the fairy chimneys or on the valley slopes are considered the most valuable works of Christian art in Cappadocia (Şahin, 1997). Religious depictions on the walls in Cappadocia show different characteristics in different periods. During the Iconoclasm period, when early Christianity and icons were banned (Lowden, 2001), symbolic motifs such as crosses, curved branches, grapes, fish, rooster, and deer were used (Öcal, 2000). In the second half of the 9th century, after the Iconoclastic period, religious events and people began to be processed again (Thierry, 1971). In the Cappadocia church wall paintings, which aim to teach Christianity to the illiterate in the form of a picture novel, there are subjects commonly depicted in the class of complementary and didactic icons, events in the Bible, Bible writers, Saints and Monks (Korat, 2018). The wall paintings that stand out in the rock-carved churches of Cappadocia are accepted as a part of Byzantine art (Pekin, 2018).

There are many different natural, historical and cultural attractions that destinations offer to tourists (Ekinci & Hosany, 2006). Holloway and coworkers (2009) state that the more attractiveness a destination offers, the easier it will be to market that destination. These attractions offered by destinations affect both destination selection (Um & Crompton, 1990) and tourists' future decisions (Chen & Tsai, 2007; Prayag & Ryan, 2012; Zhang et al., 2014). Tourists find the opportunity to personally experience these attractions during their visit to the destination. When it comes to cultural tourism, tourists travel to experience different cultures; these cultural trips could learn about different cultures (Mckercher, Ho, & Cros, 2002). Tourists evaluate their expectations of a destination with their experiences during their visit, and the perceived values emerge because of these evaluations.

Perception; is to make objects, ideas, and thoughts meaningful with the help of sense organs (İslamoğlu, 2003). Perceived value, on the other hand, is the consumer's overall assessment of the usefulness of a product based on their perception of what is given and what is given (Zeithaml, 1998). Characteristics such as people's level of interest, expectations, personality traits and social status are affected by the perceived value of a product or service (Konuk, 2008). Consumers decide whether they will repurchase with satisfaction, according to whether the product or service offered to them meets their own expectations and conforms to their expectations (Köroğlu & Avcıkurt, 2009). Domestic and foreign tourists visiting Cappadocia also have a perception of value in the face of their experiences here. In addition, these experiences and value perceptions can affect the behavior of tourists. The effects of the perceived value of the icons on the future tourist behavior in Cappadocia are not known.

Behavior is defined as the meaningful and interpretable activities of individuals (Okay, 2008). Behaviors are purposeful (Şimşek, Akgemci, & Çelik, 2011). Behavioral intention is the probability of an individual to exhibit a certain behavior (Ajzen, Brown, & Carvajal, 2004). Ajzen and Fishbein (1977) mention that the stronger the intentions for a behavior, the stronger the performance. According to Zeithaml et al. (1996), behavioral intentions strengthen customers' relationship with a particular service business; It is also an indicator of whether they will stay connected to the business later. In the marketing approach, customer loyalty is measured by consumers repurchases and recommendations to other people (Pine, Peppers, & Rogers, 1995). When it comes to touristic consumption, the behaviors of tourists are handled in three stages: their pre-visit decisions, their experiences during the visit, and their intentions after the visit, and they express their loyalty to a destination (Chen & Gürsoy, 2001; Yang, Gu, & Cen, 2011). This loyalty may be the intention to revisit and/or recommend the destination (Yoon & Uysal, 2005). Touristic consumers may want to visit a place they have visited before, and they may realize this desire. Recommendations for a destination; are the most important non-commercial information sources for tourists' travel decisions (Pektaş, Özdemir, & Tepavčević, 2019). Consumers' recommendation intentions are related to the importance they attach to the advice they receive. In other words, those who seek word of mouth marketing tend to do word of mouth (Gilly et al., 1998).

The value perception of a person who experiences tourism in place about a product or service can also affect post-purchase behavior (Sanchez et al., 2006). There are studies that deal with

the perceived value and behavioral intentions of tourists. Gill et al. (2007) found that perceived value had a direct and positive effect on repeat purchase. Chen (2008) concluded that the value perceived by the tourists from the airline service positively affects their willingness to fly again and their intention to recommend to others. Bigné et al. (2009), according to the data they obtained from 400 tourists visiting 8 Spanish cities, determined that the perceived value of the destination positively affects the tourists' intention to revisit in the short term.

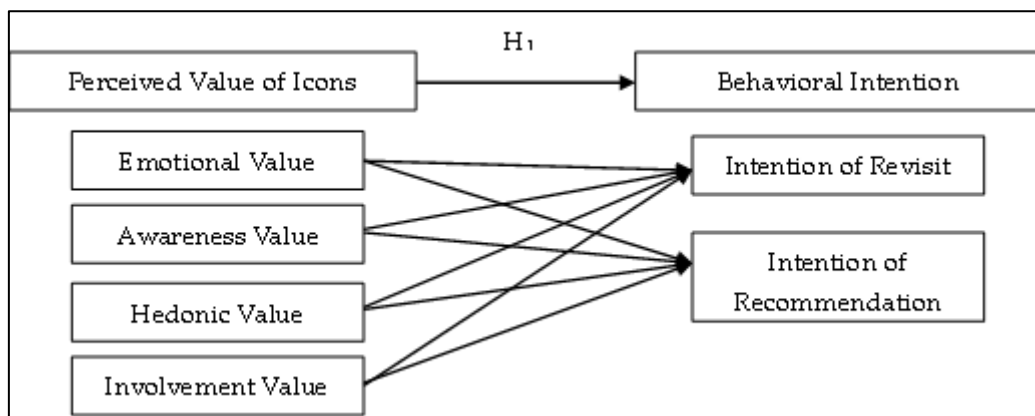
Studies in the literature dealing with the relationship between perceived value and behavioral intention (Petrick, 2004; Gill, Byslma, & Ouschan, 2007; Ryu, Han, & Kim, 2008; Yang, Gu, & Cen, 2011; Bezirgan, 2014; Choe & Kim, 2018; Çakır, 2020); This study differs from similar ones by considering the relationship between the perceived value of icons and behavioral intention.

METHODOLOGY

The aim of this research is to determine the effects of the perceived value of icons on behavioral intention. This study was also carried out to evaluate the perceptions of tourists about icons. The research model and hypotheses used for the purpose of the research are as follows:

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Figure 1. Research Model



The main and sub-hypotheses regarding the relationship between the perceived value of icons and behavioural intention are as follows:

H₀: Perceived value of icons has no significant effect on behavioural intention.

H₁: The perceived value of icons has a significant effect on behavioural intention.

H_{1a}: The emotional value of icons has a significant effect on the intention revisit.

H_{1b}: Icons' awareness value has a significant effect on the intention revisit.

H_{1c}: The hedonic value of icons has a significant effect on the intention revisit.

H_{1d}: The involvement value of icons has a significant effect the intention revisit.

H_{1e}: The emotional value of icons has a significant effect on the intention of recommendation.

H_{1f}: The awareness value has a significant effect on the intention of recommendation.

H_{1g}: The hedonic value of icons has a significant effect on the intention of recommendation.

H_{1h}: The involvement value of icons has a significant effect on the intention of recommendation.

The research population refers to the large group in which the results obtained in research are tried to be generalized (Altunışık, Bayraktaroğlu, & Yıldırım, 2010). The population of this research is domestic and foreign tourists visiting Cappadocia. Cappadocia welcomes hundreds of thousands of local and foreign tourists every year. When the last 5 years are examined, more than 1.5 million tourists visit Cappadocia every year. Since the research population is very large, it is impossible to reach the entire population. For this reason, it is necessary to take a sample to represent the population (Altunışık, Bayraktaroğlu, & Yıldırım, 2010; Arıkan, 2013). It is considered sufficient to reach 384 questionnaires with 5% margin of error and 95% confidence interval (Ural & Kılıç, 2005; Karasar, 2009). In this research, face-to-face surveys conducted between August and October 2019 were obtained from tourists visiting Göreme Open Air Museum and its surroundings. A total of 1.065 people were reached, 33 questionnaires thought to be erroneous or incomplete were removed, and 1.032 questionnaires, 507 domestic and 525 foreign, were included in the research. For reasons such as allowing access to a wider audience, being more economical and providing faster access to data (İslamoğlu & Alnıaçık, 2014; Yazıcıoğlu & Erdoğan, 2014; Kozak, 2015) in this study, in which quantitative research methods were used, a questionnaire was preferred as a data collection tool.

In line with the purpose of the research, the scales used in previous studies were examined in detail. In this process, efforts have been made to reach scales that are compatible with the content of the research and accepted in the literature so that the research variables can be measured with correct expressions. An in-depth literature review was conducted to form the scale for the icons, which is the independent variable of the research. Four dimensions related to icons were determined by researchers, and expressions related to dimensions were created

inspired by different studies. The perceived value scales in the literature have been the main references in the creation of this scale. After expert opinions and pilot applications, a form consisting of 21 Likert statements was created. To measure behavioral intention for the future, behavioral intention scales in the literature (Pine et al., 1995; Zeithaml et al., 1996; Ajzen et al., 2004) were examined and a questionnaire consisting of 6 Likert statements was created. The prepared questionnaire was piloted again after the opinions of experts in the field. Thus, the final survey was created. After the final form of the questionnaire was created, English, French and German translations were made, considering the nationalities of the foreign tourists who visit Cappadocia the most.

The primary data was analyzed with statistical methods using the IBM SPSS Statistics for Windows (Version 21.0) statistical package program. Within the scope of the research, the normality test of the data was performed before the analysis. In terms of normality assumptions, kurtosis and skewness coefficients were examined (Sposito, Hand, & Skarpness, 1983; Tabachnick & Fidell, 2015). Since the skewness and kurtosis values of the expressions examined within the scope of the research were within this reference value range, it was assumed that the data were normally distributed, and therefore parametric tests were used in the analysis of the data. Within the scope of the research, factor analysis was performed to explain the variables measuring similar qualities in the data set with a small number of factors (Büyükoztürk, 2018). Frequency analysis was used to convey the demographic characteristics of the participants and their travel information. Finally, regression analysis was used for hypothesis testing.

FINDINGS

To determine the structural validity of the scales and to collect similar expressions under the same dimension, explanatory factor analysis was applied in this study. In this context, explanatory factor analysis was applied using “varimax” axis rotation methods. The main purpose of using Varimax rotation is to obtain a meaningful and easy to interpret factor structure (Can, 2013). The Kaiser-Meyer-Olkin (KMO) ratio, which shows that the data set of the prepared scale is suitable for factor analysis, was found to be 0.802 at the $p=0.000$ significance level. The result of the Bartlett Sphericity Test, which shows the applicability of factor analysis to the data (Hair et al., 2005), was determined as 3272,690. Considering these values, it can be said that the data has sufficient size and quality for factor analysis.

As a result of the factor analysis applied for the scale of 'perceived value of icons', four dimensions consisting of 15 expressions with an eigenvalue greater than 1 were determined. These dimensions explain 54.072% of the total variance. It can be said that the rate of variance obtained in the study is at an acceptable level according to the literature (Altunışık, Bayraktaroğlu, & Yıldırım, 2010). Factor analysis results are shown in Table 1. Four dimensions determined as a result of the explanatory factor analysis constitute the scale for evaluating the perceptions of tourists towards icons: emotional value, awareness value, hedonic value and involvement value.

Table 1. Factor Analysis for the Perceived Value of Icons Scale

FACTOR DIMENSIONS	\bar{x}	Factor Load	Eigenvalue	Explained Variance
Emotional Value				
Seeing the wall paintings in Cappadocia made me feel at home.	3,00	0,820		
I might come back to Cappadocia again to see the paintings	3,51	0,758		
The wall paintings were influential in my choice of Cappadocia.	3,25	0,738		
Seeing the wall paintings in Cappadocia made me feel valuable.	3,70	0,687	3,576	21,053
I'm so happy to see the wall paintings of Christianity in Cappadocia.	3,88	0,656		
I'm very interested in seeing the wall paintings in Cappadocia.	4,00	0,612		
Awareness Value				
The publicity of the wall paintings here is sufficient.	4,34	0,769		
Information about the wall paintings is sufficient.	4,23	0,720	2,132	12,121
I think the wall paintings in Cappadocia are well protected	4,13	0,691		
Hedonic Value				
I gained important information about Christian wall paintings in Cappadocia.	4,20	0,705		
Wall paintings are very important for the image of Cappadocia.	4,15	0,660	1,295	10,537
The wall paintings in Cappadocia are worth seeing.	4,17	0,638		
Involvement Value				
Cappadocia churches contain important wall paintings.	4,45	0,641		
Cappadocia is an important place for Christianity.	4,05	0,636	1,108	10,360
The wall paintings in Cappadocia have a unique symbolic character	4,41	0,601		
Varimax rotation principal components analysis: Total variance explained: 54,072%; Kaiser-Meyer-Olkin Sample size: 80,2%; Bartlett's sphericity test: $p < 0.05$; df. 190; Chi-square: : 2787,173; Cronbach's Alpha(α): 0,754; Rating range for all sizes [1] Strongly Disagree - [5] Strongly Agree.				

For behavioral intention scale, The Kaiser-Meyer-Olkin (KMO) ratio, which shows the suitability of the data was evaluated was found 0.736. However, considering that the result of the Bartlett Sphericity Test is statistically significant ($p < 0.05$), it can be said that the data have sufficient size and quality for factor analysis. The factor analysis results of the behavioral intention scale are given in Table 2. Two dimensions determined as a result of the explanatory factor analysis

constitute the scale for behavioral intentions of tourists: intention of revisit and intention of recommendation.

The most common analysis on whether the scale expressions make a consistent measurement or whether there is consistency between the scale expressions is the Cronbach's Alpha (α) coefficient (Gürbüz & Şahin, 2014). Cronbach's Alpha (α) value takes values between 0 and 1; As this value approaches 1, the reliability of the scale increases (Nunnally, 1967; Özdemir, 2008). It is stated that the calculated alpha value of 0.60 and is sufficient for a scale to be reliable (Sipahi, Yurtkoru, & Çinko, 2006). To assess the reliability of the study, Cronbach's alpha value was examined. This value was found to be 0,754 for the "perceived value of icons scale" and was found to be 0.767 for the 'behavioral intention scale'. These values show that the scales are at a satisfactory level in terms of reliability.

Table 2. Factor Analysis for the Behavioural Intention Scale

FACTOR DIMENSIONS	\bar{x}	Factor Load	Eigenvalue	Explained Variance
Intention of Revisit				
If I had the opportunity, I would love to stay in Cappadocia more.	2,63	0,654		
I prefer Cappadocia primarily for my later holidays.	2,78	0,637	2,911	48,509
I would like to visit Cappadocia again.	3,42	0,594		
I might live in Cappadocia in the future.	1,87	0,563		
Intention of Recommendation				
I will tell people positive things about Cappadocia.	4,42	0,806	1,728	28,794
I will advise people around me to visit Cappadocia.	4,43	0,765		
Varimax rotation principal components analysis: Total variance explained: 77,3%; Kaiser-Meyer-Olkin Sample size: 73,6%; Bartlett's sphericity test: $p < 0.05$; df: 190; Chi-square: : 2987,789; Cronbach's Alpha (α) : 0,767; Rating range for all sizes [1] Strongly Disagree - [5] Strongly Agree.				

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In this research the demographic variables such as participants' gender, age, marital status, education level, nationality, income level, how they organize their travels, the number of overnight stays in Cappadocia, whether they have visited this destination before or not were handled both in percentage and number. Table 3 contains information on the demographic characteristics of the tourists included in the study.

Table 3. Demographic Characteristics of the Participants

Demographic Characteristics		Frequency		Demographic Characteristics		Frequency	
		N	%			N	%
Gender	Female	473	45,8	Number of Overnight Stays	1 night	131	12,7
	Male	559	54,2		2 nights	278	26,9
Age	18-24	171	16,6		3 nights	258	25,0

	25-34	349	33,8		4 nights	195	18,9
	35-44	251	24,3		5 nights or more	49	4,7
	45-54	134	13,0		Daily-visitor	121	11,7
	55 or older	127	12,3	Previous Visits	First time visitor	785	76,1
Marital Status	Married	563	54,6		Repeated visitor	247	23,9
	Single	469	45,4	Number of Visits	2 nd visit	190	18,4
Education	Primary school	76	7,4		3 rd visit	41	4,0
	High school	318	30,8		4 rd visit	14	1,4
	Bachelor degree	140	13,6		5 ore more visit	2	0,2
	Undergraduate	451	43,7	Level of Income	Very low	42	4,1
	Graduate	47	4,6		Low	42	4,1
Nation	Domestic	507	49,1		Middle	814	78,9
	Foreign	525	50,9		High	100	9,7
Travel Planning/Organizing	Individual / Independent	584	56,6		Very High	34	3,3
	Via travel agency/tour operator	448	43,4				

When Table 3 is examined, it is noteworthy that the proportional distributions of the participants according to their gender, marital status, nationality, and the way they organize their travels are close to each other. When the ages of the participants are examined, the highest rate is between 25-34 years with its rate 33.8%. In the questionnaire form, the age variable was asked as open-ended. This allowed the average age of the participants to be taken. Accordingly, the arithmetic mean of the ages of the total participants is 36.30. According to the findings 78.9% of the tourists stated that their income level is moderate compared to their country in general. When the education levels are examined 30.8% of the participants have high school and 43.7% are undergraduate degree. Another information obtained from the table is the number of overnight stays. 26.9% of the participants stay for 2 nights and 25% for 3 nights. Majority of the participants (76.1%) visit Cappadocia for the first time.

Regression analysis was used to test the research hypotheses. Regression analysis is the analysis used to examine the relationship between a dependent variable and one or more independent variables (Ural & Kılıç, 2005; Arıkan, 2013; Yazıcıoğlu & Erdoğan, 2014). The independent variable of this research is the perceived value of the icons, and the behavioural intention is the dependent variable. Multiple regression analysis was used to examine the power of the independent variable to explain the dependent variables. Before examining the results of the regression analysis, firstly the correlations between the variables were examined and no

correlation above 0.7 was found. In addition, Durbin-Watson and VIF values were examined in order to determine whether there is a multicollinearity problem. Durbin-Watson value is expected to be between 1.5-2.5 and variance inflation factor (VIF) value is expected to be less than 10 (Hair et al., 2005; Kalaycı, 2006).

Regression analysis was performed to test the H₁ hypothesis developed to examine the effect of the perceived value of icons on behavioral intention and is shown in Table 4. According to the results of the multiple regression analysis in Table 4, the R value indicating the multiple relationship is 0.772. The R² value is 0.596 and the adjusted R² value is 0.595, which shows how much of the change in the dependent variable (revisit intention) is explained by the independent variables (emotional value, awareness value, hedonic value, involvement value). Accordingly, it can be said that the 59% change in revisit intention depends on the independent variables.

Table 4. Multiple Regression Analysis Results on the Effect of Perceived Value of Icons on the Intention of Revisit

R: 0,772	R ² : 0,596	Adj. R ² : 0,595	Std. Error Est: 0,617			F: 379,481
Independent Variable	B	Std. Error	t	(β)	p	VIF
Constant	-0,847	0,329	-2,574			
Emotional Value	1,065	0,031	34,064	0,712	0,000	1,111
Awareness Value	-0,162	0,041	-3,980	-0,082	0,000	1,072
Hedonic Value	0,413	0,047	8,709	0,182	0,000	1,108
Involvement Value	-0,303	0,061	-4,972	-0,100	0,000	1,027

The dependent variable: Intention of Revisit ; Significant p<0,05 ; Durbin-Watson: 1,693

The Anova results show the significance of the model (p<0.05). When the regression coefficients are examined in the model, it is seen that emotional value (β=0.712 p<0.05) and hedonic value (β=0.182 p<0.05) make a significant positive contribution in explaining the dependent variable of revisit intention. Awareness value (β=-0.082 p<0.05) and involvement value (β=-0.100 p<0.05), on the other hand, affect the revisit intention significantly but negatively. Negative values indicate a decrease in the dependent variable in response to a one-unit increase in the independent variable, when the effect of other variables is kept constant. In other words, as the awareness value and involvement value increase, the revisit intention decreases. According to these results, it is possible to say that the emotional value, awareness value, hedonic value and involvement value of the icons influence the revisit intention. In this context, hypotheses H1_a, H1_b, H1_c and H1_d were accepted.

Multiple regression analysis was used to determine the effect of the icons' emotional value, awareness value, hedonic value, and involvement value on the intention to recommend, and the H1_e, H1_f, H1_g, H1_h hypotheses were tested. When the significance level (sig.) of the β coefficients related to the independent variables was checked in the multiple regression analysis, it was determined that the 'involvement value' dimension did not contribute significantly to explaining the recommendation intention ($p > 0.05$) and the H1_h hypothesis was rejected. In this case, to eliminate the multicollinearity problem, the regression model should be reconstructed by applying stepwise analysis. The results of the stepwise regression analysis are shown in Table 5.

Table 5. Stepwise Regression Analysis Results on the Effect of Perceived Value of Icons on the Intention of Recommendation

R: 0,350		R ² : 0,122		Adj. R ² : 0,120		Std. Error Est: 0,478		F: 47,712	
Independent Variable	B	Std. Error	t	(β)	p	VIF			
Constant	3,152	0,182	17,300						
Hedonic Value	0,339	0,037	9,279	0,284	0,000	1,094			
Emotional Value	-0,198	0,024	-8,200	-0,252	0,000	1,105			
Awareness Value	0,134	0,031	4,261	0,128	0,000	1,061			

The dependent variable: Intention of Recommendation ; Significant $p < 0,05$; Durbin-Watson: 1,787

Before examining the results of the regression analysis, firstly the correlations between the variables were examined and a correlation above 0.7 was not found. According to the results of the stepwise regression analysis in Table 5, the R value showing multiple correlations is 0.350, the R² value showing how much of the change in the dependent variable is explained by the independent variables, and the adjusted R² value is 0.120. It can be said that the 12% change in the intention of recommendation depends on the independent variables. When this ratio is examined, it can be said that the independent variables affect the recommendation intention at a significant but low level.

Anova results ($p < 0.05$) show the significance of the model. When the regression coefficients are examined, it is seen that the hedonic value ($\beta = 0.284$ $p < 0.05$) and the awareness value ($\beta = 0.128$ $p < 0.05$) make a significant positive contribution in explaining the recommendation intention. Emotional value ($\beta = -0.252$ $p < 0.05$), on the other hand, affects the recommendation intention in a significant but negative way. In other words, it can be said that as the emotional value increases, the recommendation intention will decrease. According to these results, it is possible

to say that the emotional value, hedonic value and awareness value of the icons have an effect on the recommendation intention. In this context, hypotheses H1_e, H1_f and H1_g were accepted.

DISCUSSION AND CONCLUSION

With its unique landforms, natural and cultural attractions, Cappadocia welcomes thousands of tourists from all over the world every year. This geography, which is a cultural tourism route, is one of the centers where Christianity started to spread. Although similar geological formations are seen in various parts of the world, human labor in this geography makes Cappadocia different. It would not be wrong to say that the unique wall paintings that are hidden behind the beauty of Cappadocia are the touristic attractions that make this geography special. In this geography, people can enjoy the view that gives Cappadocia its present appearance thanks to thousands of years of nature and human cooperation, while at the same time, they can travel to the past and experience the experience of seeing important Christianity icons. Considering that icons, which are a cultural heritage, are also religious elements with dogmatic importance, it can be said that they are a reason to visit for tourists. Similarly, it can affect people's intentions to visit and recommend to others to see the icons again in the future.

The icons that are the subject of this research are among the important elements of attraction for Cappadocia and the value perceptions of these elements are formed in the tourists visiting Cappadocia. Although there are studies investigating the effects of perceived values about a product/service on behavioural intentions in the literature (Petrick, 2004; Sanchez et al., 2006; Gill, Byslma, & Ouschan, 2007; Chen, 2008; Ryu, Han, & Kim, 2008; Bigné, Sanchez, & Andreu, 2009; Yang, Gu, & Cen, 2011; Bezirgan, 2014; Choe & Kim, 2018; Çakır, 2020), no empirical research has been found that investigates the relationship between a cultural and religious attraction, such as icons, with tourists' future intentions. In this study, the effects of the perceived value of icons on behavioral intentions were investigated.

The primary data of the research were collected in August, September, and October 2019 by face-to-face survey technique from 1032 tourists, 507 domestic and 525 foreigners, who visited the Cappadocia Region. During this period particular attention was paid to the fact that the number of domestic and foreign tourists was close to each other. In addition, care was taken to ensure that the sample included in the study was close to each other in terms of demographic characteristics (nationality, age, gender, marital status).

The perceived value of the icons, which is the independent variable of the research, was handled in four dimensions: emotional value, awareness value, hedonic value, and involvement value. When the averages of the expressions forming the factor structure regarding the perceived value of the icons are examined, it can be said that the tourists have a high value perception.

Behavioral intentions, which are the dependent variables of the research, were handled in two dimensions as intention of revisit and intention of recommendation. In this study, while the participants' intention to revisit Cappadocia was close to low negative; recommendation intention is much more positive. While 68% of the participants stated that they would not visit Cappadocia again; 97% of them stated that they would give advice about Cappadocia. From this point of view, it can be stated that Cappadocia meets the needs and expectations of the guests. On the other hand, Cappadocia, which is a cultural tourism route, is not a destination like holiday locations that offer the sea-sand-sun trio. A foreign tourist is less likely to revisit a destination in a country they have visited before than a domestic tourist. It is a natural situation that tourists who come from thousands of kilometers away to visit this geography do not intend to visit Cappadocia again. However, there is no doubt that Cappadocia gives pleasure to tourists and people like Cappadocia very much. For this reason, those who participate in cultural trips want to visit again when they have the opportunity. Regression analysis was performed to determine the effect of independent variables (perceived value of icons) on dependent variable (behavioural intention). The results obtained according to the findings of the research can be summarized as follows:

In this study, the effect of the perceived value of icons on behavioral intention was investigated. When the behavioral intention relationship is examined in terms of the sub-dimensions of the perceived value of the icons, it is seen that emotional value and hedonic value dimensions, which are independent variables, make a significant positive contribution in explaining the intention to revisit. Awareness value and involvement value, on the other hand, have a significant but negative effect on explaining the intention to revisit. In other words, as the awareness value and involvement value increase, the revisit intention decreases. Curiosity about foreign countries, people and cultures is among the main motives that lead people to travel (Doğanay & Zaman, 2006).

From this point of view, it is expected that the intention to travel will decrease due to the increase in awareness towards an attraction item, that is, the decrease in curiosity towards that

item. In explaining the recommendation intention, hedonic value and awareness value dimensions contributed significantly in the positive direction, while it was determined that emotional value affected the intention of recommendation in a significant but negative way. It can be said that as the perceived emotional value of the icons increases, the intention to recommend decreases. At this point, it can be said that emotional value is related to the individual's own interest and this evaluation may remain subjective in recommending others, that is, it may reduce the intention to recommend.

As a result, it has been concluded that the icons affect behavioral intentions regarding Cappadocia. From this point of view, it is possible to say that Cappadocia, known as the land of fairy chimneys, is an important destination especially for Christianity with its rock churches and icons. The suggestions have been presented in order to support the sustainable development of tourism in Cappadocia with all its features. The perceived value of icons by tourists has a significant effect on their behavioral intention for the future. Including the icons in Cappadocia in marketing activities has an effect that will increase the share of tourism. It may be possible to further mobilize faith tourism with the preservation, information, and marketing activities for the icons and to attract more potential tourists who will participate in the trip for the purpose of their faith.

The results of the research show that while the tourists' recommendation intentions about Cappadocia are high, their revisit intentions are low. To increase the willingness of tourists to visit again, it is beneficial to create attraction centers and alternative tourism activities that will encourage tourists to come again. In this regard, it is recommended that public authorities support the necessary investments by identifying alternative attraction elements and niche markets for Cappadocia. The importance of Cappadocia for Christian subjects should not be overlooked in this regard. In addition, it is important in this context to review advertising tools, especially in the international arena, to present advertisements in different languages, to increase the activities of tourism offices, and to support language development. Icons, with their value-creating effect on tourists, make serious contributions to the promotion and development of Cappadocia. It is possible to say that icons have a strong effect on increasing the tourism share of Cappadocia.

The development and presentation of the Cappadocia icons as a new touristic product in the future will enable Cappadocia to gain significant advantages over its competitors in the

international arena. In this respect, it is thought that the icons will be useful in increasing the touristic demand for Turkey and Cappadocia. It is possible that the icons, which can be considered as a secondary factor in touristic movements towards Cappadocia, will be a stand-alone attraction in the future. Thus, icons, which are a religious and cultural attraction, will make serious contributions to the marketing and economy of the region. Considering the religious importance of icons, especially for Christians, it is an important alternative for the enrichment of cultural tourism and the development of faith tourism. Diversification and development of tourism in Cappadocia by highlighting religious tourism as well as cultural tourism will pave the way for tourism investments.

For the sake of the future of Cappadocia, while keeping the tourism alive in the region, the carrying capacity should be considered and plans should be created in this direction. For all these, it is essential to protect and maintain the natural, historical, cultural and religious values in Cappadocia.

This study was carried out by following a quantitative method with the data collected from the tourists visiting Cappadocia. However, data could not be obtained from people who have not visited Cappadocia before. To determine the organic image, it is recommended that the researchers who will be inspired by this study obtain data from people who have never visited this destination before. In addition, due to its exploratory features, it is thought that conducting research using qualitative methods will make serious contributions to the literature.

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NOTE

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