THE RELATION BETWEEN THE LANDSCAPE DESIGN AND BRAND IMAGE IN PURCHASE PREFERENCES OF TOURISTS: THE CASE OF SAFRANBOLU AND NEVŞEHIR, IN TURKEY

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Abstract. With the developments in the tourism sector, the preferences and demands of tourists are handled with more care. Parallel to this, the tourism businesses that host tourists are in constant search for innovation. The aim of this study is to investigate the relation between the landscape design works and the brand image in the purchase preferences of the tourists in accommodation businesses; and to reveal the relation between these two factors by obtaining the demographical information of the tourists visiting Safranbolu and Nevşehir destinations. The Questionnaire Technique was made use of in this study. The percentage and frequency distributions are given. The Pearson Correlation Analysis was used in order to determine the relation between the landscape design works and the brand image in the preferences of tourists in accommodation businesses. As a result, it was determined that as the role of personal area regulations increase in the purchase preferences of tourists, so do the brand awareness and associations, brand image, quality perceptions, and brand trust.
Keywords: *brand, image, landscape, accommodation businesses, purchase*

Introduction

Many factors including demographical, economic, and socio-cultural ones, and the facilities provided by tourism businesses in the tourism sector play important roles in the purchase preferences of the tourists. In addition, some attractive characteristics of the destination also have important effects on the selection of the destinations by tourists (Correia and Pimpao, 2008; Demir, 2010). For this reason, the attractive factors of a destination are important because they provide advantage for that specific destination to be preferred among the other destinations. The brand image, physical structures of the tourism businesses and the services they provide are important in making the destinations be perceived as different from the other ones.

The spatial properties of touristic areas are influential on the purchase preferences of tourists, which are considered as being important by tourism businesses. Purchase decision-making process is a study field that is emphasized and studied much in tourism sector. The purchase decision of tourists, their decisions before the travel, their experiences, their evaluations on their experiences and their intentions after the purchase are important for tourism businesses. The purchase decision in tourism services means the starting point of a complex process. While the decision given to purchase a product is the sole factor in purchase decision-making process, the purchase

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decision of a tourist includes many other factors related with their travels. One single decision of the tourists on their travels will trigger their other decisions. In other words, tourists have to make many decisions on the products and services they will purchase in their travels. In general, it is accepted that the decision-making process of a consumer consists of 5 basic steps (Filiatrault and Ritchie, 1980; Solomon, 2004; Chen and Tsai, 2007; Hyde, 2008; Smallman and Moore, 2010; Yüncü and Kozak, 2010). These steps are as follows;

- Determining the problem,
- Searching for information,
- Evaluation of the alternatives,
- Purchase decision / preference
- The behavior after the purchase

Although the brand value refers to the whole of the assets owned by a brand, the components of a brand consist of *the awareness on the brand*, *being influenced by the brand*, *trust in the brand*, *the associations about the brand*, *the brand image*, and *the devotion to the brand* elements. The reason of testing the effect of all the components of brand value on the devotion to the brand is that this devotion is considered as one of the most important components in establishing and sustaining long-term relations with the customers. Although brand image was recognized as the driving force of brand asset and brand performance, few studies have elaborated on the relationship between brand image and brand equity (Morrison, 1989; Torlak et al., 2014; Zhang, 2015).

The brand image consists of the whole of the positive or negative, emotional or aesthetical impressions created by a product in the target market. In other words, it may be considered as the whole of the emotional and rational evaluations of a person on a product or service. Based on these definitions, it is possible to claim that the Brand Image is created in the minds as a result of the perceptions of the consumers about a product or a service and as a result of the marketing efforts of the brand. In other words, consumers may have an image in their minds with the help of the associations about a brand. In one sense, the attitude of the consumers towards a product may create the Brand Image. A positive brand image affects the brand loyalty and ensures the loyalty of the consumers (Ker, 1998; Peltekoğlu, 2007; Özdemir, 2009; Başgöze and Kazancı, 2014; Baloglu et al., 2014).

There have been some changes in the purchase preferences of tourists in recent years, and the importance of the outdoor areas has come to the forefront. The design concepts in outdoor areas and relevant projects and practices that change every year are presented for the liking of the tourists. The landscape design works by landscape architects are among the first and most important factors in the preferences of tourists (Avan, 2010; Dönmez and Türkmen, 2015).

The purpose of this study is to investigate the relation between the Landscape Design and Brand Image in the Purchase Preferences of Tourists. Questionnaires were applied to the tourists visiting important tourism destinations like Safranbolu and Nevşehir.

Material and Methods

In this study, in which the viewpoints of tourists on the effects of landscape design on purchase preferences in accommodation businesses were analyzed; an answer was sought for the question "Is there a relation between the landscape design and brand

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image in the preferences of the tourists for accommodation?" The study population consisted of the tourists who visited the hotels in Nevşehir and Safranbolu (*Fig. 1*) between June and April, 2016-2017. Safranbolu and Nevşehir cities are important tourist destinations of Turkey because of their natural and cultural features, and they are visited by more than one million local and foreign tourists a year.
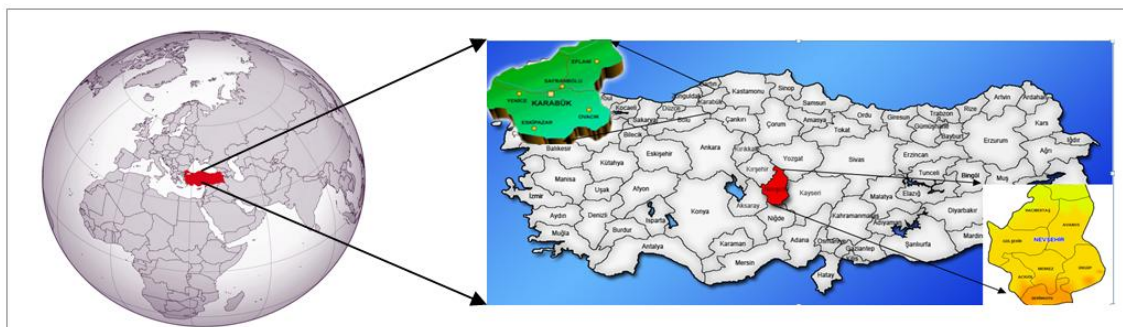

Figure 1. *Location of Research Areas in the World and Turkey*

In determining the sampling that represent the features of the study population, the Convenient Sampling Method was used. The total number of the tourists coming to Nevşehir and Safranbolu was determined as 2,250,000, and the n= NPq/(N-1) B²+Pq/ Z² Model, which was developed by Ryan (1995) was used to determine the sampling size.

$$n = NPq /(N-1)B^2 + Pq / Z \qquad \text{(Eq.1)}$$

According to the formula:
n= Sampling number,
N= The study population,
P= The rate or estimation of the population,
q= 1-P,
B= Bearable error rate,
Z= Desired confidence interval.

In this respect; since N= 2,250,000 tourists, P= 0.5, q= 0.5, B= 0.05, Z= 1.96, n= 2,250,000 (0.5) (0.5) / (2,250,000 - 1) (0.05)² + (0.5) (0.5) / (1.96)²; n= 384 tourists were determined.

The Questionnaire Technique was used in the study. The Questionnaire form consisted of three parts. In the first part, seven questions were asked to determine the demographical properties of the participants. There were seventeen questions, which were prepared by receiving specialist viewpoints and with a literature review on landscape design in the second part. In the last part, there were 42 statements about the Brand Image. The statements in the second and third parts were assessed with 5-Point Likert-type scale ranging through "I do not agree et all" and "I completely agree". This Questionnaire Form was copied as 750 forms and applied in the target population. After the Questionnaires with missing or invalid parts were eliminated, 511 Questionnaires were included in the study.

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The data were analyzed in the SPSS 23 (Statistical Package for the Social Sciences 23) software. The Factor Analysis was applied to the data by using the Varimax Rotation and Principal Components Methods. The applicability of the Factor Analysis was checked with the Bartlett Test, and the adequacy of the sampling size was checked with the Kaiser-MePlace-Olkin (KMO) value. The Cronbach's Alpha values were calculated for the internal consistency of the scale and for Reliability Analysis. After the percentage and frequency values were given about the demographical values of the participants, the Pearson Correlation Analysis was made use of to determine the relation between the landscape design and brand image in the preferences of the tourists for accommodation businesses.

Results

The Factor Analysis results on the viewpoints of the tourists about the role of the landscape design works in purchase preferences are given in *Table 1*. According to these results, the Kaiser-MePlace-Olkin value gave the sampling size adequacy as KMO=0.833; and the Bartlett Test gave the applicability of the Factor Analysis as χ^2 =3407.132; p<0.001. In addition, out of the 4 factors, which explained 23.204% of the total variance, the "Entertaining Area Organizations" sub-dimension was the first factor, the "Compulsory Area Organizations" sub-dimension was the second factor explaining 18.135% of the total variance; "Green Area Organizations" sub-dimension was the third factor explaining 13.916% of the total variance; and as the last item, the "Personal Area Organizations" sub-dimension was the fourth factor explaining 10.342% of the total variance. Again, according to the findings in *Table 1*, the General Reliability Coefficient (Cronbach's Alpha) of the scale, which involved the viewpoints of the tourists on the landscape design works in their purchase preferences, was calculated as α=0.869. Kayış, 2009 considered the ranges where Reliability (Cronbach's Alpha) Coefficient values would be and accepted that if the reliability was "0.6≤α<0.80", the Scale would be extremely reliable; and if it was "0.80≤α<l.00", the scale would be highly reliable. For this reason, it is possible to say that the scale is highly reliable.

Table 1. *The Factor Analysis Made on the Statements of the Tourists about the Role of Landscape Design on the Purchase Preferences*

Statements	Factor 1: Entertaining Area Organizations	Factor 2 Compulsory Area Organizations	Factor 3 Green Area Organizations	Factor 4 Personal Area Organizations
1. There must be a swimming pool.	0.860			
2. There must be swimming pools designed specifically for children.	0.720			
3. There must be playgrounds for children.		0.806		
4. There must be recreational areas.		0.543		
5. There must be Open/Closed car parks.		0.786		
6. There must be a Botanical Garden.			0.810	
7. There must be trekking areas.			0.682	
8. There must be vegetation design in different forms.			0.852	
9. There must be designs with plenty of flowers.			0.853	

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			0.783	
10. The grass areas must be bigger.				
11. There must be different designs in accordance with the structure of the area.				0.615
12. There must be recreational water elements like ornamental pool and waterfall.				0.687
13. There must be sales stand for regional products.				0.596
14. There must be amphitheaters for concerts or other activities.				0.675
15. The night lighting in the garden must be in different color and design.				0.703
$\overline{X}$ /sd	4.18/1.00	4.20/0.87	3.75/1.02	3.99/0.77
Eigenvalues	3.481	2.720	2.087	1.551
Variance Explanation Rate	23.204	18.135	13.916	10.342
Cumulative Variance	23.204	41.340	55.256	65.597
Sub-Dimension Reliability (Cronbach's Alpha)	0.701	0.675	0.893	0.757
General Scale Reliability (Cronbach's Alpha)		0.869		

Kaiser-MePlace-Olkin (KMO)=0.833
Bartlett test: χ^2 =3407.132; p=0.000

When the reliability coefficients of the sub-dimensions of the landscape design were analyzed, similarly, it was seen thet all the dimensions had Reliability Coefficients (Cronbach's Alpha) higher than 0.6. The Reliability Coefficient of the Entertaining Area Organizations dimension was found to be 0.70; the Reliability Coefficient of the Compulsory Area Organizations dimension was found to be 0.68; the Reliability Coefficient of the Green Area Organizations dimension was found to be 0.89; and the Reliability Coefficient of the Personal Area Organizations dimension was found to be 0.76.

The Factor Analysis results on the statements that reveal the viewpoints of tourists about the effects of the brand image on purchase preferences are given in *Table 2*. According to these results, the Kaiser-MePlace-Olkin value gave the adequacy of the sampling volume as KMO=0.906; the Bartlett Test gave the applicability of the Factor Analysis as χ^2 =14816.096; p<0.001. In addition, the "Brand Awareness and Associations" sub-dimension, which explains 12.541% of the total variance out of the 8 Factors that constitute the scale, is the first factor; the "Brand Image" sub-dimension is the second factor that explains 11.760% of the total variance; the "Perceived Quality" sub-dimension is the third factor that explains 10.378% of the total variance; the "Brand Trust" sub-dimension is the fourth factor explaining 9.212% of the total variance; the "Brand Loyalty" sub-dimension is the fifth factor explaining 8.147% of the total variance; the "Brand Purchase" sub-dimension is the sixth factor explaining 7.123% of the total variance; the "Brand Attitude" sub-dimension is the seventh factor explaining 5.009% of the total variance; and as the last item, the "Perceived Risk of the Brand" sub-dimension is the eighth factor explaining 2.807% of the total variance. Again, according to the findings given in *Table 2*, the General Reliability Coefficient (Cronbach's Alpha) of the scale that investigated the role of the brand image in purchase preferences of the tourists was calculated as α=0.95. For this reason, it is possible to claim that the scale is highly reliable.

Table 2. *The Factor Analysis on the Statements of the Tourists on Purchase Preferences and Brand Image*

Statements	Factor 1: Brand Awareness and Associations	Factor 2: Brand Image	Factor 3 Perceived Quality	Factor 4 Brand Trust	Factor 5 Brand Loyalty	Factor 6 Brand Purchase	Factor 7: Brand Attitude	Factor 8 Perceived Risk of the Brand
1. I know the architectural structure of this hotel.	0.593							
2. I am aware of the brand name of this hotel.	0.735							
3. I differentiate this hotel from the other brand hotels.	0.733							
4. Some characteristics of this hotel cross my mind immediately when I hear its name.	0.651							
5. I immediately remember the symbol or logo of this hotel.	0.710							
6. When I want to make a reservation at a hotel business, I firstly remember the name of this hotel.	0.604							
7. This hotel is comfortable.		0.521						
8. The service presentation is at a high level in this hotel.		0.531						
9. This hotel has a very good image.		0.644						
10. This hotel is a luxurious one.		0.642						
11. This hotel is suitable for people from upper class.		0.589						
12. I feel special when I arrive at this hotel.		0.480						
13. The service in this hotel is beyond my expectations.		0.572						
14. This hotel has a long history.		0.666						
15. This hotel belongs to a good brand.		0.513						

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16. The employees of this hotel make me feel that I am a special and precious guest.			0.639				
17. This hotel has modern equipment.			0.495				
18. The employees of this hotel are clean and elegant.			0.551				
19. The employees who are specialists in their fields work in this hotel.			0.788				
20. This hotel provides the correct service at the correct time.			0.806				
21. The employees of this hotel solve the problems of the guests in a fast manner.			0.680				
22. The employees of this hotel establish efficient communication with guests.			0.449				
23. This food and beverage of this hotel are quality.			0.680				
24. The brand of this hotel gives me trust.				0.640			
25. This hotel provides the service quality it promises.				0.520			
26. This hotel is consistent and continuous in its service quality.				0.480			
27. Everything the brand of this hotel refers is in agreement with each other (price. quality, advertisement, variety, etc.).				0.689			
28. I am happy to have been accommodated in this hotel.					0.543		
29. When I compare this hotel with the others this is my first choice.					0.517		
30. I consider myself as a loyal guest of this hotel.					0.638		
31. I recommend this hotel to my friends.					0.724		
32. I do not change this hotel even if the other hotels make promotions.					0.744		
33. I have the intention of coming to this hotel again.						0.819	
34. I will come to this hotel again in the future.						0.747	

35. I find this hotel attractive.							0.646	
36. I like it when I stay in this hotel.							0.599	
37. I miss staying in this hotel.							0.576	
38. My preference for this hotel is a waste of money.								0.789
39. My preference for this hotel is a waste of time.								0.884
40. The goods and services of this hotel do not cover my expectations.								0.856
41. Staying in this hotel makes me feel unease in psychological terms.								0.864
42. When I prefer this hotel, people around me think negative about me.								0.836
$\overline{x}$ / sd	3.38/0.95	3.54/0.79	3.76/0.81	3.71/0.88	3.44/0.90	3.42/1.04	3.38/1.00	2.40/1.23
Eigenvalues	5.267	4.939	4.359	3.869	3.422	2.992	2.104	1.179
Rate of Explaining the Variance	12.541	11.760	10.378	9.212	8.147	7.123	5.009	2.807
Cumulative Variance	12.541	24.301	34.679	43.891	52.038	59.160	64.170	66.976
Sub-Dimension Reliability(Cronbach's Alpha)	0.861	0.871	0.893	0.789	0.819	0.818	0.775	0.906
General Scale Reliability(Cronbach's Alpha)	0.945							

Kaiser-MePlace-Olkin (KMO)=0.906
Bartlett test:χ^2 =14816.096; p=0.000

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Similarly, when the reliability coefficients in the sub-dimensions of the Brand Image were analyzed it was seen thet all the Reliability Coefficients (Cronbach's Alpha) were bigger than 0.6 and highly reliable. The Reliability Coefficient of the Brand Awareness and Associations dimension was 0.86; the Reliability Coefficient of the Brand Image Sub-Dimension was 0.87; the Reliability Coefficient of the Perceived Quality dimension was 0.89; the Reliability Coefficient of the Brand Trust Sub-dimension was 0.79; the Reliability Coefficient of the Brand Loyalty Sub-dimension was 0.82; the Reliability Coefficient of the Brand Purchase dimension was 0.82; the Reliability Coefficient of the Brand Attitude dimension was 0.78; and the Reliability Coefficient of the Perceived Risk of the Brand dimension was 0.91.

The demographical and personal properties of 511 tourists who participated in the study are given in *Table 3*. In this context, 59.5% (f=304) of the tourists who participated in the study had touristic activities in Nevşehir, 40.5% (f=207) of the tourists who participated in the study had touristic activities in Safranbolu. It was determined that 45% (f=230) of the participants were local tourists, and 55% (f=281) of them were foreign tourists.

Table 3. *Frequency and Percentage Distributions of the Demographical Properties of the Participants (n=511)*

Variables	Groups	f	%
Place	Nevşehir	304	59.5
	Safranbolu	207	40.5
Gender	Women	300	58.7
	Men	211	41.3
Age	20 ≤	67	13.1
	21-30	91	17.8
	31-40	234	45.8
	41-50	76	14.9
	51 ≥	43	8.4
Marital Status	Married	339	66.3
	Single	172	33.7
Education	Primary School	36	7.0
	High School	81	15.9
	2-Year Degree	35	6.8
	Undergraduate Degree	268	52.4
	Postgraduate Degree	91	17.8
Nationality	Local	230	45.0
	Foreign	281	55.0
Profession	Self-Employed	129	25.2
	Public Employee	130	25.4
	Retired	60	11.7
	Private Sector Employee	192	37.6
Income (Monthly)	1000TL ≤	17	3.3
	1001-2000TL	18	3.5
	2001-3000TL	72	14.1
	3001-4000TL	187	36.6
	4001-5000TL	150	29.4
	5001TL ≥	67	13.1

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When the statistical values of the demographical properties of the participants were analyzed it was seen that 58.7% (f=300) were women, 41.3% (f=211) were men. When the age distributions of the participants were analyzed it was seen that 45.8% (f=234) of the tourists were between 31-40 years of age. Those between 21-30 years of age followed this with 17.8% (f=91). The rate of the participants between 41-50 years of age was 14.9% (f=76); and the rate of those at and below the age of 20 was 13.1% (f=67); and the rate of those who were at and above the age of 51 was 8.4% (f=43). In addition, the majority of the tourists who were included in the study (66.3%; f=339) were married, while 33.7% (f=172) were single.

When the distribution of the participants in term of educational status was analyzed it was determined that the majority had Undergraduate Degrees (52.4%; f=268) and 17.8% (f=91) of them had postgraduate degrees. This situation is the proof that the culture level of the participants is very high. High School graduates follow these rates with 15.9% (f=81); Primary School graduates with 7% (f=36) and 2-Year Degree graduates with a rate of 6.8% (f=35).

When the professional groups of the tourists who were included in the study were analyzed it was determined that 37.6% (f=192) worked at private sector, 25.4% (f=130) worked at public sector; 25.2% (f=129) were self-employed; and 11.7% (f=60) were retired. As the last item, the income levels of the participants were analyzed and it was determined that the majority of them had a monthly income of 3001 and 5000 TL (Total 66%; f=337). The percentage of those with 2000 TL and below income was determined as 6.8% (f=35). Only 13.1% (f=67) of the participants had a monthly income at and over 5001 TL.

In calculating the income levels of the foreign tourists, the participants were asked to respond with a currency of the country where they lived, and then this amount was converted into Turkish Liras over the exchange rate of then-present conditions.

As it is seen in *Table 4*, the level of the relation between the sub-dimensions of the Role of Landscape Design Works and Brand Image in the Purchase Preferences of the tourists was tested by applying Correlation Analysis. In this context, the level of the relation between the variables was defined as "Very Weak" when the Pearson Correlation Coefficient was below 0.19; "Weak" when the Coefficient was 0.20-0.39; "Medium Level" when Coefficient was 0.40-0.59; "Strong" when Coefficient was 0.60-0.79; and "Very Strong" when Coefficient was 0.80-1.00 (Ural and Kılıç, 2005).

When the sub-dimensions of the Entertaining Area Organizations, which is one of the sub-dimensions of Landscape Design Works, and the Brand Image were compared, it was seen that there was a weak and positive relation between the four dimensions that constituted the Brand Image and Purchase Preferences on Entertaining Area Organizations. In this context, as the role of the Entertaining Area Organizations increase in the Purchase Preferences of the tourists, the Brand Awareness and Associations (r=0.252), Brand Image (r=0.175), Quality Perceptions (r=0.129) and Brand Trust (r=0.105) increase in a linear manner. No significant relations were detected between the role of Preferences Entertaining Area Organizations in Purchase Preferences of the tourists and the other four dimensions that constituted the Brand Image.

***Table 4.** The Comparison of the Relation between the Role of Landscape Design Works in Purchase Preferences of the Tourists and the Sub-dimensions of the Brand Image (Correlation Analysis)*

Role of Landscape Design Works		Entertainment Area	Compulsory Area	Green Area	Personal Area	Brand Awareness and Associations	Brand Image	Perceived Quality	Brand Trust	Brand Loyalty	Brand Purchase	Brand Attitude	Perceived Risk of the Brand
Entertainment Area	r		0.465	0.215	0.343	0.252	0.175	0.129	0.105	0.065	0.030	0.004	-0.030
	p	1	0.000**	0.000**	0.000**	0.000**	0.000**	0.003**	0.018*	0.142	0.501	0.930	0.498
Compulsory Area	r	0.465		0.326	0.433	0.160	0.118	0.070	0.102	-0.027	-0.024	-0.042	-0.133
	p	0.000**	1	0.000**	0.000**	0.000**	0.008**	0.115	0.021*	0.539	0.596	0.344	0.003**
Green Area	r	0.215	0.326		0.522	0.128	0.060	-0.056	0.041	-0.040	-0.017	-0.029	0.035
	p	0.000**	0.000**	1	0.000**	0.004**	0.179	0.203	0.355	0.363	0.696	0.520	0.436
Personal Area	r	0.343	0.433	0.522		0.323	0.175	0.180	0.165	0.016	-0.026	-0.054	-0.156
	p	0.000**	0.000**	0.000**	1	0.000**	0.000**	0.000**	0.000**	0.713	0.559	0.222	0.000**
Brand Awareness and Associations	r	0.252	0.160	0.128	0.323		0.739	0.628	0.527	0.444	0.410	0.358	0.005
	p	0.000**	0.000**	0.004**	0.000**	1	0.000**	0.000**	0.000**	0.000**	0.000**	0.000**	0.907
Brand Image	r	0.175	0.118	0.060	0.175	0.739		0.772	0.644	0.606	0.552	0.558	0.058
	p	0.000**	0.008**	0.179	0.000**	0.000**	1	0.000**	0.000**	0.000**	0.000**	0.000**	0.189
Perceived Quality	r	0.129	0.070	-0.056	0.180	0.628	0.772		0.704	0.515	0.451	0.462	-0.023
	p	0.003**	0.115	0.203	0.000**	0.000**	0.000**	1	0.000**	0.000**	0.000**	0.000**	0.597
Brand Trust	r	0.105	0.102	0.041	0.165	0.527	0.644	0.704		0.565	0.446	0.512	0.018
	p	0.018*	0.021*	0.355	0.000**	0.000**	0.000**	0.000**	1	0.000**	0.000**	0.000**	0.679
Brand Loyalty	r	0.065	-0.027	-0.040	0.016	0.444	0.606	0.515	0.565		0.713	0.695	0.184
	p	0.142	0.539	0.363	0.713	0.000**	0.000**	0.000**	0.000**	1	0.000**	0.000**	0.000**
Brand Purchase	r	0.030	-0.024	-0.017	-0.026	0.410	0.552	0.451	0.446	0.713		0.744	0.176
	p	0.501	0.596	0.696	0.559	0.000**	0.000**	0.000**	0.000**	0.000**	1	0.000**	0.000**
Brand Attitude	r	0.004	-0.042	-0.029	-0.054	0.358	0.558	0.462	0.512	0.695	0.744		0.204
	p	0.930	0.344	0.520	0.222	0.000**	0.000**	0.000**	0.000**	0.000**	0.000**	1	0.000**
Perceived Risk of the Brand	r	-0.030	-0.133	0.035	-0.156	0.005	0.058	-0.023	0.018	0.184	0.176	0.204	
	p	0.498	0.000**	0.436	0.000**	0.907	0.189	0.597	0.679	0.000**	0.000**	0.000**	1

**p<0.01   *p<0.05

When the Compulsory Area Organizations and the sub-dimensions of Brand Image are compared, a weak and negative relation was detected between the three dimensions that constituted the Compulsory Area Organizations and Brand Image; and a negative and opposite relation was detected with one dimension. In this context, as the role of the Compulsory Area Organizations increase in Purchase Preferences of the tourists, the perceptions on Brand Awareness and Associations (r=0.160), Brand Image (r=0.118) and Brand Trust (r=0.102) increase. A negative and weak relation was detected between the Compulsory Area Organizations and Perceived Risk of the Brand (r= -0.133). No significant relations were detected between the other four dimensions that constitute the Brand Image and the Compulsory Area Organizations sub-dimension.

When the relation between the Green Area Organizations and the sub-dimensions that constitute the Brand Image were analyzed, a weak and positive relation was detected in terms of only one dimension that constituted the Brand Image. As the Green Area Organizations in the Purchase Preferences of the tourists increase, the Brand Awareness and Associations (r=0.128) also increase parallel to this. No significant relations were detected as a result of the Correlation Analysis between the Green Area Organizations and the other seven dimensions that constituted the Brand Image.

When the relation between the Personal Area Organizations, which is the last dimension of the Landscape design works, and the sub-dimensions that constitute the Brand Image was analyzed, it was determined that there was a positive and weak relation between the four dimensions that constitute the Brand Image, and a negative relation with only one dimension. In this context, as the role of the Personal Area Organizations in Purchase Preferences of the tourists increased, the Brand Awareness and Associations (r=0.323), Brand Image (r=0.175), Quality Perceptions (r=0.180) and Brand Trust (r=0.165) increased. A negative and weak relation was detected between the Personal Area Organizations and Perceived Risk of the Brand (r= -0.156). When the coefficient obtained as a result of the Correlation Analysis and the Sigma-p values were assessed, no significant relations were detected between the Personal Area Organizations and the other three dimensions that constitute the Brand Image.

Discussion

A substantial number of studies have focused on tourist destination image, its components, and how they relate to behavioral intentions. The findings suggest that a positive destination image is a favorable competitive advantage for attracting first-time visitors as well as generating greater likelihood to revisit and recommendation after the visit. Earlier studies have tested the adaptability of the image and personality concepts, which were originally developed in other fields and disciplines, into the context of tourism (e.g. Baloglu and Brinberg, 1997; Ekinci and Hosany, 2006; Hosany et al., 2006; Baloglu et al., 2014).

Given their explicit importance to brand loyalty, positioning and destination selection (Ekinci, Sirakaya-Turk, and Baloglu, 2007; Keller, 1998; Baloglu et al., 2014), this is somewhat surprising. In addition, a recent study indicated that visitors do not use brand personality descriptors when asked to provide free-elicited responses to describe tourist destinations (Kneesel et al., 2010; Baloglu et al., 2014).

When the sub-dimensions of the Brand Image and the Entertaining Area Organizations, which is one of the sub-dimensions of Landscape design works, were compared, a positive and weak relation was detected between the Purchase Preferences

in Entertaining Area Organizations and the four dimensions that constitute the Brand Image. In this context, it is seen that as the role of the Entertaining Area Organizations increased in the Purchase Preferences of the tourists, the Brand Awareness and Associations (r=0.252), Brand Image (r=0.175), Quality Perceptions (r=0.129) and Brand Trust (r=0.105) increased in a linear manner. No significant differences were detected between the role of the Entertaining Area Organizations in the Purchase Preferences of the tourists and the other four dimensions that constitute the Brand Image.

When the sub-dimensions of the Compulsory Area Organizations and Brand Image were compared it was determined that there was a positive and weak relation between the Compulsory Area Organizations and the three dimensions that constitute the Brand Image, and a negative and weak relation was detected with only one dimension. In this context, as the role of Compulsory Area Organizations in Purchase Preferences in the tourists increased, the Brand Awareness and Associations (r=0.160), Brand Image (r=0.118) and Brand Trust perceptions (r=0.102) increased. A negative and weak relation was detected between the Compulsory Area Organizations and Perceived Risk of the Brand (r= -0.133). No significant relations were detected between the Compulsory Area Organizations sub-dimension and the other four dimensions that constitute the Brand Image.

When the relation between the Green Area Organizations and the sub-dimensions that constitute the Brand Image was analyzed, a positive and weak relation was detected with only one single dimension that constituted the Brand Image. As the role of the Green Area Organizations in Purchase Preferences of the tourists increased, the Brand Awareness and Associations (r=0.128) also increased parallel to this. No significant relations were detected between the Green Area Organizations and the other seven dimensions that constitute the Brand Image.

When the relation between the Personal Area Organizations and the sub-dimensions that constitute the Brand Image, which is the last dimension of the Landscape design works, was analyzed, a positive and weak relation was detected between the four dimensions that constitute the Brand Image; and a negative and weak relation was detected with only one dimension. In this context, as the role of the Personal Area Organizations increased in the Purchase Preferences of the tourists, the Brand Awareness and Associations (r=0.323), Brand Image (r=0.175), Quality Perceptions (r=0.180) and Brand Trust (r=0.165) also increased. A negative and weak relation was detected between the Personal Area Organizations and Perceived Risk of the Brand (r=-0.156). When the coefficients obtained as a result of the Correlation Analysis and the sigma-p values were analyzed, no significant relations were detected between the Personal Area Organizations and the three dimensions that constituted the Brand Image. Right at this point, the quality perceptions of the tourists increase in businesses which care for the Landscape Area design works. However, no trust perceptions were detected for the business organizations that do not have landscape design works.

Conclusions

Countries seek ways to increase their tourism incomes by applying various encouragements in different fields. The tourism businesses, which have become a brand name in the sector, apply different regulations and organizations according to the purchase behaviors of the tourists, and try to attract the attention. For this reason,

landscape design works are made in agreement with the desires and demands of the tourists who spend their times in outdoor environments. As it is seen in the present study, there is a significant relation between the factors that constitute the Brand Image and the landscape design works. The size of the outdoor environments owned by tourism businesses, activity areas, entertainment units, and the organizations for children are important for the Purchase Preferences of tourists.

As a conclusion, the landscape design works that will be performed in outdoor areas by tourism businesses that have become a brand name in the sector will affect the preferences of the tourists in terms of covering the targets and expectations. In this way, the occupancy rates of the tourism businesses may be increased and the stay of the tourists may be extended; and the satisfaction of the tourists will increase, and they will prefer the same business again. Thus, the tourism business, the destination and the tourists will be affected in a positive way.

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