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EXAMINATION OF THE EFFECT OF EXPERIENCE QUALITY OF DOMESTIC TOURISTS ON MEMORABLE TOURISM EXPERIENCE: EXAMPLE OF CAPPADOCIA REGION

Abstract

Experience quality is the benefits and consequences that people experience as a result of participating in a tourism activity. Memorable tourism experience, on the other hand, is the positive recall and mental re-enactment of the experiences after participating in this activity. In this direction, the outputs of the experience quality have a significant impact on the memorable tourism experience. In this study, it is aimed to measure the effect of the experience quality of domestic tourists visiting the Cappadocia region on their memorable holiday experiences. In accordance with the purpose, a face-to-face questionnaire was applied to 416 domestic tourists by using the questionnaire technique, which is one of the quantitative research methods. The applied questionnaire consists of three parts. In the first part, there are questions to determine the socioeconomic and demographic characteristics of the participants. In the second part, there is an experience quality scale consisting of 9 items, and in the third part, there are 20 items to determine memorable tourism experiences. Data collection was carried out in the Cappadocia region between June 10 and October 24, 2021. The obtained data were analyzed using SPSS Statistics 25.0 program. In the analysis of the data, descriptive statistics, correlation, simple and multiple linear regression analysis were used. According to the results of the analysis, it was determined that the educational, entertaining and escape dimensions of the experience quality positively affect the memorable tourism experience.

Keywords: Memorable Tourism Experience, Experience Quality, Domestic Tourists

YERLİ TURİSTLERİN DENEYİMLEME KALİTESİNİN UNUTULMAZ TURİZM DENEYİMİNE ETKİSİNİN İNCELENMESİ: KAPADOKYA BÖLGESİ ÖRNEĞİ

Özet

Deneyim kalitesi, insanların bir turizm aktivitesine katılmaları sonucunda yaşamış oldukları faydalar ve sonuçlarıdır. Unutulmaz turizm deneyimi ise, bu aktiviteye katılımdan sonra yaşanan deneyimlerin olumlu bir şekilde hatırlanması ve zihinde tekrar canlandırılmasıdır. Bu doğrultuda deneyim kalitesinin çıktıları unutulmaz turizm deneyimi üzerinde önemli etki yaratmaktadır. Bu çalışmada, Kapadokya bölgesini ziyaret eden yerli turistlerin deneyim kalitesinin unutulmaz tatil deneyimlerine etkisinin ölçülmesi amaçlanmıştır. Amaca uygun olarak, nicel araştırma yöntemlerinden anket tekniği kullanılarak, 416 yerli turiste yüz yüze anket uygulanmıştır. Uygulanan anket formu üç bölümden oluşmaktadır. Birinci bölümde, katılımcıların sosyoekonomik ve demografik özelliklerini belirlemeye yönelik sorular yer almaktadır. İkinci bölümde, 9 maddeden oluşan deneyim kalitesi ölçeği, üçüncü bölümde ise unutulmaz turizm deneyimleri belirlemeye yönelik 20 madde bulunmaktadır. Veri toplama işlemi, 10 Haziran ve 24 Ekim 2021 tarihleri arasında Kapadokya bölgesinde yapılmıştır. Elde edilen veriler SPSS Statistics 25.0 programı kullanılarak analiz edilmiştir. Verilerin analizinde, tanımlayıcı istatistikler, korelasyon, basit ve çoklu doğrusal regresyon analizi kullanılmıştır. Yapılan analiz sonuçlarına göre deneyim kalitesinin eğitici, eğlendirici ve kaçış boyutlarının unutulmaz turizm deneyimini olumlu yönde etkilediği belirlenmiştir.

Anahtar kelimeler: Unutulmaz Turizm Deneyimi, Deneyim Kalitesi, Yerli Turist

INTRODUCTION

Experience is all emerging outputs containing sensory, emotional and imaginary elements related to the product as a result of the combination of the goods and services purchased by the consumer and the environment (Lewis & Chambers, 2000). Experience quality refers to how consumers emotionally evaluate their experiences as a result of their interaction with the service area, service personnel, customers, customers' friends and other elements when they participate in consumption activities (Chang & Horng, 2010). Quality of experience is the benefits and consequences that people experience as a result of a touristic trip or activity (Cole & Scott, 2004). Experiences in the context of tourism are depicted as novelty seeking and the opposite of everyday life. (Otto and Ritchie, 1996:165-174). In tourism experience research, the effects of memories of past experiences on tourists' decision-making (Mazursky, 1989; Duarte, 2012:187), satisfaction, intention to revisit (Kim 2010; Oh et al. 2007) and the importance of memory have gradually increased (Larsen, 2007:15). In the light of all this information, it has led researchers to focus on the concept of memorable tourism experience (Demir & Ülker Demirel, 2019:663). Pine and Gilmore (1998) mention that services should be based on consumer experience and that people should participate in a service process where they can create their own memorable experiences. The importance of memorable moments has increased considerably in recent years, as the aforementioned experiences will stimulate people's feelings and senses and encourage them to think and then act.

An memorable tourism experience is operationally defined as a tourism experience that is remembered and recalled after the event has occurred, and refers to the memories of people, especially the emotions and feelings they experience during a tourism activity. The concept, which is based on the individual evaluation of people's experiences, reinforces and strengthens the re-association of pleasant moments about the destination (Tung & Ritchie, 2011).

When the academic studies on the quality of experience are examined, it is seen that the researched subjects are, satisfaction (Cole & Scott, 2004), satisfaction and behavioral intention (Cole and Illum, 2006), individuals' personal value judgments about a product or service (Yu & Fang, 2009), performance visitor management (Göktuğ & Yenilmez Arpa, 2015), perceived value and satisfaction, recommendation (Altunel & Günlü, 2015), loyalty and satisfaction (Fernandes and Cruz, 2016), life satisfaction, renewal experience (Yıldız et al., 2019), image of hotel businesses, guests' perception of value and repeating purchase intention (Çetiner & Yaylı, 2020), satisfaction, quality of life (Solunoğlu & Yayla, 2020) and destination image, perceived value (Akkuş & Şimşek, 2021). In the literature review on memorable tourism experiences, it was determined that there are researches in the subjects of feelings (Ruffolo and Servidio, 2016), loyalty behaviors (Kim, 2017), winter tourism (Akkuş, 2017), cultural tourism (Chen & Rahman, 2018), memorable trip (Güçlütürk Baran, 2019), entertainment, advice and revisiting intentions (Chen et al., 2020), customer satisfaction, intention to recommend and revisit intention (Keskin, et al., 2020; Ünal & Bayar, 2020), subjective well-being (Aydın & Ömüriş, 2020), psychological well-being (Karaca & Tağraf, 2021), and intention to revisit (Kahraman & Tanrıverdi, 2021) As a result of the examinations, no study was found in which the quality of experience and the memorable tourism experience were investigated together. In this study, it is aimed to examine the effects of experience quality on memorable tourism experience. Since such a study has not been encountered before, it is thought that the study will contribute to the literature.

LITERATURE REVIEW

Experiencing Quality

SERVQUAL, which is a service quality scale, has been criticized for not including emotional and holistic factors that express the entire service experience quality (Fick & Ritchie 1991: 9). These criticisms constitute a starting point for investigating the quality of experience. The quality of experience can be expressed as the mental, physical and social impact that affects the personal pleasure that the individual can reach within the living conditions. There are many factors that affect the quality of experience. Individual characteristics, social variables, economic variables, environmental variables are shown as examples (Solunoğlu & Yayla, 2019:23).

It is known that the quality of experience occurs in three stages. The first is the expectation related to tourism, the second is the experience, and the third is the reflection of the experience to the individual (Jennings, 2006). In addition, while describing the quality of experiencing, it focused on how individuals personally evaluate their experiences and how they feel (Csikszentmihalyi & LeFevre, 1989). Tourists may encounter completely new elements of experience at every stage of their experience, or they may change their ideas based on their past experiences. They can impose new cognitive and emotional meanings on their new experience. Since the tourist also decides for their future vacation or the experience they want to live, the

most effective one at this stage is the second stage where the action is activated (Aho, 2001; Eryılmaz & Öksüz, 2021).

Evaluation of experience quality takes place holistically rather than attribution-based. The evaluation process is closely related to the meaning that the consumer attributes to the situation and takes place internally (inside) rather than external (service environment). In other words, it evaluates the consumer experience emotionally (Chen & Chen, 2010). According to the emotions of the visitors as a result of their trips, it is determined whether they are willing to participate in tourism activities or not. Or, it is said that the experience is determined according to the perceptions of the visitors in their areas of interest. The quality of experience is examined in three dimensions: desire to learn, sense of escape and fun. The dimension of the desire to learn includes the information and education that the visitor has during the trip. The feeling of escape is evaluated as the visitor's being affected by their participation in the activities within the trip. The entertainment dimension also expresses the feeling and satisfaction that the visitor gets by observing that they are not only affected by the activity (Oh et al., 2007). In line with this information, experience quality can be expressed as the emotional decisions of customers about all their experiences (Chang& Horng, 2010).

Memorable Tourism Experience

It is very difficult to understand and interpret instant experiences in tourism activities. For this reason, tourism experiences are mostly associated with memorable tourism experiences, which express the storage of memories of individuals based on their personal experiences in long-term memory. Memorable tourism experiences are defined as a phenomenon that is positively remembered and reenacted in the mind, based on individuals' evaluation of their past experiences after an event has occurred (Kim, 2017:2-10). McCormick, Ritchie, and Kim (2010) defined the positive recallability of a trip after it took place as an memorable tourism experience. According to another definition, memorable tourism experience is activities related to past personal travels that are strong enough to enter into long-term memory (Larsen, 2007, 15). There are various factors in the formation of an memorable holiday experience. These factors, according to Ballantyne et al. (2011:773), are obtained in 4 different themes as 1)stimulant effects (visual, auditory, olfactory and taste sensations) 2) emotional intimacy (persons' feelings) 3) transformational response (people's thoughts) and finally 4) behavioral response (people's feelings). As a result, they argue that the stimulating effects that appeal to the 4 senses of the people, the feelings of the people about the event and the environment, and the changing thoughts and behaviors in the face of the events they experience will make an experience memorable. According to Kim et al., (2010), it ensures that the holiday experience of the visitors is felt and remembered as an memorable experience. Hedonism, novelty, local culture, relief, meaningfulness, participation and knowledge are important factors that affect the formation of an memorable tourism experience.

Tung and Ritchie (2011) stated that an memorable tourism experience can be remembered both positively and negatively. In this direction, businesses and destination managers who succeed in offering different, enriched and memorable experiences to individuals will not only enable these individuals to return to the destination, but also increase the possibility of gaining new individuals thanks to them (Kim, 2017: 2-10). The experience economy approach put forward by Pine and Gilmore (1998) reveals that memorable tourism experiences are important factors that increase destination revenues. Therefore, in terms of sustainability and competitive

advantage in tourism, it becomes more important to transform the positive feelings created by touristic products and services on tourists into memorable tourism experiences (Kim et al., 2012). However, it is thought that the types of experiences of individuals participating in different types of tourism differ (Sato et al., 2018). It is not easy to design and present memorable experiences for tourists, as memorable tourism experiences are personal and have a different effect on each individual (Akşit Aşık & Kutsynska, 2019:1008). Elements such as photographs of tourists with the groups they act with during the experience, interesting events and memories they experience create an memorable tourism experience for tourists (Torres, 2016). A tourist's experience is influenced not only by the tangible products and services experienced, but also by the degree to which the experience is memorable (Cornelisse, 2014:104). After a luxury stay in the Bahamas, an exciting time in Las Vegas, or a family-friendly visit to Disney World, all that remains for the tourist is the memory of that experience (Braun-LaTour, Grinley & Loftus, 2006). Similarly, Torres (2016:2146) states that pictures, souvenirs, stories told, and most importantly, memories will be extensions of a travel experience, and states that tourists will re-live the experience again, in a way, thanks to the re-envisioning of the experience in their minds. Therefore, the only thing left for tourists after a trip, except perhaps a few souvenirs or photographs, is the memories of that experience (Sthapit and Coudounaris, 2017:1)

METHOD

Purpose of the Research

Experience quality is the benefits and outcomes that people experience as a result of participating in a tourism activity. Memorable tourism experience is expressed as an experience that is remembered and recalled after participating in this activity. In this direction, it is aimed to examine the effect of experience quality on memorable tourism experience. Quantitative research method was applied in the study and questionnaire technique was used as a data collection tool. Research data were obtained from volunteer participants who were selected by convenience sampling method and who visited the Cappadocia region at least once. The questionnaire application was carried out between June 10 and October 24, 2021.

Universe and Sample

The universe of the research, whose main purpose is to determine the effect of experience quality dimensions on memorable tourism experience, consists of tourists who have visited the Cappadocia region once. The main reason for determining Cappadocia as the application area of the study is that it has a unique geographical structure among tourism destinations that host many domestic and international tourists throughout the year. Since it is not possible to reach the entire universe in terms of cost and time, it was decided to take a sample. Museums and ruins affiliated to the Provincial Directorate of Culture and Tourism in Nevşehir reached approximately 3.8 million visits in 2019 (Nevşehir İl Kültür ve Turizm Müdürlüğü, 2020). Altunışık et al. (2010) states that a sample size of 384 is sufficient for population sizes of 100,000 and above. However, at least 416 people were reached in case of possible errors and deviations that may arise later.

Data collection tool

In this study, quantitative research method was used. The data required for the analyzes were collected using the questionnaire technique. Research data were collected through a questionnaire consisting of three parts. In the first part, the personal information form consists of 6 questions created to determine the socioeconomic and demographic characteristics of the participants. In the second part, the "Quality of Experience" scale consisting of 9 items and 3 dimensions, adapted to Turkish by Yıldız et al. (2019), was used and in the third part, the "Memorable Tourism Experience" scale, which consists of 20 items and 6 dimensions, adapted into Turkish by Aydın (2019) was used. A 5-point Likert rating (1 = Strongly Disagree; 5 = Totally Agree) was used in the scales. High scores for all positive items indicate a high level of agreement with the statements.

Analysis of Data

The data obtained in the research were analyzed using the SPSS 25.0 statistical program. In the Cronbach's alpha analysis carried out to determine the reliability of the scales, the coefficient of expressions regarding the quality of experience ($\alpha=0.936$) and the coefficient of expressions related to unforgettable tourism motivation ($\alpha=0.961$) were found. It is seen that the reliability level of the scales is high. Descriptive statistics (frequency, percentage, mean and standard deviation) were used in the analysis of the data. In the research, Pearson correlation, simple linear and multiple regression analysis were used to determine the level of explanation of memorable tourism experience by experience quality. The significance level of all data was accepted as $p<0.05$.

FINDINGS

Table 1. Distribution of Demographic Findings for Participants

Demographic Feature	Variable	f	%	Demographic Feature	Variable	f	%
Gender	Female	222	53,4	Income	2001-4000	167	40,1
	Male	194	46,6		4001-6000	156	37,5
Age	20 and below	93	22,4		6001-8000	58	13,9
	21-30	154	37,0		8001 and above	35	8,4
	31-40	95	22,8	Travel time spent in Cappadocia	1-3 days	327	78,6
	41-50	55	13,2		3-5 days	59	14,2
	51 and above	19	4,6		5-7 days	30	7,2
Education	Primary School	71	17,1	Who accompanied you on this trip?	Alone	29	7,0
	High School	135	32,5		Friends	66	15,9
	University	174	41,8		Family	115	27,6
	Post Graduate	36	8,7		Tour	190	45,7
					Other	16	3,8
Total= f: 416, %: 100,0							

Table 1 shows the findings of the demographic characteristics of the participants. According to the table, it is seen that more than half of the sample group participating in the research are women, mostly young people between the ages of 21-30, have a university level education, have an income of 4001₺ and above, spend 1-3 days in Cappadocia mostly and go on tours to the region in question.

Table 2. Memorable Tourism Experience Perceptions Of The Participants for Cappadocia Travels

Dimensions	Expressions		Strongly Disagree	Disagree	Undecided	Agree	Strongly agree	$\bar{X}$	s
Hedonism	I was excited to have a new experience in my Cappadocia trip.	f	37	15	21	154	189	4,2363	,80047
		%	8,9	3,6	5,0	37	45,4		
	I participated in the activities in Cappadocia.	f	14	39	43	149	171		
		%	3,4	9,4	10,3	35,8	41,1		
	I really enjoyed my Cappadocia experience.	f	14	14	53	130	205		
		%	3,4	3,4	12,7	31,3	49,3		
	My Cappadocia experience was exciting.	f	10	4	58	133	211		
		%	2,4	1	13,9	32	50,7		
Novelty	I had a once-in-a-lifetime experience in Cappadocia.	f	17	31	56	115	197	4,1047	,93518
		%	4,1	7,5	13,5	27,6	47,4		
	My trip to Cappadocia was a unique experience for me.	f	18	21	58	133	186		
		%	4,3	5	13,9	32	44,7		
	My Cappadocia trip was different from my previous tourism experiences.	f	28	19	59	125	185		
		%	6,7	4,6	14,2	30	44,5		
Local Culture	During my trip to Cappadocia, I experienced new things for me.	f	11	20	49	137	199	4,1266	,87341
		%	2,6	4,8	11,8	32,9	47,8		
	During my trip to Cappadocia, I got a good impression of the local people.	f	19	22	59	133	183		
		%	4,6	5,3	14,2	32	44		
	I had the chance to experience the local culture of Cappadocia closely.	f	18	20	61	114	203		
		%	4,3	4,8	14,7	27,4	48,8		
	Local people in Cappadocia were friendly.	f	35	22	68	106	185		
		%	8,4	5,3	16,3	25,5	44,5		
Refreshment	I felt better after my trip to Cappadocia.	f	12	29	36	134	205	4,2660	,88767
		%	2,9	7	8,7	32,2	49,3		
	During my trip to Cappadocia, I felt more free from my daily routine life.	f	16	20	46	133	201		
		%	3,8	4,8	11,1	32	48,3		
	I relieved my stress on my trip to Cappadocia.	f	10	14	41	131	220		
		%	2,4	3,4	9,9	31,5	52,9		
Meaningfulness	As a result of my Cappadocia experience, I felt that I was doing something meaningful.	f	11	13	37	143	212	4,2793	,84269
		%	2,6	3,1	8,9	34,4	51		
	As a result of my Cappadocia experience, I felt that I did something important.	f	10	14	46	138	208		
		%	2,4	3,4	11,1	33,2	50		
	During my trip to Cappadocia, I learned something about myself.	f	13	25	45	132	201		
		%	3,1	6	10,8	31,7	48,3		
Being Included	I visited a place I really wanted to go.	f	12	13	32	123	236	4,3234	,81678
		%	2,9	3,1	7,7	29,6	56,7		
	They were activities that I really wanted to do and I enjoyed these activities.	f	11	20	30	118	237		
		%	2,6	4,8	7,2	28,4	57		
	I was interested in the main activities offered in Cappadocia (ballooning, wine tasting, ceramics etc.)	f	22	20	34	133	207		
		%	5,3	4,8	8,2	32	49,8		
		%	4,8	2,6	7,7	29,3	55,5		

In Table 2, the findings regarding the memorable tourism experience perceptions of the participants regarding their Cappadocia travels are given. According to the table, it is seen that the participants' average perception of memorable experiences is quite high, and they are generally satisfied with their Cappadocia travels. When the results are evaluated in terms of memorable experience perception dimensions, it is seen that the highest dimension average is in the dimension of "Being Included" ($\bar{X}$ =4.3234). It is seen that there is a large 85.3% agreement with the statement "I visited a place I really wanted to go" in the aforementioned dimension.

Table 3. Participants' Perceptions of Quality of Experiencing

Dimensions	Expressions		Strongly Disagree	Disagree	Undecided	Agree	Strongly agree	$\bar{X}$	S.s
Educating	I got new information about the place I visited.	f	15	24	38	146	178	4,2103	,85787
		%	3,7	6	9,5	36,4	44,4		
	I learned a lot of new things about the place I visited.	f	7	14	39	157	184		
		%	1,7	3,5	9,7	36,2	45,9		
	My horizons broadened about the place I visited.	f	5	10	45	151	190		
		%	1,2	2,5	11,2	37,7	47,4		
Entertaining	I was glad to be where I visited.	f	7	12	40	139	203	4,2868	,81857
		%	1,7	3	10	34,7	50,6		
	I really enjoyed visiting the place I visited.	f	6	13	36	137	209		
		%	1,5	3,2	9	34,2	52,1		
	I had fun throughout my visit.	f	11	14	37	143	196		
		%	2,7	3,5	9,2	35,7	48,9		
Escape	I was so absorbed during my visit that I forgot everything.	f	14	23	75	138	151	4,0515	,98917
		%	3,5	5,7	18,7	34,4	37,7		
	I got away from everything during my visit.	f	17	23	56	125	180		
		%	4,2	5,7	14	31,2	44,9		
	I felt like I was in another world during my visit.	f	13	27	53	115	193		
		%	3,2	6,7	13,2	28,7	48,1		

Table 3 presents the distribution of participants' perceptions of the quality of tourism experience in the Cappadocia region. When the table is examined, it is seen that the dimension in which the arithmetic averages of the participants' perceptions of quality of experience is the highest ($\bar{X}=4.2868$) is the "entertaining" dimension. It is seen that there is an 86.3% participation in the statement "I enjoyed visiting the place I visited" in the aforementioned dimension.

Table 4. Findings Regarding the Relationship Between Participants' Perceptions of Quality of Experience and Perceptions of Memorable Tourism Experience

			Dimensions of Memorable Tourism Experience						Rememberable total	Experience Quality Total	Dimensions of Experience Quality		
			Hedonism	Novelty	Local Culture	Refreshment	Meaningfulness	Being Included			Educating	Entertaining	Escape
Dimensions of Memorable Tourism Experience	Hedonism	r	1	0,746	0,764	0,712	0,661	0,693	0,880	0,665	0,613	0,633	0,544
		p		0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000
		n		401	401	401	401	401	401	401	401	401	401
	Novelty	r			0,790	0,645	0,637	0,633	0,854	0,653	0,503	0,580	0,654
		p			0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000
		n			401	401	401	401	401	401	401	401	401
	I C ult	r			1	0,732	0,676	0,710	0,902	0,691	0,575	0,607	0,660
		p											
		n											

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		p				0,000	0,000	0,000	0,000	0,000	0,000	0,000	0,000
		n				401	401	401	401	401	401	401	401
	Refreshment	r				1	0,811	0,812	0,889	0,673	0,621	0,617	0,569
		p					0,000	0,000	0,000	0,000	0,000	0,000	0,000
		n					401	401	401	401	401	401	401
	Meaningfulness	r					1	0,776	0,856	0,638	0,550	0,569	0,586
		p						0,000	0,000	0,000	0,000	0,000	0,000
		n						401	401	401	401	401	401
	Being Included	r						1	0,869	0,629	0,537	0,554	0,587
		p							0,000	0,000	0,000	0,000	0,000
		n							401	401	401	401	401
Rememorable total		r							1	0,753	0,649	0,680	0,687
		p								0,000	0,000	0,000	0,000
		n								401	401	401	401
Experience Quality Av.		r								1	0,887	0,926	0,869
		p									0,000	0,000	0,000
		n									401	401	401
Dimensions of Experience Quality	Educating	r									1	0,813	0,594
		p										0,000	0,000
		n										401	401
	Quality Entertaining	r										1	0,695
		p											0,000
		n											401

P<,05

In Table 4, the results of the correlation analysis regarding the relationship between the participants' perceptions of experience quality and their memorable tourism experience perceptions are given. According to the results of the Pearson moments-product correlation analysis, it was found that there was a positive and significant relationship (**r=0.753; p<.05**) between the participants' perceptions of experience quality and their memorable tourism experience perceptions. Based on the resulting correlation coefficient of $r=0.753$, it can be said that the relationship is high (Büyüköztürk, 2009:32). Based on this result, it can be stated that as the experience quality of Cappadocia visitors increases, their perception of memorable tourism experience also increases. On the other hand, when the relationship between the quality of experience and the sub-dimensions of the memorable tourism experience scales is examined, it can be said that there are positive relations between all dimensions. When we look at the highest correlation result between the dimensions, it is the relationship between the memorable tourism experience sub-dimension "local culture" and the experience quality sub-dimension "escape" dimension ($r=0.66$; $p<.05$).

Table 5. Findings on the Effect of Participants' Quality of Experience on Perceptions of Memorable Tourism Experience

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,753 ^a	,568	,567	,49457

a. Predictors: (Constant), Experiencequality

Table 5 presents the results of the Simple Linear Analysis conducted for the effect of the participants' perceptions of experience quality on their memorable tourism experience perceptions. According to the table, it is seen that the predictor variable, the quality of experience, explains 56% ($R^2=0.568$) of the predicted variable, the memorable tourism experience. In this case, there are other variables that explain 44% of the variance in the memorable tourism experience.

Table 6. Multiple Regression Analysis Results on the Effect of Participants' Quality of Experience Perception Dimensions on Perceptions of Memorable Tourism Experience

Model		B	Std. Error	β	t	p
1	(Constant)	1,285	,135		9,510	,000
	Educating	,217	,049	,248	4,395	,000
	Entertaining	,184	,058	,200	3,167	,002
	Escape	,304	,035	,400	8,748	,000

a. Dependent Variable: Memorable tourism experience

Table 6 shows the effects of experience quality dimensions on the perception of memorable tourism experience. Accordingly, all dimensions (Educational, Entertaining and Escape) have an impact on the memorable tourism experience. If the dimensions with the said effect are compared according to beta values; It can be stated that the Escape dimension with $\beta = 0.400$ value is the dimension that most affects the participants' perceptions of memorable tourism experiences.

CONCLUSION AND RECOMMENDATIONS

This study, which tries to reveal how the quality of experience affects the memorable tourism experience, has been prepared using primary data. It is seen that more than half of the sample group participating in the research are women, mostly young people between the ages of 21-30, have a university level education, have an income of 4001₺ and above, spend 1-3 days in Cappadocia mostly and go on tours to the region in question.

When the perceptions of the participants towards the scales are examined, the participation rate was found to be high in questions as follows: in educational dimension in the scale of experience quality, "I have broadened my horizons about the place I visited (Agree: 37.7; Strongly Agree: 47.4)", "I learned a lot of new things about the place I visited (Agree:

362;45,9)”; in the entertaining dimension, “I am pleased to be at the place I visited (Agree: 34.7; Strongly Agree: 50.6)”, “I enjoyed visiting the place I visited (Agree: 34.2; Strongly Agree: 52.1)”; in the escape dimension, “I felt like I was in another world during my visit (Agree: 28.7; Strongly Agree: 48.1)”, “I distanced myself from everything during my visit (Agree: 31.2; Strongly Agree: 44.9)” On the scale of the memorable tourism experience, the participation rate was found to be high in questions as follows: in hedonism dimension, “I really enjoyed my Cappadocia experience (Agree: 31.3; Strongly Agree: 49.3)”, “My Cappadocia experience was exciting (Agree: 32; Strongly Agree: 50.7)”; in novelty dimension, “I had a once-in-a-lifetime experience in Cappadocia (Agree: 27.6; Strongly Agree: 47.4)”; in local culture dimension, “I had the chance to experience the local culture of Cappadocia closely (Agree:27.4; Strongly Agree:48.8)”; in refreshment dimension, “I relieved my stress during my trip to Cappadocia (Agree: 31.5; Strongly Agree: 52.9)”; in meaningfulness dimension, “I felt that I did something meaningful as a result of my Cappadocia experience (Agree: 34.4; Strongly Agree: 51)”, “I felt that I did something important as a result of my Cappadocia experience (Agree: 33.2; Strongly Agree: 50)” and finally in the dimension of being included, “they were activities that I really wanted to do and I enjoyed these activities (Agree: 28.4; Strongly Agree: 57)”, “I visited a place I really wanted to go (Agree: 29.6; Strongly Agree:56,7). ”

Correlation analysis results for the relationship between experience quality perceptions and memorable tourism experience perceptions are given. According to the results of the correlation analysis, it was found that there was a positive and significant relationship ($r=0.753$; $p<.05$) between the participants' perceptions of experience quality and their memorable tourism experience perceptions. When we look at the highest correlation result between the dimensions, it is the relationship between the memorable tourism experience sub-dimension "local culture" and the experience quality sub-dimension "escape" dimension ($r=0.66$; $p<.05$). As a result of the analysis of the effect of the participants' perceptions of experience quality on their perceptions of memorable tourism experience, it is seen that the predictive variable, the experience quality, explains 56% ($R^2=0.568$) of the predicted variable, the memorable tourism experience. In addition, as a result of the multiple regression analysis, it was determined that the dimensions of the experience quality have an effect on the memorable tourism experience. Among the dimensions of experience quality, it was determined that the escape dimension was the dimension that most affected the participants' memorable tourism experience perceptions.

In line with the results obtained, it is seen that the quality of experience of the participants has significant effects on the memorable tourism experience. It has been determined that the quality of experience has a positive effect of 56% on the memorable tourism experience. Based on this result, it can be stated that as the experience quality of Cappadocia visitors increases, their perception of memorable tourism experience also increases. In future studies, the relationship between quality of experience and perceptions of memorable tourism experience can be examined by conducting in-depth interviews with the participants using the qualitative research method. Thus, the results of this research can be compared with the results of qualitative research.

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