



THE DETERMINATION OF THE STRATEGIES WHICH CAN BE EFFECTIVE
FOR MARKETING OF THE TRADITIONAL TURKISH BATHS (HAMAMS): AN
INVESTIGATION WITH RUSSIAN TOURISTS

Düriye Bozok, Özlem Köroğlu

ОПРЕДЕЛЯНЕ НА ЕФЕКТИВНАТА СТРАТЕГИЯ ЗА МАРКЕТИНГ НА ТРАДИЦИОННАТА
ТУРСКА БАНЯ (НАМАМС): ПРОУЧВАНЕ СРЕД РУСКИТЕ ТУРИСТИ

Дюрийе Бозок, Йозлем Кьорулу

ABSTRACT: *The changes that have occurred in the technology, economic, social and cultural area have caused to change the desires, needs and expectations and to seek different products and services of the customers. The changes which have occurred in the profile and tendency of the customers, force the tourism sector inevitably to improve the products according to the demand's needs. In order to meet the needs and expectations of the customers and changed features of the demands, it is necessary to improve new tourism types in the different fields. Interesting tourism products and services are showed as the alternative of the mass tourism and reflect the whole tendencies which have improved to satisfy different and special interest beyond the interest which have improved around sea, sun and sand. So, improving interesting tourism products and services become very important. One of the interesting tourism products and services (especially for the cultural tourism) is the traditional Turkish Bath (Turkish Hamam) which have been to be transferred from the past to the present. The traditional Turkish Bath (Hamam) is the variant of a steam bath, which can be categorized as a wet relative of the sauna. The Turkish Baths have played an important role in cultures of the Turkey, serving as places of social gathering, ritual cleansing, and as architectural structures, institutions, and (later) elements with special customs attached to them. The traditional Turkish Baths one of the fairly colourful part of the Turkish national culture, keep on their existence, although they have been partly changed. The traditional Turkish Baths which are serve as a product, attract attention and demand as a unit in thermal hotels, health and beauty centers and the the other hospitality enterprises in addition to today's decreasing number of the original Turkish Baths. Turkey offers a great variety of opportunities for the traditional Turkish Baths in cultural tourism services, however, there are also marketing problems in turning the traditional Turkish Baths into a competitive tourism product.*

The purpose of the study is to determine the strategies which can be effective for marketing of the traditional Turkish Bath as a competitive tourism product. In this purpose, a survey has been carried out on Russian tourists to determine the demographic characteristics of the respondents and some specific research questions such as what are the reasons to use the Turkish Bath? What are the effective tools to use the Turkish Bath? What services the respondents benefit from the Turkish Bath? And what are the attractive features of the Turkish Baths? Taking into account the survey results, the different strategies have been recommended in marketing of the Turkish Baths. This study could be useful for the enterprises which serve the Turkish Bath as a tourism product in creating different marketing strategies.

Key Words: Traditional Turkish Baths, Tourism, Effective Marketing Strategies, Russian Tourists.

Introduction

World tourism activity has demonstrated substantial growth in the past century, clearly marking tourism as one of the most remarkable economic and social phenomena [16]. Today, tourism may take on an "existential" flavor. It has become a search for meaning and unification in a fragmented world [7]. With technological advances in transportation and increased standards of living in the developed world, travelling for

pleasure has become an accepted and even necessary part of life [9]. The World Travel and Tourism Council claims that tourism has become the world's largest industry [20]. According to the World Tourism Organization (UNWTO), international tourism receipts grew to US\$ 856 billion (€ 625 billion), international tourist arrivals reached 903 million in 2007, and 1.6 billion international tourist arrivals are forecast worldwide by 2020. Tourism is one of the largest and fastest growing global industries, creating sig-

nificant employment and economic development, particularly in many developing countries like Turkey. Turkey, as a tourist receiving country, has demonstrated a spectacular growth in tourism in the last few decades and entertains a large number of holiday makers each year. Turkey was the 11th most visited country in the 2007, attracting about 24 million visitors [23].

In an increasingly competitive market place, tourism products require an effective marketing strategy (for example, word of mouth) in order for a tourism product to reach its target customers. Developing an effective marketing system in such a market requires carefully assessing different factors to evaluate the expectations, perceptions and attitudes of the customers and to create competitive tourism products and services [12]. Competitiveness can be defined here as the enterprise's ability to create and integrate value-added products or services that sustain its resources while maintaining market position relative to competitors [11].

Researches indicate that the influence of factors such as technology, demographics and lifestyle patterns will dramatically alter the expectations, perceptions and attitudes of the customers and tourism industry. Socio-demographic changes and a higher spending power have also created a change in customers' values and expectations [13]. Customers engage in a variety of behaviors or customer's roles, and their needs, requirements, and expectations vary considerably [9]. According to Pearce (1988), the future trends for tourism seem to suggest that customers will be especially concerned with not just being "there", but with participating, learning and experiencing the place they visit [13]. If a customer's expectation is met or exceeded by the enterprises's performance, the customer will be satisfied. But, if a customer's expectation is not met disconfirmation will occur. To create different experiences that matches or exceeds customer's expectation therefore drives satisfaction [26]. In an increasingly competitive market, the issues of creating different products and services have grown in significance for tourism industry and destinations alike [21].

The competitiveness of the marketplace and the increased expectations of customers have made tourism enterprises recognize the importance of creating competitive tourism products and services for future repeat and referral business [2]. So, major countries, destinations, enterprises or tour operators are seeking preservation for future generations and exploring sustainable

development strategies and techniques to meet the expectations of their customers for creating competitive tourism products and services [11]. However a number of factors have intensified the need for tourism businesses and enterprises to adopt a competitive perspective in the marketing tourism products and services. These factors are listed below [21].

- Firstly, the nature of tourism consumption has undergone a significant transformation, manifested not only in the arguable emergence of the so-called 'new' customer seeking alternatives to the traditional sun-sea-sand, passive pleasure seeking holiday, but certainly also in the increasing demands on the part of customers for quality and value for money. A person chooses a product that gives him or her most satisfaction, the product that has a value. Product is often chosen after comparing the benefits for the price. For a customer value means the perceived benefits provided to meet the needs and wants, quality of service received and the value for money delivered assessed against the competition [15]. As customers have become more experienced and sophisticated, they are no longer willing 'to compromise themselves to a mediocre service'.

- Secondly, and related, customers are more aware of their rights as customers and, as a result, are more confident in claiming compensation for the less and poor quality than commitment quality to them in the marketing process.

- Thirdly, in an increasingly competitive environment, tourism enterprises are 'striving to move towards a new model based on competitive advantage based on marketing the tourism products and services. A global perspective to understand key determinants of marketing competitiveness is critical for the tourism industry to sustain its growth and vitality.

The success of the enterprises in the tourism industry very much depends on differentiating the tourism product and service. Since the tourism industry is a mature competitive market, it is more difficult to differentiate the tourism product significantly, but the key to differentiation may be to create effective marketing strategies for competitive tourism products and services such as cultural products [2]. Cultural products that are specific to a place can provide a competitive advantage and competitive tourism products for a destination or a country [16]. Therefore effective marketing strategies are key factors in differentiating cultural products as competitive tourism products from its competitors and there is a

growing recognition that differentiation is a crucial element of tourism marketing [22].

Cultural Tourism and Traditional Turkish Bath (Hamam) As Competitive Tourism Product

Tourism is a privileged activity for the exchange of ideas and for the developing of tolerance. So culture is one of the most important motivations for travelling and for tourist activities. These activities are means of cultural learning, multicultural relation and intercultural education [5]. Cultural tourism is arguably the oldest of the new tourism phenomena. People have been travelling for cultural tourism reasons since the days of the Romans; Visiting historic sites, cultural landmarks, attending special events and festivals, or visiting museums have always been a part of the total tourism experience. Indeed, all travel involves a cultural element [17].

Researchers define cultural tourism as one of the key elements that attract tourists to a particular destination and identified several cultural elements that attract tourists, such as traditions, handicrafts, gastronomy, leisure activities, and clothing items. Cultural products represent and convey economic, social, and cultural values, and often can turn local culture into products that satisfy tourists' desires. [16]. A number of definitions of cultural tourism can be given into four broad categories: Tourism derived, motivational, experiential and operational [17].

Tourism-Derived Definition: Cultural tourism is recognized as a form of special interest tourism, where culture forms the basis of either attracting tourists or motivating people to travel. Cultural tourism has also been conceptualized from a business perspective as involving the development and marketing of various sites or attractions for foreign as well as domestic tourist.

Motivational Definition: Cultural tourism is defined as "movements of persons essentially for cultural motivations such as study tours, performing arts and cultural tours, travel to festivals and other events, visit to sites and monuments, travel to study nature, folklore or art and pilgrimages".

Experiential or Aspirational Definition: Motivation alone, though, does not seem to encapsulate the full magnitude cultural tourism. Cultural tourism is also an experiential activity, with many people feeling it also includes an aspirational element. As a minimum, cultural tourism involves experiencing or having contact of dif-

fering intensity with the unique social fabric, heritage and special character of places.

Operational Definition: An operational definition is the most common definitional approach used. Most of the tourism derived, motivational and experiential definitions also include an operational component, often to illustrate the point being made. Cultural tourism is defined by participation in any one of an almost limitless array of activities or experiences.

The tourism literature identifies the range of cultural tourism activities as including the use of such cultural heritage assets as archaeological sites, museums, castles, palaces, historical buildings, famous buildings, ruins, art, sculpture, crafts, galleries, festivals, events, music and dance, folk arts, theatre and other things that represent people and their cultures [17]. When it is thought Turkey in mind, it is seen that Turkey is rich in socio-cultural heritage attractions thanks to its long history. Cultural tourism has great potential in Turkey that already receives a great deal of income through coastal tourism. Through promotional advertisements and cultural events, tourists are flocking to Anatolia that harbors a rich array of cultures and religions. According to the statistics released by the Turkish Tourism Ministry, the number of tourists coming to Turkey for cultural tourism grows exponentially. One of the most important and attractive cultural product of Turkey is the traditional Turkish Bath. The traditional Turkish Bath is not only an historical and tourist spot, but also an important phenomenon of social life in Turkey. People have used the traditional Turkish bath for centuries to clean themselves, to maintain their health and to treat a variety of ailments [10].

Turkish baths were, and to a certain extent still are, a social phenomenon which allows the tourists valuable insights into connections between everyday life and larger historical forces [6]. The custom of bathing dates from prehistoric ages. In early times, bathing was important not only for cleanliness but also as a social activity and a religious ritual [24]. In their homeland in Central Asia, the Turks had steam baths which they called 'manchu'. Bringing their Asian tradition with them, they merged it with the Roman bath culture they found in Anatolia, and a new synthesis was born, the 'Turkish bath' [30]. Baths were not a developed structure in the period of Greeks [1]. In the 4th century B.C. Greek baths functioned as genuine medical institutions and thus constituted the model for the Roman Baths [28]. Public baths achieved their most elaborate

form during the Roman Empire [24]. Romans developed great architectural compositions by uniting baths with public establishments; gymnasium and libraries [1]. Romans included elaborate baths in their town houses and country villas. These usually consisted of a dressing room, separate rooms for damp and dry heat and warm and cold tubs: Frigidarium, Tepidarium and Caldarium [24]. Tepidarium was the intermediate warm room, Caldarium was the hot room and Frigidarium was the cold shower room after the bath and sometimes a pool was placed in the frigidarium [1].

The Ottomans perfected the hamam, or Turkish Bath which, like the Roman bath, had three rooms: a grand, steamy hot room for steam-soaking and massage; a warm room for washing with soap and water; and a cool room for resting or napping (perhaps in a private cubicle) after the bath with a cup of Turkish coffee or a glass of tea [14]. The whole building was heated by a hypocaust a furnace with flues that channeled hot air through the walls and under the floors. The furnace also heated the boiler that supplied hot water. Reservoirs were supplied by aqueducts. The Hamam survived and has developed into the Turkish Bath of today [24]. Today the most important part of the traditional Turkish Bath is Gobek tasi. Gobek tasi is a large round marble stone, at the centre where the bathers lie on. It acts as a central massage platform and is termed "navel stone". Also there are some accessories in Turkish Baths. Pestemal is a special cloth of cotton and/or silk, which is used to cover the body, like pareos [10]. A pair of wooden clogs or patens, in Turkish "*nalın*", of which there were many varied types. Carved exquisitely, these patens kept the wearer's feet clear of the wet floor. They would be embellished in a number of ways, most often with mother-of-pearl, or even sheathed in tooled silver. They might have jingles, or a woven straw sheath, or be applied with felt or brass. The "*tas*", or bowl for pouring water over the body, was always of metal. Weather silver, gilt or tinned copper, or of brass, the *tas* always had grooved and inlaid ornamentation. The "*kese*" (keh-seh), that rough cloth mitt carried in the soap case, not only scoured the dirt out of the pores, but served to deliver a bracing massage. The soaping web, on the other hand, was specially woven out of hair or plant fibers [27].

Today, modern Turks may have shower in the morning before going to the office, but many still reserve time for a weekly steam-and-scrub at a

Turkish Bath, a good drying-off with Turkish towels, followed by an hour's relaxation, tea and conversation with friends – one of life's small but significant pleasures [27]. The Turkish Bath is not only a place to have a shower, it provides other services such as body massage and removal of excess body hairs for women with epilating wax. In addition, it has an important place in public rituals such as bride hamam, bridegroom hamam, circumcision hamam, post partum hamam and baby hamam at the fortieth day after birth (kirkklar hamam), all these types of ritual hamams are still practised in Turkish society [14]. The Turkish Bath is the Middle Eastern variant of a steam bath, which can be categorized as a wet relative of the sauna. The Turkish Baths have played an important role in cultures of the Middle-East, serving as places of social gathering, ritual cleansing, and as architectural structures, institutions, and (later) elements with special customs attached to them [33]. These Turkish Baths or Hamams attract the attention of many tourists visiting Turkey.

Research Methodology

The changes that have occurred in the technology, economic, social and cultural area have caused to change the desires, needs and expectations and to seek different products and services of the customers. In order to meet the needs and expectations of the customers and changed features of the demands, it is necessary to improve new tourism types in the different fields. Interesting tourism products and services are shown as the alternative of the mass tourism and reflect the whole tendencies which have improved to satisfy different and special interest beyond the interest which have improved around sea, sun and sand. So, improving interesting tourism products and services become very important. One of the interesting tourism products and services (especially for the cultural tourism) is the traditional Turkish Bath which have been transferred from the past to the present. The traditional Turkish Baths, one of the fairly colourful parts of the Turkish national culture, keep on their existence, although they have been partly changed. The traditional Turkish Baths which are served as a product, attract attention and demand as a unit in thermal hotels, health and beauty centers and the other hospitality enterprises in addition to today's decreasing number of the original Turkish Baths [3].

Several authors have written about the hygiene factors, physiology, physical, social and cultural structures, Turkish Baths' traditions and cultural change of the traditional Turkish Baths [8, 25, 14, 19, 6, 3, 10, 4]. But, none of the authors assess the marketing strategies of the Turkish Baths as a competitive cultural tourism product. Turkey offers a great variety of opportunities for the traditional Turkish Baths in cultural tourism services, however, there are also marketing problems in turning the traditional Turkish Baths into a competitive tourism product. So the aim of this study is to determine the strategies which can be effective for marketing of the traditional Turkish Bath as a competitive cultural tourism product.

Setting and Study Design

The target population of this study consists of Russian Tourists who purchase the Turkish Bath tour, and use the products and services of the Turkish baths during their visits to Turkey in 2008. 2.7 million Russian tourists visited Turkey in 2008. But, there is not any data or information about the number of Russian tourists who purchased the Turkish Bath tour or visit the Turkish Bath. Therefore, the universe of the research could not be determined. Many surveys were left to the Turkish Baths which are visited mostly by Russian tourists. At the same time, interviews were made about survey and questions with the Russian tourists. But many tourists did not want to answer the questionnaire. Therefore, the size of the sample was limited only 158 tourists.

The research was undertaken in Antalya and Marmaris (Muğla) which are the most visited destinations by Russian tourists in Turkey. Antalya is a mass tourism area with its sun and sea, nature and quality accommodation products. It also offers more recently promoted alternative types of tourism, such as trekking, hiking, cultural tourism, plateau tourism, and is popular amongst both foreign and domestic tourists [29]. Antalya is a city on the Mediterranean coast of southwestern Turkey, and the capital city of Antalya Province. Situated on coastal cliffs, Antalya is surrounded by mountains. Development and investment began in the 1970s, have transformed the city into a major international resort. As of the 2008 census, Antalya had a population of 798.507. The greater metropolitan area totals more than a million in winter, increasing substantially in summer months. Not only popular with foreign tourists, it is as a vaca-

tion destination favored by many Turks. Marmaris is a port city and a tourist destination on the Mediterranean coast, located in southwest Turkey, in the Muğla Province. Marmaris' main source of income is tourism. While little is left of the sleepy fishing village that Marmaris was just a few decades ago after a construction boom in the 1980s, Marmaris still retains its charm due to the exceptional natural beauty of its location [31, 32].

Table 1. The Most Joined Tours by Russian Tourists

Tours	%
City Tour	46,7
Pamukkale	35,2
Yacht Tours	27,1
Aqualands	24,7
Turkish Baths	21,9
Jeep Safari	16,2
Rafting	14,2
Disco tours	10,9
Diving	7,6

Source: Orel, Fatma Demirci and Ilgar Memmedov (2004), Antalya Bölgesine Gelen Rus Turistlerin Profini Belirleme Yönelik Bir Çalışma, (http://www.fatmaorel.net/makaleler.htm), Internet, Available at 01.06.2009.

The survey was carried out on May and September in 2008, which represents the peak tourism season in Antalya and Marmaris. The off-peak season was not considered because of time and financial constraints. And also the number of the tourists is very low in winters. The survey was undertaken on the Russian tourists who purchased the Turkish bath tour and go to the Turkish Baths which are located independently outside the hotels. Orel and Memmedov (2004) made a research to determine the profiles of the Russian tourists in Antalya. Also they determined the most purchased tours which were purchased by the Russian tourists. According the result of the research Orel and Memmedov stated that the most purchased and joined tours are given in Table 1. When we consider the Table 1, we can see that The Turkish Bath is among the most purchased and joined tours.

Questionnaire and Data Analysis

According the Table 1, the Turkish Bath is among the most purchased and joined tours. So, the main purpose of the study is to determine the strategies which can be effective for marketing

of the traditional Turkish bath as a competitive tourism product. For that reason, a survey was formed and variations of data were obtained through survey technique. The research uses a questionnaire which was translated into Russian and was applied to a total of 158 tourists. The outcomes of this survey were statistically analysed by SPSS for Windows 11.5.

The survey consists of six parts. In the first part, it was tried to determine the social demographic characteristics (For example gender, age, education and occupation) of the respondents. In the second section some questions about the using forms of the respondents the Turkish Bath (For example average expenditure for the Turkish Bath, going to Turkish Bath with who? and period of the passing time in the Turkish Bath) were asked. In the third section the effective tools which provide to prefer the Turkish Bath of the respondents were tried to determine. In the fourth section the respondents were asked about the reasons for using the Turkish Bath of the respondents. In the fifth section, the services which are benefited from the turkish bath of the respondents were tried to determine. At last, in the sixth section the attractive features of the Turkish baths were tried to determine. Many statements were given to the respondents to answer the questions in the second, third, fourth, fifth and sixth sections. Also the respondents marked many choices among the statements.

Survey Results

The survey was statistically analysed and the survey results about demographic characteristics of the respondents, the using forms of the respondents to the Turkish Bath, the effective tools which provide the preference of the Turkish Bath, the reasons for using the Turkish Bath, the services which are benefited from the Turkish Bath of the respondents and the attractive features of the Turkish Baths were given in this part of the study.

Table 2 presents the respondents' demographic characteristics. 58,2 % of the respondents were male and 41,8 % were female. 36,1 % of the respondents were between the ages of 35-44 and 25,3 % of the respondents were between the ages of 25 and 34. Nearly half of the respondents (44,3 %) were graduated from vocational school and 21,5 % of the respondents and the other 21,5 % of the respondents were graduated from high school and university. 32,3 % of the respondents

were blue-collar and 17,7 % of the respondents were housewife. Average monthly income of the

Table 2. Demographic Characteristics of the Respondents

Demographic Variables	n	%
Gender		
Male	92	58,2
Female	66	41,8
TOTAL	158	100
Age		
Less than 24 ages	27	17,1
25-34 ages	40	25,3
35-44 ages	57	36,1
45-54 ages	31	19,6
More than 55 ages	3	1,6
TOTAL	158	100
Education		
Elementary School	12	7,6
High School	34	21,5
Vocational School	70	44,3
University	34	21,5
Post Graduate	8	5,1
TOTAL	158	100
Occupation		
White-collar	22	13,9
Blue-collar	51	32,3
Student	21	13,3
Employer	14	8,9
Retired	3	1,9
Business owner	19	12
Housewife	28	17,7
TOTAL	158	100
Average Monthly Income		2700 \$
Have the respondents ever been to Turkey before?		
Yes	85	53,8
No	73	46,2
TOTAL	158	100
How many times have the respondents come to Turkey?		
2	35	22,2
3	34	21,5
4	11	7
More than 5 times	5	3,2
TOTAL	85	53,8
Have the respondents ever been to Turkish Bath before?		
Yes	79	50
No	76	48,1
Missing Data	3	1,9
TOTAL	158	100
How many times have the respondents come to Turkish Bath?		
2	14	8,9
3	26	16,5
4	16	10,1

More than 5 times	23	14,6
TOTAL	79	50

respondents was 2700 \$. 53,8 % of the respondents have been to Turkey before and 46,2 % of the respondents have not been to Turkey before. 22,2 % of the respondents have come to Turkey 2 times, 21,5 % of the respondents have come 3 times, 7 % of the respondents have come 4 times and 3,2 % of the respondents have come to Turkey more than 5 times. Half of the respondents stated that they have been to Turkish Bath before and nearly half of the respondents stated that they have not been to Turkish Bath before. 16,5 % of the respondents have come to Turkish Bath 3 times, 14, 6 % of the respondents have come to Turkish Bath more than 5 times and 10,1 % of the respondents have come to Turkish Bath 4 times.

The using forms of the respondents to the Turkish Bath are given in Table 3. According to Table 3, more than half of the respondents (51,9 %) stated that they spent more than 46 Euro and 23,4 % of the respondents stated that they spent between 26-35 Euro for the Turkish Bath. More than half of the respondents (51,9 %) stated that they went to Turkish Bath with their family, 30,4 % of the respondents stated that they went to Turkish Bath with their friends and 19,6 of the respondents stated that they went to Turkish Bath alone. Most of the respondents (60,8 %) stated that they spent more than two hours in the Turkish Bath and 32,9 % of the respondents stated that they spent between an hour and two hours in the Turkish Bath.

Table 3. The Using Forms of the Respondents to the Turkish Bath

	n	%
Average Expenditure for The Turkish Bath		
Less than 15 Euro	19	12,0
16-25 Euro	17	10,8
26-35 Euro	37	23,4
36-45 Euro	3	1,9
More than 46 Euro	82	51,9
TOTAL	158	100
Going to Turkish Bath with Who?		
With the members of family	82	51,9
Alone	31	19,6
With Friends	48	30,4
Other	-	-
Period of the Passing Time in the Turkish bath		
Less than an hour	10	6,3
Between 1-2 hours	52	32,9
More than two hours	96	60,8

Table 4. The Effective Tools Which Provide the Preference of the Turkish Bath

Tools	n	%
Friends recommendation	86	54,4
Travel Agency / Tour Operator	68	43,3
Previous travel experiences	50	31,6
TV programmes	9	5,7
Radio	3	1,9
Newspapers / Magazines	4	2,5
The Turkish Bath brochure or guide	28	17,7
Advertisements	7	4,4
Internet	4	2,5
Fairs	-	-
Other	-	-

Table 4 presents the effective tools which provide the preference of the Turkish Bath. According to the respondents the effective tools which provide the preference of the Turkish Bath are friends recommendation (54,4 %), travel agency /tour operator (43,35 %), previous travel experiences (31,6 %), The Turkish Bath brochure or guide (17,7 %) and TV programmes (5,7 %). On the other hand radio, newspapers/magazines, advertisements, internet and fairs were less effective tools for the respondents to prefer the Turkish Bath.

The reasons for using the Turkish Bath of the respondents were given in Table 5. According to Table 5 the most important reasons for using the Turkish Bath were curiosity (49,4 %), cheapness (39,2 %), health (33,5 %), fun / rest (31 %), interest and being included in package tour (20,9 %).

Table 5. The Reasons for Using the Turkish Bath of the Respondents

Reasons	n	%
Cheapness	62	39,2
Curiosity	78	49,4
Health	53	33,5
To know The Turkish history and culture closely	14	8,9
Fun / Rest	49	31
Interest	33	20,9
To seek alternative	20	12,7
Being included in package tour	33	20,9
Other	-	-

In Table 6 were given the services that respondents benefit from the Turkish Bath. The services that respondents benefit mostly from the

Turkish Bath were sauna (75,3 %), pool (69,6 %), massage (55,7 %), being pursued / bath (44,3 %), bath fun (19,6 %) and SPA / health center (17,7 %).

Table 6. The Services that Respondents Benefit from the Turkish Bath

Services	n	%
Being pursued / Bath	70	44,3
SPA/Health center	28	17,7
Thermal springs	18	11,4
Sport center	14	8,9
Beauty center	20	12,7
Massage	88	55,7
Pool	110	69,6
Bath fun	31	19,6
Sauna	119	75,3

The attractive features of the Turkish Baths were given in Table 7. According to the Table 7 the most attractive feature of the Turkish Baths was floor marbles of baths / central massage platforms (gobek tasi) (74, 7). The other attractive features were architecture of the Turkish Baths (41, 8 %), being pursued by someone else (29, 7 %), historical and cultural structure of the Turkish Baths (20, 3%), pareo-like traditional clothes (pestemals) and accessories (15,8 %).

Table 7.The Attractive Features of the Turkish Baths

Attractive Features	n	%
Architecture of the Turkish Baths	66	41,8
Historical and cultural structure of the Turkish Baths	32	20,3
Social structure of the Turkish Baths	18	11,4
Being pursued by someone else	47	29,7
Floor marbles of baths / central massage platforms (gobek tasi)	118	74,7
pareo-like traditional clothes (pestemals) and accessories	25	15,8
Take a bath in public and crowded area	6	3,8
Other	-	-

Limitations

The primary limitation of this study was our sample of 158 Russian tourists. A larger study on this subject would be useful. Future research should include a research study of marketing strategies of the Turkish Bath for the other na-

tionalities such as the British, German, American, Japanese tourists and the other tourist groups.

Conclusions

According to the findings at the end of the survey, it has been revealed that, most of the respondents were male and most of the respondents were in middle age. Nearly half of the respondents were graduated from vocational school. Most of the respondents were blue-collar. Average monthly income of the respondents was 2700 \$. More than half of the respondents have been to Turkey before and most of the respondents have come to Turkey 2 times, Half of the respondents have been to Turkish Bath before and most of the respondents have come to Turkish Bath 3 times. More than half of the respondents spent more than 46 Euro More than half of the respondents stated that they went to Turkish Bath with their family. Most of the respondents stated that they spent more than two hours in the Turkish Bath.

According to the findings the effective tools which provide the preference of the Turkish Bath are friends recommendation, travel agency/tour operator, previous travel experiences, The Turkish Bath brochure or guide and TV programmes. On the other hand radio, newspapers/magazines, advertisements, internet and fairs were less effective tools for the respondents to prefer the Turkish Bath. The most important reasons for using the Turkish Bath were curiosity, cheapness, health, fun / rest, interest and being included in package tour. The services that respondents benefit mostly from the Turkish Bath were sauna, pool, massage, being pursued / bath, bath fun and SPA / health center.

According to findings the most attractive feature of the Turkish Baths was floor marbles of baths / central massage platforms (gobek tasi). The other attractive features were architecture of the Turkish Baths, being pursued by someone else, historical and cultural structure of the Turkish Baths, pareo-like traditional clothes (pestemals) and accessories.

Implications

Customers' demands, needs and expectations change daily in the competitive marketplaces. Because of the competition the Turkish Bath enterprises have to create new marketing methods to attract tourists like the other tourism en-

terprises. So based on the study findings some implications might be recommended. According to the findings the most effective tool which provide the preference of the Turkish Bath is friends recommendation. That is word of mouth communication is very important tool which attract tourist to go to Turkish Bath. The word of mouth communication plays an important role in shaping customers' attitudes and behaviors. The word of mouth communication or marketing is a new marketing method that enterprises encourage their customers to talk up their products and services to their friends and relatives by developing tools and creating feedback tools for them. Indeed, it tends to be highly persuasive and, in turn, to be extremely effective. This is primarily because customers frequently rely on informal and/or personal communication sources in making purchase decisions as opposed to more formal and/or organizational sources such as advertising campaigns. So the Turkish Bath enterprises must be interested in the word of mouth communication or marketing because their success is related to the word of mouth that it generates and they must create effective strategies about word of mouth communication or marketing.

The other effective tools which provide the preference of the Turkish Bath are travel agency/tour operator, previous travel experiences, The Turkish Bath brochure or guide and TV programmes. So travel agencies or tour operators must direct their customers to the use the Turkish Bath services. Also they encourage their customers the Turkish Bath as a alternative tourism product. The previous travel experiences are also important for the customers to use the Turkish Bath services again and again. So the enterprises must provide the customer satisfaction during their visits. Because customer satisfaction, customer retention and customer loyalty are very important issues for the enterprises in the tourism industry and the enterprises must create different strategies for retention of their customers in the competitive industry.

The other important tool is The Turkish Bath brochure or guide. Every enterprises which serves the Turkish Bath services must print attractive brochures or guides which give detail information about The Turkish Baths with quality and attractive pictures. At the same time there must be detail information about floor marbles of baths / central massage platforms (gobek tasi), architecture of the Turkish Baths, being pursued by someone else, historical and cultural structure

of the Turkish Baths, pareo-like traditional clothes (pestemals) and accessories, sauna, massage, bath fun, SPA and health center which are the most attractive features of the Turkish Baths according to survey findings. Especially "gobek tasi"s and traditional clothes (pestemals) and accessories' pictures must be very attractive to affect the customers' decision to use the Turkish Bath in the Turkish Bath brochures and guides.

References

1. **Ayvazoglu, Ali, Hasan Kirmizi and Ismail Kose.** "Practical Anatolian Guide", 2008, Ankara: Detay Yayıncılık.
2. **Bowie, D. and Chang, J. C.** "Tourist Satisfaction: A View from a Mixed International Guided Package Tour", 2005, *Journal of Vacation Marketing*, 11 (4): pp: 303–322.
3. **Bozok, Duriye.** "Turk Hamami ve Geleneklerinin Turk Hamaminda Uygulanisi (Bursa Merkez Ilcede Bir Arastirma)", 2005, *Balikesir Universitesi, Sosyal Bilimler Enstitüsü Sosyal Bilimler Dergisi*, 8 (13), pp: 62-86.
4. **Bozok, Duriye.** "Kültürel Değerlerin Turizmde Kazandırılmasında Yeni Bir Turistik Ürün Olarak Hamamlar", 2008, *Gecmisten Geleceğe Su Yapılarında Tas Sempozyumu* (19-20 Aralık 2008), Antalya: Türkiye, pp: 112-123.
5. **Brito, L. M.** "Tour Guides Intercultural Education and Performance—The Case of Portugal". 2007. *Proceedings of the 2007 International Tourism Biennial* (30 April-5 May 2007), Canakkale: Turkey, pp. 514-526.
6. **Cichocki, Nina.** "Continuity and Change in Turkish Bathing Culture in Istanbul: The Life Story of the Çemberlitas Hamam", 2005, *Turkish Studies*, 6 (1), pp: 93–112.
7. **Cohen, E. H., Ifergan, M. and Cohen, E.** "A New Paradigm In Guiding: The Madrich As A Role Model", 2002, *Annals of Tourism Research*, 29 (4), pp: 919–932.
8. **Fleming, William James.** "The Physiology of the Turkish Bath Being an Experimental Inquiry into the Effects of Hot Dry Air upon Man", 1879, *Journal of Anatomy Physiology*. 13 (4), pp: 454–464.
9. **Gibson, H. and Yiannakis, A.** "Tourist Roles Needs and The Lifecourse". 2002, *Annals of Tourism Research*, 29 (2) pp: 358–383.
10. **Goksugur, Nadir, Oguz Karabay and Esra Kocoglu.** "Mycological Flora of the Hammams, Traditional Turkish Bath", 2006, *Journal Compilation*, 49, pp: 411-414.

11. **Hassan, Salah S.** “Determinants of Market Competitiveness in an Environmentally Sustainable Tourism Industry”, 2000, *Journal of Travel Research*, 38 (3), pp: 239-245.
12. **Huang, Leo, Kaung-Hwa Chen, Ying-Wei Wu.** “What Kind of Marketing Distribution Mix Can Maximize Revenues: The Wholesaler Travel Agencies’ Perspective?”, 2009, *Tourism Management*, 30 (5), pp: 733–739.
13. **Kandampully, J.** “The Impact of Demand Fluctuation on The Quality of Service: A Tourism Industry Example”, 2000, *Managing Service Quality*, 10 (1), pp: 10-18.
14. **Kisioglu, Ahmet Nesimi, Ali Adiloglu, Ersin Uskun, Faruk Yuksel, Ali Uyanik, Er-tan Uzun, Salih Arıkan.** “Inspection of Turkish Baths (Hamams) with Regard to Public Health”, 2005, *Indoor and Built Environment*, 14 (6), pp: 495-499.
15. **Laitinen, Kirsti.** “The Perceptions of Tour Guides of Finland as a Travel Destination for Chinese Tourists”, 2004, <http://www.du.se/pages/14645/Laitinen.%20irsti%20thesis.pdf>
16. **Lee, Yuri, Soyoung Kim, Yoo-Kyoung Seock, Yunjin Cho.** “Tourists’ attitudes towards textiles and apparel-related cultural products: A cross-cultural marketing study”, 2009, *Tourism Management*, 30 (5), pp: 724–732.
17. **Mckercher Bob and Hilary du Cros.** “Cultural Tourism: The Partnership Between Tourism and Cultural Heritage”, 2002, New York: The Haworth Press Inc.
18. **Orel, Fatma Demirci and Ilgar Memmedov** “Antalya Bölgesine Gelen Rus Turistlerin Profini Belirlemeye Yönelik Bir Çalışma”, 2004, Available at: (<http://www.fatmaorel.net/makaleler.htm>), Accessed on 01.06.2009.
19. **Potvin, John.** “Vapour and Steam: The Victorian Turkish Bath, Homosocial Health, and Male Bodies on Display” 2005, *Journal of Design History*, 18 (4), pp: 319-333.
20. **Salazar, N. B.** “Tourism and Glocalization “Local” Tour Guiding”. 2005. *Annals of Tourism Research*, 32 (3) pp: 628–646.
21. **Sharpley, Richard and Gill Forster.** “The Implications of Hotel Employee Attitudes for The Development of Quality Tourism: The Case of Cyprus”, 2003, *Tourism Management*, 24, pp: 687–697.
22. **Smith, Karen A.** “Distribution Channels for Events: Supply and Demand-side Perspectives”, 2007, *Journal of Vacation Marketing*, 13 (4), pp: 321-338.
23. **UNWTO.** UNWTO World Tourism Barometer, 2008; 6 (1). Available at: (http://www.worldtourism.org/facts/barometer/UWarom08_1_excerpt.en.pdf), Accessed 01 June 2009.
24. **Yenen, Şerif.** “Turkish Odyssey: A Cultural Guide To Turkey”, 2001, Istanbul: San Ofset.
25. **Yilmazkaya, Orhan.** “Aydınlık Kubbenin Altındaki Sicaklık: Türk Hamamı (İstanbul Hamamları Rehberi)”, 2002, İstanbul: Citlembik Yayınları.
26. **Yu, L. and Goulden, M.** “A Comparative Analysis of International Tourists’ Satisfaction in Mongolia”. 2006, *Tourism Management*, 27 (6), pp: 1331–1342.
27. (<http://www.allaboutturkey.com/hamam.htm>), Accessed on 20.05.2009.
28. (http://www.fatih.edu.tr/~ayasar/HIST349/Ekrem_bath.pdf), Turkish Hamams: Public Baths As Social Venues, Accessed on 20.05.2009.
29. (<http://www.kultur.gov.tr/EN/BelgeGoster.aspx?17A16AE30572D3137EE1F1486EE5030E34A6A1C05169DACA>), Accessed on 23.05.2009.
30. (<http://www.turkishculture.org/pages.php?ChildID=223&ParentID=12&ID=58&ChildID1=223>), Accessed on 20.05.2009.
31. (<http://en.wikipedia.org/wiki/Antalya>), Accessed on 01.06.2009.
32. (<http://en.wikipedia.org/wiki/Marmaris>), Accessed on 01.06.2009.
33. (<http://en.wikipedia.org/wiki/Turkishbath>), Accessed on 01.06.2009.

Asst. Prof. Duriye BOZOK (PhD)

University of Balıkesir

School of Tourism and Hotel Management

Balıkesir/TURKEY

Tel: +90 266 612 13 40

Fax: +90 266 612 13 57

E-Mail: duriye_bozok@yahoo.com

Research Asst. Ozlem KOROGLU

University of Balıkesir

School of Tourism and Hotel Management

Balıkesir/TURKEY

Tel: +90 266 612 13 40

Fax: +90 266 612 13 57

E-Mail: ozlemkoroglu_98@yahoo.com