

A Study to Determine the Tourist Profile Demanding Vineyard and Garden Tourism in Niğde And its District

Ruhan İRİ, Lecturer

Ömer Halisdemir University
Vocational School of Social Science
Department of Marketing And Advertising

Burcu Gülsevil BELBER, Asist Prof..Dr.

Nevşehir Hacı Bektaş Veli University
Vocational School of Nevşehir
Department of Travel
Tourism And Leisure Service

Abstract

Vineyard and garden tourism finds a place to itself among alternative tourism kinds as being a new concept in Turkey and all over the world. As there are some non-professional investors to this kind of tourism in Turkey, the need of the tourists demanding this tourism type is not only the vineyard and garden houses. In order to make them satisfied and welcome them back, it is important to determine what else they need and it is important to identify the tourist profile. Thence this study has been made to identify the tourist profile coming to Niğde in order to attend vineyard and garden tourism in Niğde and its district. In this context, this tourism type would be able to improve as the organizations and corporation soperating in Niğde district implement the investments and other marketing activities to wards vineyard and garden tourism in accordance with the perception, desire and needs of the touristic consumers. In this study, "face to face questionnaire" method has been applied. The questionnaires have been applied to the domestic tourists who came to Ulukışla, Çamardı, Bahçeli-Kemerhisar and Bor where there is vineyard and garden tourism potential between May the 1th and August the 31th 2014. "The identification research model" has been utilised in order to identify the tourist profile aiming to participate in vineyard and garden tourism in Niğde and its district. In the analys is stage, frequence distribution, crosstabs tables and qi-square analysis have been utilised. Study; is composed of eco-tourism and vineyard-garden tourism, vine yard-garden tourism in Niğde and its district, findings of the research, results and suggestions. In this study; it has been identified that the tourists coming to the district for the purpose of vineyard and garden tourism were mostly 35 years old or elder and it has been identified that there has been a significant relation between the the ages of the tourists and the arrangements of their trip, between their monthly salaries and the accommodation they have chosen, between their ages and the counties they have chosen for vineyard and garden tourism, between their monthly in comes and the counties they preferred for vineyard and garden tourism in Niğde and its district. Moreover it has been realised that the tourists prefer the district much because of the buddy-relative-friend suggestions.

Keywords: Vineyard and Garden Tourism, Eco-tourism, Tourist Profile, Niğde, Consumer Behaviour.

1. Introduction

It is clear that people have various needs and they require different methods to satisfy those needs, because people live in different physical and mental conditions, or locations. Consumers need businesses and institutions that will satisfy their various needs. Such businesses and institutions have to do market research on the requirements of different consumers they wish to target.

Consumer behaviour is related to the processes and behaviours people use while purchasing and using products. A comprehensive understanding of consumer behaviour will create opportunities to predict consumer expectations and the reactions they might have towards marketing strategies.

The modern marketing approach that focuses on consumer needs establishes and implements the marketing mix in order to estimate needs in the best way. Consumer and market oriented operations of businesses and institutions that aim to succeed in marketing in the current highly competitive business environment are important factors that help them reach success. Being market-oriented is defined as; collecting information about the market, distributing the collected information to all employees in the organisation and operating based on the information (Odabaşı and Barış, 2005: 26). With the help of the collected market information, businesses create products that are suitable for the consumers' expectations, demands and needs. This raises the trust and loyalty of the consumer towards such businesses. All these strategies provide businesses and institutions with long term competitive advantages that are not easy to imitate.

Just like in any other sector, tourism sector has experienced a change in technology and social environment. This change led to an altering of consumer tendencies, behaviours and expectations from the sector. These circumstances resulted in new quests for businesses and institutions in the sector. Therefore, first of all, this study provides theoretical information about "horticultural tourism" which can be considered in scope of eco-tourism. Then it establishes the profile of tourists who visit the central Anatolian city of Niğde and its precincts based on their attributes, what they expect from the region and their behaviour as consumers. Finally, it provides suggestions on activities that should be organised in the region based on these profiles.

2. Eco-Tourism And Horticultural Tourism

Tourism trends in the world change in favour of history, medicine, nature, culture and rural tourism based on consumer expectation and behaviour (Kaypak, 2012: 1). Eco-tourism, which emerged as a combination of two alternative tourism variations in our time, culture and rural tourism (Wood, 2002: 11, as cited by: Hacıoğlu and Avcıkurt, 2011: 122), has become a rising trend preferred by touristic consumers. Eco-tourism is recently prominent in scope of development, variation and innovation of touristic products. It is defined as "responsible travel and visit that aims to increase the value of preservation and nature, create love for the environment by contributing to the economic development of the people of the region, causing the least amount of negative effects by visitors, and approaching relatively untouched natural areas with environmentalist caution."

Eco-tourism is mostly known as "tourism which guarantees the sustainability of environmental and cultural values and provides financial benefits for the people of the region." However, its main scope of operation is alternative variations tourism in nature. This scope covers all variations of tourism in nature such as; ornithology (bird watching), photo safari, cave tourism, tableland tourism, river tourism (rafting), mountain and winter sports tourism, trekking, botany tourism, and medical tourism. Other variations of eco-tourism are agricultural tourism, farm tourism, bicycle tours, aviation sports, horseback trekking, camping and RV tourism (<http://www.kastamonukulturturizm.gov.tr>; Yürük, 2003, 3; Kozak and Bahçe, 2009: 172-173).

The concept of horticultural tourism, in scope of touristic product development, variation and innovation recently, is a sub-field of eco-tourism. However, it is often confused with other sub-fields such as tableland tourism, agricultural tourism or farm tourism. Tableland tourism differs from horticultural tourism in that it takes place in high altitude land and residential areas. Likewise, people are not surrounded by animals in horticultural tourism, as they would be in farm tourism. Additionally, horticultural tourism is different from agricultural tourism in that it is not confined to the production of fruits and vegetables. The most distinctive attribute of horticultural tourism is that it is aimed towards people's needs for healthy living, leisure, relaxation or stress relief (mainly based on a need for relief from the pressure, tension and stress of urban life). Horticultural tourism has an important function in the preservation and international promotion of the natural and cultural heritage. In addition, horticultural tourism contributes to the sociocultural and economic development of the people of a region as it is in compliance with the sustainable tourism approach and it can be incorporated with other variations of tourism.

Horticultural tourism, as an emerging type of tourism in Turkey and around the world, is considered among alternative forms of tourism. Nowadays, a short supply of gardens and orchards are modified and refurbished with small houses, and presented in service of the consumers as a part of tourism. Especially in the Central Anatolian Region of Turkey, horticultural crops in cities like Niğde, Nevşehir and Kayseri are refurbished by locals and utilised. While there is no nation-wide professional investment on horticultural tourism in Turkey, there are individual investments in regions around Konya and Eskişehir. In order to serve domestic and foreign tourism in the name of horticultural tourism in these regions, horticultural areas can be leased as timeshared properties.

However, a country cottage is not the only thing tourists look for in horticultural tourism. It is also important to learn about what else they seek to receive from this form of tourism in order to feel satisfied with the region and leave with the desire to come back again. Therefore, this form of tourism can be improved with investments by businesses and organisations active in these regions based on touristic consumer expectations, demands and needs, and other marketing operations.

It is aimed, as an end result of touristic product development, to increase the socioeconomic contribution of tourism in regions and cities that cannot reach a considerable slice of touristic income because of infrastructure inadequacy. In relation to touristic product development and creation of new touristic attraction centres, the increased number of visitors and investors to the region will help solve the problems of the local population and improve their income in a fast and easy manner.

3. Horticultural Tourism In Niğde And The Region

“Bağ” (orchard) is a loan word from Farsi in Turkish language and it is defined as a plantation, a cropland, a land where trees or plants of fruits and vegetables are grown (Doğan, 1990: 79). A “Bahçe” (garden) is a smaller orchard to have leisure and recreational time containing annual or perennial plants (Ünlü, 2008: 55). Horticultural tourism in Turkish is defined as orchard and garden tourism. As is known, people in our time are drawn to gardens and orchards in order to escape from the stressful aspects of the locations they live and the depressing weather conditions in warmer places.

Humanity’s interest in such lands goes back very far into history. Egyptians around 4000 BCE, and later Greeks, Romans, Persians and Abbasids established genuine forms of architecture and utilised gardens and orchards (Meydan Larouse, 1990: 67-68). With Renaissance, orchard and garden arrangements emerged as French, German and English styles; on the other hand, genuine Far Eastern (Chinese, Japanese, Korean) styles were also developed. Therefore, in time, horticulture has emerged as a form of fine arts and different forms of architecture were based on this art. With this emergence, schools, faculties and academies started to pay attention to this field and train students in this field. The horticultural arrangements that reached our era from ages before Common Era played a part in Seljukian and Ottoman cultures as Turks arrived in Anatolia and established permanent settlements.

Horticultural areas in Central Anatolian Turkish cities like Niğde, Nevşehir, Kayseri owned by locals can be utilised to relieve stress and socialise with others especially in summer months. The general trend is building small prefabricated structures in the existing gardens and orchards and selling them, but not utilising them for horticultural tourism. As mentioned before, while there is no nation-wide professional investment on horticultural tourism in Turkey, there are individual investments in regions around Konya and Eskişehir. In order to serve domestic and foreign tourism in the name of horticultural tourism in these regions, horticultural areas can be leased as timeshared properties.

In Turkish tourism, it is important to utilise horticultural way of living that already exists in Turkish culture in folk songs such as “Niğde Bağları”, “Gesi Bağları”, “Ankara’nın Bağları”. Niğde and the surrounding region, one of the most important locations to promote and spread this form of tourism is prominent because of its climate, gardens and orchards, and interesting tourist attractions. While such locations in Niğde and the region were previously utilised as vineyards, the vineyards became scarcer and left their place for gardens containing fruit (trees of growing fruits like apples, pears, apricots, cherries, chestnuts) trees. While people used to build houses with mudbricks and stones, now concrete structures are built, sometimes in form of luxury houses and villas with swimming pools. As a natural result of this, local population of the region developed a culture of horticulture and created tourism potential. The gardens and orchards that are located in Niğde and its region which are famous for horticulture are the following (İri et al., 2010: 128).

Kayardı Orchards: The area located to the west of Niğde city centre that extends to Hamamlı and Kumluca villages. This is actually the area known as Niğde Orchards. The area is known for country houses and picnic locations spread around Uzandı River, which flows through a long canyon.

Tepe Orchards: This area, known for its orchards located to 5 kilometres west of Niğde city centre, is between Niğde centre and Fertek district (<http://www.gezikolik.com>).

Amas Orchards: These orchards are to the west of the Adana-Kayseri highway and towards Niğde. The main types of trees in this location are apple, apricot and cherry trees, but there are other species in smaller proportions.

Fertek Orchards: This includes gardens and orchards spread around the Fertek district. The water body known as Mandilmos was landscaped into a park and turned into a picnic area named Fertek Fatih Parkı (Mandilmos).

Tepeviran Orchards: There were houses built in these orchards that are spread through that Yeşilburç road and these are utilised as summerhouses. There are various tree species in these orchards and gardens, but the most abundant ones are chestnut trees.

Bor Orchards: These orchards and gardens are located in the Bor district of Niğde, which is the largest and most central district of the city. These include Diri Orchards, Bent-Kavak Orchards, Sinandı Orchards, Çakılbağçe Orchards, Bağdüz (Büdüz) Orchards and Ali Yer Orchards.

Bahçeli-Kemerhisar Orchards: These orchards are located between Bahçeli and Kemerhisar districts. A vast majority of production in these districts consists of fruits, and mainly apples and apricots are produced. Vineyards in Kemerhisar produce grapes. Unlike in other orchards, there is permanent settlement in this region.

Ulukışla Orchards and Gardens: These areas include horticultural areas located around the Ulukışla district and known as Çövek, Adana Kop, Acıpınar Site, Darboğaz and Klan.

Bahçeli Town Köşk Picnic Area: This recreation area, 20 km far a way from Niğde and which it is located near the Bahçeli district. Picnic area was transformed promenade and History of Rome pool organized a wooded area. (Niğde Valiliği, 2008: 10).

4. Objectives And Relevance of The Study

This study is based on the determination of tourist profiles drawn to the tourism potential of Niğde and the region and understanding their expectations and levels of loyalty (based on their numbers of visit), in addition to a touristic investigation of gardens and orchards that provide an ecological way of living (http://utk14.erciyes.edu.tr/utk14_bildiri_kitabi.pdf, 77). Some of domestic and international studies about tourist profiles are the following: Akoğlan and Karamustafa's (1993) study "A Sample Model on Tourist Profiles and Suitable Forms of Facilities" in Nevşehir region; Boydacı, Aktaş et al.'s (1996) "Study on Determining the Profiles of Tourists Visiting Antalya Region"; Öztürk and Yeşiltaş's (1997) "An Implementation towards Determining the Profiles of English Tourists Visiting Turkey"; Karaman's (1999) "Foreign Tourist Profile" study; Karaman's (2000) "Domestic Tourist Profile" study; Aktaş, Aksu and Çizel's (2003) "Tourist Profile Research:

Antalya Region Example 2001" study; Aksu and Güngören's (2004) "Russian Tourist Profile: Antalya Region Example" study; Avcıkurt, et al.'s (2005) "Domestic Tourist Profile of Balıkesir Region" study; Aktaş, Çevirgen and Toker's (2007) "Alanya Tourist Profile Study"; Aksu, Özdemir et al.'s (2008) "Antalya Region Tourist Profile Study"; Sarıçay's (2008) "Tourist Profile and Income Level in Our Country's Tourism" study; Aksu, and Silva's (2009) "A Look for Low Season Tourist Profile: Antalya Region of Turkey Example" study and Doğan, Üngüren and Yelgen's (2010) "A Study on Alanya Tourist Profile" study; Gürbüz's (2005) "An Implementation towards Determining Profiles of Domestic Tourists Visiting Kastamonu" study and again Gürbüz's (2011) "Antalya Region Tourist Profile Study"; the "Alanya Region Tourist Profile Study" prepared in cooperation by Albayrak, Gülmez, Erdinç, Toker and Aksu (2011) and collaboration of the Office of the Governor of Antalya, AKTOB (the Association of Mediterranean Touristic Hotel Managers and Business People), ICF Airports Antalya Airport and the College of Tourism and Hotel Management at Akdeniz University; and Belber's (2011) "An Implementation on Determining the Profiles of Spanish-Speaking Tourists Who Visit Nevşehir" study.

Again, according to the results of the comprehensive literature review for this study, the research on determining the tourist profiles visiting Turkey is limited and most of the research is based on Antalya and Alanya, therefore the studies above were found. Besides these, other non-academic sources such as news articles were found.

Additionally, by investigating research on horticultural tourism, the following studies were found: Türkben, Gül and Uzar's (2012) "The Place and Importance of Orchards in Agro-Tourism in Turkey"; İri's (2013) "Horticultural Tourism in Niğde, Nevşehir and Kayseri in Scope of Touristic Product Development and Innovation, and Spreading This Alternative Form of Tourism", and İri and Belber's (2015) "A Research on Vineyards and Gardens in Niğde and its Districts as a Touristic Product for Turkish Tourism". This tourism form is known worldwide as vineyard tourism and it is concerned with tours and visits to vineyards, factories, cellars and shops that are related to vine production (Hall et al.). Therefore, as the research on "horticultural tourism" in Turkey and the world is limited, the researchers thought that this study will contribute to the literature and shed light on future studies. Additionally, that "horticultural tourism" is an emerging and developing form among alternative tourism forms is one of the factors that make this study important.

The objectives of this study are the following: determining the profiles of domestic tourists who visit Niğde and the surrounding region to participate in horticultural tourism, projecting the potentially suitable products that are aimed towards their demands and needs, and therefore providing suggestions on the sustainability of the current tourists and draw potential tourists to the region by producing goods that are suitable for consumers' preferences.

5. Methods

Face to face survey method was utilised as a technique to collect primary data. The survey form consisted of multiple-choice and rating questions. In the preparation of the survey and the improvement of the scale, the domestic and international studies on tourist profiles as included in the "objectives and relevance" section were utilised. "Descriptive research model" was used to reach the goal of determining the profiles of tourists visiting Niğde and the region in order to participate in horticultural tourism. Frequency distributions and crosstabs tables were used in analysis. To provide suggestions and test some hypotheses, "chi-squared" analysis was used to see whether there are significant relations between the variables.

In the survey form prepared for the research to determine the profiles of consumers that are interested in horticultural tourism in Niğde and the region, there are a total of 17 questions consisting of 14 multiple-choice questions and 3 rating-based questions. Convenience sampling was used in the study to choose a sample. The surveys were conducted between 1 May and 31 August in 2014, on domestic tourists visiting Ulukışla, Çamardı, Bahçeli, Kemerhisar and Bor, where there is a potential of horticultural tourism in Niğde and the region. The number of total potential residents who may be accommodated in villas, prefabricated houses and country houses in the region was estimated as 6,500.

The sample size was first determined as 308, based on the average of 303 for a population of 5,000 and 313 for a population of 10,000 as required for a 5% significance and a 95% confidence interval (Kurtuluş, 2006: 192). To reach this number, 450 survey forms were delivered. After the researchers applied the surveys either by individually distributing the forms or asking questions face to face, 407 of the forms were returned. All of the forms were checked and there were problems found with the responses to some rating questions. Finally, 360 of the forms were found suitable for analysis. These forms were then transferred to a computing environment via the statistical analysis software SPSS 16.

6. Hypotheses Of The Study

In addition to frequency distributions to determine the profiles of domestic tourists visiting Niğde and the region for horticultural tourism, the following hypotheses were developed in order to test the relationships among some attributes of the tourists.

H1: Domestic tourists visiting Niğde and the region for horticultural tourism are likely to be touristic consumers aged 35 or above.

H2: There is a significant relationship between the ages of the domestic tourists visiting Niğde and the region for horticultural tourism and how they plan their visits.

H3: There is a significant relationship between the monthly incomes of the domestic tourists visiting Niğde and the region for horticultural tourism and the type of accommodation they prefer.

H4: Friend/acquaintance/relative suggestions are the most important factors in choosing the region for the domestic tourists visiting Niğde and the region for horticultural tourism.

H5: There is a significant relationship between the ages of the tourists and the areas/districts they prefer to visit in Niğde and the region.

H6: There is a significant relationship between the monthly incomes of the tourists and the areas/districts they prefer to visit in Niğde and the region.

7. Findings of the Research and Discussion

The tables below show the results of this study. The findings and the interpretations based on the data are provided alongside the tables.

Table 1: Demographic Characteristics of the Survey Participants Included

DEMOGRAPHIC VARIABLES					
Gender	N	%	Marital Status	N	%
Male	102	28,3	Single	87	24,2
Female	258	71,7	Married	260	72,2
Age	N	%	Other*	13	3,6
Up to 25	32	8,9	Owned Childrens	N	%
25-34 Yaş Arası	62	17,2	0	194	28,9
35-44 Yaş Arası	89	24,7	1	48	13,3
45-54 Yaş Arası	107	29,7	2	90	25
55 or Above	70	19,5	3	78	21,7
Level of Income (TL)	N	%	4	31	8,6
0 - 1.000 TL	67	18,6	5 or Above	9	2,5
1.001 - 2.000 TL.	131	36,4	Occupation	N	%
2.001 - 3.000 TL.	119	33,1	Workers	21	5,8
3.001 – 5.000 TL.	32	8,9	Officer	79	22
5.001 TL or Above	11	3	Retired	95	26,4
Education Level	N	%	Student	31	8,6
Primary School	26	7,2	Academician	32	8,9
Collage	197	54,7	Trades man	44	12,2
University	108	30	House wife	39	10,8
Postgraduate Education	29	8,1	Others**	19	5,3
TOTAL				360	100

* The tourists who select this option was the "widow" claim that they.

** The tourists who select this option; managers, technicians, have made statements such as accountants and unemployed.

***TL: Turkish Lira.

In relation to their demographic attributes, tourists were investigated in terms of their sex, age, marital status, education, occupation, monthly income and number of children. Among the survey participants: 71.7% are male, 73.9% are over 35 years old, 72.2% are married, 54.7% are college graduates, 30% are university graduates 26.4% are retired, 22% are public servants; 36.4% have a monthly income of 1.001-2.000TL, 33.1% have a monthly income of 2.001-3.000TL; and while 28.9% have no children, 21.7% have 3 children.

Table 2: Included In The Study Had Their Place Of Residence Of Participants

THE PLACE OF RESIDENCE	N	%
Adana	119	33,1
Mersin	43	11,9
Ankara	25	6,9
Antalya	22	6,1
Konya	21	5,8
Kayseri	20	5,6
İstanbul	17	4,7
Hatay	13	3,6
Abroad	14	3,9
Another Residence	66	18,4
TOTAL	360	100

According to the analysis results, among the tourists visiting Niğde and the region and participating in the survey, 33.1% were coming from Adana, and 11.9% were coming from Mersin. Adana, Mersin, Ankara, Konya, Kayseri city is next to do Niğde district.

Table 3: Distribution Of Tourists By Figure Editing Trips To Niğde

TRAVEL ARRANGEMENTS WAY	N	%
By Travel Agency	21	5,8
Free	337	93,6
Another*	2	0,6
TOTAL	360	100

* The tourists who select this option was not given any explanation.

93.6% of the tourists visiting Niğde and the region planned their visits by themselves, not through an agent.

Table 4: Distribution Figure Of Tourist According To Stay Period İn Niğde

RESİDENCE PERİOD	N	%
1-7 Nights	45	12,5
8-15 Nights	36	10
16-30 Nights	69	19,1
31-45 Nights	96	26,7
Another*	114	31,7
TOTAL	360	100

* The tourists who marked this item expressed that their visits were 60 nights, 75 nights, 90 nights or they permanently stayed in Niğde and visited other districts for tourism. According to the results of the analysis 31.7% chose "other" (60 nights, 75 nights, 90 nights or they permanently stayed in Niğde and visited other districts for tourism), 26.7% chose "31-45 nights". As it can be seen, the length of accommodation for tourists visiting the region is much longer when compared to other forms of tourism.

Table 5: Distribution Figure of Tourist According The Number of Visit To Niğde

THE NUMBER OF VISIT TO NIĞDE	N	%
First Time	51	14,2
Second Time	54	15
Third And More	255	70,8
TOTAL	360	100

According to the results, 70.8% visited the region 3 or more times. This shows that the loyalty level of the tourists visiting the region is considerably high.

Table 6: Between Tourists Age and Travel Shapes Relation of Niğde

AGE		TRAVEL SHAPE				Total
		Free	With Family	With Friends	Another*	
25 Years Old and Under	N	14	10	7	1	32
	%	26,4	3,8	17,9	16,7	8,9
25-34 Years Old	N	19	27	16	0	62
	%	35,8	10,3	41	0	17,2
35-44 Years Old	N	11	68	9	1	89
	%	20,8	26	23,1	16,7	24,7
45-54 Years Old	N	7	94	3	3	107
	%	13,2	35,9	7,7	50	29,7
55 Years Old And Up	N	2	63	4	1	70
	%	3,8	24	10,3	16,7	19,4
TOTAL	N	53	262	39	6	360
	%	100	100	100	100	100
Pearson Ki-kare (p) = 0,000						

* Tourists choosing the option “other” did not provide any explanations.

A chi-squared analysis was conducted to investigate the relationship between the tourists’ ages and the nature of their visits. Frequency distributions were given to show the nature of their visits according to their ages. As chi-squared analysis resulted in $p < 0.05$ ($p = 0.000$), a significant relationship was found between the nature of visits and the ages of tourists. This relationship means tourists in different age groups prefer different kinds of visits.

According to the results, 62.2% of tourists choosing “by myself” are below the age of 34. Among the tourists choosing the option “with my family”, 26% are between the ages of 35 and 44, while 59.9% are older than 45. 41% of the tourists choosing “with my friends” are between 25 and 34.

Table 7: Niğde ve Yöresine Bağ ve Bahçe Turizmi Amacıyla Gelen Yerli Turistlerin Gelirleri ile Konaklama Yerleri Arasındaki İlişki

MONTHLY REVENUES	N %	ACCOMODATION PLACE					
		One-Decker Villa	Dubleks Villa	Tripleks Villa	Prefabricated house	Another*	Total
0-1.000 TL	N	13	5	1	20	28	67
	%	21,3	10,9	5	17,7	23,3	18,6
1.001-2.000 TL	N	14	5	1	63	48	131
	%	23	10,9	5	55,8	40	36,4
2.001-3.000 TL	N	25	22	8	28	34	117
	%	41	47,8	40	24,8	28,3	32,5
3.001-5.000 TL	N	5	10	10	1	8	34
	%	8,2	21,7	50	0,9	6,7	9,4
5.001 TL And More	N	4	4	0	1	2	11
	%	6,6	8,7	0	0,9	1,7	3,1
TOTAL	N	61	46	20	11	120	360
	%	100	100	100	100	100	100
Pearson Ki-kare (p) = 0,000							

* explanation of tourists who check the other options, stated that their houses.

As chi-squared analysis resulted in $p < 0.05$ ($p = 0.000$), a significant relationship was found between tourists monthly incomes and types of accommodation. This relationship means tourists with different levels of income prefer different type of accommodations. According to the results, 41% of people who chose “one-story villa” have a monthly income of 2,001-3,000TL. 47.8% of those who chose “two-story villa” have a monthly income of 2,001-3,000TL, 50% of those who chose “three-story villa” have a monthly income of 3,001-5,000TL, and 55.8% of those who chose “prefabricated house” have a monthly income of 1,001-2,000TL. 40% of tourists who chose “other” and indicated that “they have their own house” have a monthly income of 1,001-2,000TL.

Table 8: Tourism Preferences Area Of Domestic Tourists According To Effective Information Resources Distribution In Order To Visit The Vineyard And Garden Incoming To Niğde

INFORMATION SOURCE ABOUT THE FIRST PREFER AREA	N	%
Friends-Relatives-Brother's Recommendation	250	69,4
Travel Agency	29	8,1
Niğde's Publications In Radio And Television	26	7,2
Internet Advertising	20	5,6
Another Information Source	19	5,3
Printed Publications About Niğde (Brochures, Books, Magazines,	12	3,3
Ministry of Tourism Web Pages	4	1,1
TOTAL	360	100
INFORMATION SOURCE ABOUT THE SECOND PREFER AREA	N	%
Niğde's Publications In Radio And Television	113	31,5
Internet Advertising	79	21,9
Printed Publications About Niğde (Brochures, Books, Magazines,	64	17,8
Friends-Relatives-Brother's Recommendation	49	13,6
Another Information Source	35	9,7
Ministry of Tourism Web Pages	17	4,7
Travel Agency	3	0,8
TOTAL	360	100
INFORMATION SOURCE ABOUT THE THIRD PREFER AREA	N	%
Niğde's Publications In Radio And Television	108	30
Printed Publications About Niğde (Brochures, Books, Magazines,	88	24,4
Internet Advertising	73	20,3
Ministry of Tourism Web Pages	32	8,9
Another Information Source	29	8,1
Friends-Relatives-Brother's Recommendation	21	5,8
Travel Agency	9	2,5
TOTAL	360	100

The phrase “please rate the information sources you utilised for your visit to Niğde and the region from 1 to 3” was directed to tourists and the frequency distributions of the results were investigated. As a result, the information source tourists are the most affected by as a first choice is “suggestions by friend/acquaintance/relative” (69.4%), followed by “radio and television programmes about Niğde” (31.5%) as a second choice and again “radio and television programmes about Niğde” (30%) as a third choice.

Table 9: Domestic Tourists For Incoming Vineyards and Gardens Tourism Related With Their Arrival Reason Distribution

FIRST ARRIVAL OF REASON	N	%
For Holiday	143	39,7
For Rest And Relaxation	47	13,1
For Proximity To The Place	40	11,1
For Visiting Friends And Relatives	39	10,7
For Hobbies And Recreation	19	5,3
For Natural Beauties	18	5
For Cheap	13	3,6
Other Reasons	12	3,3
For Cultural Elements	9	2,5
For Health And Thermal Treatment	5	1,4
For Interest And Curiosity	5	1,4
For Convenience And Comfort	4	1,1
For Entertainment	2	0,6
For Visiting Of The Religious Places	2	0,6
For History Place	2	0,6
For Shopping	0	0
TOTAL	360	100
SECOND ARRIVAL OF REASON	N	%
For Rest And Relaxation	86	24,2
For Visiting Friends And Relatives	41	11,4
For Natural Beauties	35	9,7
For Proximity To The Place	34	9,4
For Holiday	30	8,3
For Hobbies And Recreation	29	8,1
For Convenience And Comfort	18	5
For Entertainment	17	4,7
For Cultural Elements	16	4,4
For Health And Thermal Treatment	14	3,9
For Cheap	12	3,3
For Interest And Curiosity	12	3,3
For Shopping	7	1,9
For History Place	5	1,4
For Visiting Of The Religious Places	3	0,8
Other Reasons	1	0,3
TOTAL	360	100
THIRD ARRIVAL OF REASON	N	%
For Natural Beauties	56	15,7
For Rest And Relaxation	51	14,2
For Proximity To The Place	37	10,3
For Convenience And Comfort	33	9,2
For Holiday	25	6,9
For Health And Thermal Treatment	24	6,7
For Hobbies And Recreation	22	6,1
For Cultural Elements	22	6,1
For Interest And Curiosity	21	5,8
For Visiting Friends And Relatives	16	4,4
For Cheap	16	4,4
For History Place	13	3,6
For Entertainment	13	3,6
For Visiting Of The Religious Places	7	1,9
For Shopping	3	0,8
Other Reasons	1	0,3

TOTAL	360	100
FOURTH ARRIVAL OF REASON	N	%
For Cheap	45	12,5
For Convenience And Comfort	43	12,2
For Natural Beauties	36	10
For Hobbies And Recreation	31	8,8
For Holiday	29	8,1
For Visiting Friends And Relatives	26	7,3
For Rest And Relaxation	25	6,9
For Cultural Elements	24	6,7
For Health And Thermal Treatment	20	5,7
For Proximity To The Place	19	5,3
For History Place	18	5
For Interest And Curiosity	16	4,4
For Entertainment	13	3,6
For Visiting Of The Religious Places	6	1,8
For Shopping	5	1,4
Other Reasons	1	0,3
TOTAL	360	100
FIFTH ARRIVAL OF REASON	N	%
For Convenience And Comfort	54	15
For Cheap	46	12,7
For Holiday	40	11,1
For Health And Thermal Treatment	33	9,2
For Visiting Friends And Relatives	26	7,3
For Natural Beauties	23	6,4
For Proximity To The Place	22	6,1
For Cultural Elements	21	5,8
For Rest And Relaxation	20	5,7
For Hobbies And Recreation	17	4,7
For Interest And Curiosity	16	4,4
For Entertainment	15	4,1
For History Place	13	3,6
For Shopping	5	1,4
For Visiting Of The Religious Places	5	1,4
Other Reasons	4	1,1
TOTAL	360	100

When the frequency distribution of tourists' reasons to visit Niğde and the region are investigated, the following are the most frequent reasons in order; "holiday" (39.7%) as the first choice, "leisure" (24.2%) as the second choice, "natural beauties" (15.7%) and "leisure and relaxation" (14.2%) as the third choice, "affordability" (12.5%) and "relaxation and comfort" (12.2%) as the fourth choice, "relaxation and comfort" (15%) as the fifth choice.

Table 10: Distributions of Expenditure by Domestic Tourists In time they Spend Type Species located in the area

FIRST MOST SPEND TYPE	N	%
Food-Market Shopping	226	62,8
Transportation And Petrol	78	21,7
Health Spending	14	3,9
Souvenir	13	3,6
Another Spend Types	12	3,3
Agricultural Products	9	2,5
Construction (Build) Materials	5	1,4
Textile Products	3	0,8
Total	360	100
SECOND MOST SPEND TYPE	N	%
Transportation And Petrol	154	42,8
Food-Market Shopping	75	20,8
Agricultural Products	38	10,6
Construction (Build) Materials	32	8,9
Souvenir	24	6,7
Health Spending	16	4,4
Another Spend Types	16	4,4
Textile Products	5	1,4
TOTAL	360	100
THIRD MOST SPEND TYPE	N	%
Souvenir	81	22,5
Transportation And Petrol	70	19,4
Construction (Build) Materials	52	14,5
Health Spending	50	13,9
Agricultural Products	40	11,1
Food-Market Shopping	30	8,3
Textile Products	19	5,3
Another Spend Types	18	5
TOTAL	360	100
FOURTH MOST SPEND TYPE	N	%
Souvenir	81	22,5
Construction (Build) Materials	80	22,2
Health Spending	63	17,5
Agricultural Products	41	11,4
Textile Products	38	10,6
Transportation And Petrol	31	8,6
Another Spend Types	16	4,4
Food-Market Shopping	10	2,8
TOTAL	360	100
FIFTH MOST SPEND TYPE	N	%
Health Spending	88	24,4
Construction (Build) Materials	71	19,7
Souvenir	64	17,8
Textile Products	63	17,5
Agricultural Products	31	8,6
Another Spend Types	29	8,1
Transportation And Petrol	11	3,1
Food-Market Shopping	3	0,8
TOTAL	360	100

When the frequency distribution of what tourists spend money on when they visit Niğde and the region is investigated, the following are the most frequent expenditures; “food and supermarket” (62.8%) as the first choice, “transportation and fuel” (42.8%) as the second choice, “souvenirs” (22.5%) as the third choice, again, “souvenirs” (22.5%) as the fourth choice, “medical services” (24.4%) as the fifth choice.

Table 11: Relationship Tourists Age Between To Niğde Region Favourite Garden Tourism County Preference

DİSTRİCT NAME	N %	PERİOD OF THE AGE					TOTAL
		25 Years Old And Under	25-34 Years Old	35-44 Years Old	45-54 Years Old	55 Years Old And Up	
Çamardı	N	6	12	18	13	21	70
	%	8,6	17,1	25,7	18,6	30	100
Center	N	3	8	19	21	5	56
	%	5,4	14,3	33,9	37,5	8,9	100
Bor	N	1	1	5	5	3	15
	%	6,7	6,7	33,3	33,3	20	100
Kemerhisar Bahçeli	N	6	17	26	33	12	94
	%	6,3	18,1	27,7	35,1	12,8	100
Ulukışla	N	16	24	21	35	29	125
	%	12,8	19,2	16,8	28	23,2	100
TOTAL	N	32	62	89	107	70	360
	%	8,9	17,2	24,7	29,8	19,4	100

Pearson Ki-kare (p) = 0,046

A chi-squared analysis was conducted to investigate the relationship between the tourists' ages and the locations of visit they preferred. Frequency distributions were given to show the locations of their preference according to their ages. As chi-squared analysis resulted in $p < 0.05$ ($p = 0.046$), a significant relationship was found between tourists ages and locations of preference. This relationship means tourists in different age groups prefer different locations/districts to visit.

According to the results, Çamardı district is preferred more (30%) by tourists aged 55 or above, Niğde centre is preferred more (37.5%) by tourists aged between 45 and 54, and Bor is preferred more (66.6%) by tourists aged between 35 and 54. Kemerhisar and Bahçeli districts (35.1%) and the Ulukışla district (28%) are preferred more by tourists aged between 45 and 54.

Table 12: Relation Between Tourists Revenues And In Order To Garden Tourism Niğde Region's Favourite Cities

DİSTRİCT NAME	N %	MONTHLY REVENUES (TL)					TOTAL
		0-1.000	1.001-2.000	2.001-3.000	3.001-5.000	5.001 and More	
Çamardı	N	15	28	25	2	0	70
	%	21,4	40	35,7	2,9	0	100
Center	N	15	24	13	4	0	56
	%	26,8	42,9	23,2	7,1	0	100
Bor	N	2	8	5	0	0	15
	%	13,3	53,3	33,3	0	0	100
Kemerhisar Bahçeli	N	16	13	43	19	3	94
	%	17	13,8	45,8	20,2	3,2	100
Ulukışla	N	19	58	33	7	8	125
	%	15,2	46,4	26,4	5,6	6,4	100
TOTAL	N	67	131	119	32	11	360
	%	18,6	36,4	33,1	8,9	3	100

Pearson Ki-kare (p) = 0,000

A chi-squared analysis was conducted to investigate the relationship between the tourists' monthly incomes and the locations of visit they preferred. Frequency distributions were given to show the locations of their preference according to their monthly incomes. As chi-squared analysis resulted in $p < 0.05$ ($p = 0.000$), a significant relationship was found between tourists monthly incomes and locations of preference. This relationship means tourists with different monthly incomes prefer different locations/districts to visit.

According to the results, Çamardı(75.7%), Bor (86.6%) andUlukışla (72.8%) are preferred more by tourists with a monthly income of 1,001-3,000TL, Niğde city centre is preferred more (69.7%) by tourist with a monthly income of 0-2.000TL, and Kemerhisar and Bahçeli (66%) are preferred more by tourists with a monthly income of 2,001-5,000TL.

Table 13: Distribution of Tourist Destinations For To See It Or see Sightseeing Tourists And Local In Niğde

PLACE	N	%	PLACE	N	%
Masjid-Mosque-Tomb	266	73,9	Caves	121	33,6
Castle- Tower and Belts	175	48,6	Museums	113	31,4
Mountains and Forests	172	47,8	Palace And Mansion	113	31,4
Churches and Monasteries	149	41,4	Underground Cities	101	28,1
Festivals And Carnivals	142	39,4	Picnic And Recreation Areas	95	26,4
Lake-Valley And National	136	37,8	Madrasa And	47	13,1

When tourists were asked about the touristic sites they have seen or will see, they preferred the following in order: “mosques and masjids” (73.9%), “castles, towers and aqueducts” (48.6%) and “mountains and forests (47.8%).

Conclusion and Suggestions

This study aimed to determine the profiles of tourists visiting Niğde and the region for horticultural tourism.

As a result of the investigation on the tourists' demographic attributes (Table 1), a majority of tourists are male and over the age of 35. This result about the age confirms the hypothesis H1 (domestic tourists visiting Niğde and the region for horticultural tourism are likely to be touristic consumers aged 35 or above). Therefore, it is suggested that this age interval should be considered while providing touristic activities and deciding on the types and amounts of products in shopping malls in order to increase the tourists' satisfaction and the economic gains of the regional population.

It has also been seen that a majority of tourists visiting Niğde and the region for horticultural tourism are married, graduated from high school or university, retired or public servant, have a monthly income of 1,000-3,000TL, and either have no children or have 3 children. Based on this data, it is suggested that making decisions based on these demographic attributes while planning messages to promote the region and sustainability methods will be a suitable measure to increase demand. It will be appropriate to consider that tourists are mostly married with kids and they have an average of 3 children while planning the size and layout of the places of accommodation. Likewise, it is considered to be appropriate to create environments suitable for the preferences and the understanding of entertainment and living of retired people and public servants, and to plan the prices of goods and products based on the monthly income level of 1,000-3,000TL.

According to the results (Table 2), the majority of tourists come from Adana and Mersin, and among the remaining tourists, those who come from cities closer to Niğde like Konya, Kayseri, Ankara and Antalya constitute the majority. This result is consistent with the result that the ratio of the tourists who choose “proximity to permanent address” among the first three reasons of visit is 31.1%. It has been found that (Table 3) almost all tourists plan their visits by themselves, without any kind of agent or intermediary organisation. Therefore it seems more useful to encourage existing and potential tourists to visit Niğde and the region for horticultural tourism via mass advertisement instead of focusing on travel agencies. When the length of the visits of tourists in Niğde and the region is investigated (Table 4), it is seen that tourists stay much longer when compared to the situation in other forms of tourism. While the average length of stay for other forms of tourism is 7 days, 58.4% of tourists in this form stay longer than 30 days.

Considering that the more tourists stay at a location, the more they contribute to the local economy, the extent of contribution of this kind of tourism to the development of the region can be seen. Therefore, investment on horticultural tourism is important. When the expenses of tourists during their stay are investigated, it is seen that more tourists spend the highest amount on food and supermarket shopping, followed by transportation and fuel as the second choice, souvenirs as the third and the fourth choice, and medical services as the fifth choice (Table 10). Therefore, it would be appropriate to make suitable investments (such as big shopping malls) to satisfy the consumers by supplying such products.

According to the results (Table 5), most tourists have visited the region 3 or more times. This means they are highly loyal to the region. Boosting the opportunities of horticultural tourism in the region will not only keep the recurring tourists loyal, but also encourage tourists who have visited the region only once or twice, or never before. As a result of the chi-squared analysis on the relationship between age and nature of visit to Niğde (Table 6), it has been found that there is a significant relationship and tourists in different age groups prefer different types of visits. This result confirms the hypothesis H2 (there is a significant relationship between the ages of the domestic tourists visiting Niğde and the region for horticultural tourism and how they plan their visits). Considering most tourists visiting Niğde are over the age of 35 and they travel with their families, developing goods and services that are appealing for this profile will prove important for success.

As a result of the analysis on the relationship between the incomes of tourists and their preferred accommodation types (Table 7), it has been seen that there is a significant relationship and tourists with different income levels prefer different types of accommodation. This result confirms the hypothesis H3 (there is a significant relationship between the monthly incomes of the domestic tourists visiting Niğde and the region for horticultural tourism and the type of accommodation they prefer). It has been observed that the majority of tourists choosing the option “one-story villa” and “two-story villa” have a monthly income of 2,001-3,000TL, the majority of tourists choosing the option “three-story villa” have a monthly income of 3,001-5000TL, and the majority of tourists choosing the option “prefabricated house” have a monthly income of 1,001-2,000TL. Therefore, planning the prices of rent for these structures based on these preferences will be effective in increasing the demand.

When the information sources that were effective in tourists’ decisions to prefer Niğde and the region are investigated (Table 8), it has been seen that the more popular first choice among options was “friend/acquaintance/relative suggestions”, while the most popular second and third choices were “radio and television programmes about Niğde”. According to the results, the hypothesis H4 (friend/acquaintance/relative suggestions are the most important factors in choosing the region for the domestic tourists visiting Niğde and the region for horticultural tourism) is also proven. Therefore it is clear that tourists’ satisfaction with Niğde is an important factor in attracting potential tourists around them. Providing satisfying discounts for tourists who visit again or bring other people will be an effective way of encouraging them to share their positive experiences with others. Additionally, considering the next most effective factor in decisions is the radio and television programmes about Niğde, it would be more beneficial to focus on radio and television for publicity operations. Considering that the majority of tourists visiting Niğde come from Adana and Mersin, it would be suitable to focus on local radio and television channels in Adana and Mersin.

When the reasons why tourists prefer Niğde and the region for horticultural tourism are investigated (Table 9), it is observed that the most popular reason is “holiday”, followed by “leisure” as the second, “natural beauties” and “leisure and relaxation” as the third, “affordability” and “relaxation and comfort” as the fourth, and “relaxation and comfort” as the fifth most popular reasons. The extent to which opportunities about holiday, leisure, natural beauties, affordability, relaxation and comfort are boosted, will determine the possibility of the tourists leaving the region satisfied based on meeting their expectations. As the number of tourists will increase based on the tourists’ expression of satisfaction, the local economy will be positively affected.

According to the analysis of the relationship between age and preferred location (Table 11), the relationship is significant and tourists in different age groups prefer different locations. This result shows that the hypothesis H5 (there is a significant relationship between the ages of the tourists and the areas/districts they prefer to visit in Niğde and the region) is proven. Çamardı district is preferred more by tourists aged 55 or above, Niğde centre is preferred more by tourists aged between 45 and 54, and Bor is preferred more by tourists aged between 35 and 54. Kemerhisar and Bahçeli districts and the Ulukışla district are preferred more by tourists aged between 45 and 54. Therefore it would be appropriate for the businesses operational in these districts to provide goods and services that are suitable for the age groups mentioned above.

According to the analysis of the relationship between the monthly income and preferred location (Table 12), the relationship is significant and different income levels prefer different locations. This result shows that the hypothesis H6 (there is a significant relationship between the monthly incomes of the tourists and the areas/districts they prefer to visit in Niğde and the region) is proven. It may be seen that Çamardı, BorandUlukışla districts are preferred more by tourists with a monthly income of 1,001-3,000TL, Niğde city centre is preferred more by tourists with a monthly income of 0-2,000TL, and Kemerhisar andBahçeli districts are preferred more by tourists with a monthly income of 2,001-5,000TL. It would be beneficial for businesses operational in the mentioned districts to take the spending power of different levels of incomes into account while planning the prices of their goods and services.

When touristic sites tourists have visited or will be visiting in Niğde are investigated (Table 13), it is seen that the most popular kinds of sites are mosques-masjids and mausoleums, followed by castles-towers and aqueducts, and mountains-forests. Conducting operations to focus on maintenance and planning of popular places and make less popular sites more appealing will be beneficial for the touristic development of the region.

References

- AKOĞLAN, M. ve K. Karamustafa (1993).“Turist Profili ve Tesis Türü Uygunluğuna Bir Örnek Model: Nevşehir Yöresi”, Türkiye Kalkınma Bankası 1993 Turizm Yıllığı, 27-36.
- AKSU, A. A. ve A.C.N. Silva (2009).“A LookForLowSeasonTourist Profile: Antalya Region Of TurkeyExample”, QualQuant, Vol: 43, N: 2, 317–332, www.springerlink.com/index/115t3167638w021w.pdf, Erişim Tarihi: 05.07.2010.
- AKSU, A. A. B.Özdemir, R.B.,Çizel, E.T. İçigen, B.Çizel, R. Ehtiyar (2008).“Antalya Yöresi Turist Profili Araştırması”, www.turofed.org.tr/webfolders/istatistik/Antalya_Turist_Profil.pdf, Erişim Tarihi: 12.08.2011.
- AKSU, A.,M. Güngören (2004).“Russian Tourist Profile: Antalya RegionExample”, Tourism Analysis, Volume: 9, Number 1-2, 123-127.
- AKSU, A.,E. T.İçigen, R.Ehtiyar (2010).“A Comparison of TouristExpectations and Satisfaction: A Case Studyfrom Antalya Region of Turkey”, Turizam International ScientificJournal, Volume: 14, Issue: 2, 66-77.
- AKTAŞ, A.,A. Aksu, B. Çizel (2003).“Tourist Profile Research: Antalya RegionExample 2001”, TourismReview, Volume: 58, Number: 1, 2003, 34-40.
- AKTAŞ, A.,A. Çevirgen ve B. Toker (2007).“Alanya Turist Profili Araştırması”, Akdeniz Üniversitesi Alanya İşletme Fakültesi ile TÜRSAB Alanya Bölgesel Yürütme Kurulu Ortak Çalışması.
- ALBAYRAK, Tahir, Mustafa Gülmez, Boran Toker ve A. Akın Aksu, (2011), Antalya Yöresi Turist Profili Araştırması, Antalya: AKTOB (Akdeniz Turistik Otelciler ve İşletmeciler Birliği), ICF Airports Antalya Havalimanı ve Akdeniz Üniversitesi Turizm İşletmeciliği ve Otelcilik Yüksekokulu İşbirliği ile Gerçekleştirilen Proje Raporu.
- AVCIKURT, C., A. Koroğlu vd. (2005).“Balıkesir Yöresinin Yerli Turist Profili”, Çanakkale 18 Mart Üniversitesi Turizm İşletmeciliği ve Otelcilik Yüksekokulu, I. Çanakkale Turizm Biyenalı, Çanakkale: 5-7 Mayıs, 96-116.
- BELBER, B. G. (2011).“Nevşehir’e Gelen İspanyolca Konuşan Turistlerin Profilini Belirlemeye Yönelik Bir Uygulama”, Eskişehir Osmangazi Üniversitesi Sosyal Bilimler Dergisi, Cilt:12-Sayı:2, Aralık, 31-60.
- BOYDACI, C.,A.Aktaş, vd. (1996).“Antalya Yöresine Gelen Turistlerin Profilini Belirleme Araştırması”, Anatolia, Yıl: 7, Sayı: 1-2, Mart-Haziran, 36-49.
- DOĞAN, H., E.ÜngürenveE. Yelgen (2010).“Alanya Turist Profiline Yönelik Bir Araştırma”, SüleymanDemirel Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi, Cilt: 15, Sayı: 3, 79–100.
- DOĞAN, M. (1990).Büyük Türkçe Sözlük, Rehber Yayınları, Ankara.
- GÜRBÜZ, A. (2005).“Kastamonu'ya Gelen Yerli Turist Profilini Belirlemeye Yönelik Bir Uygulama”,Ticaret ve Turizm Eğitim Fakültesi Dergisi, Sayı: 2, 80-99.
- HACIOĞLU, N. ve C. Avcıkurt (2011).Turistik Ürün Çeşitlendirmesi, Nobel Yayıncılık, Ankara, 2. Baskı. <http://web.ogm.gov.tr/birimler/arastirma/doguakdeniz/Dkmanlar/teknikbulten/Teknik21.pdf>, 2, Date of Access:22.03.2016.
- <http://www.ecotourism.org>, Date of Access:23.03.2016.

- http://www.gezikolik.com/tr/Gezelim_Gorelim/Genel_Bilgiler/Turkiye/NIGDE/NIGDE_MESIRELILKLERI/e_1361.aspx, Date of Access:20.03.2015.
- <http://www.kastamonukulturturizm.gov.tr>, Date of Access:24.03.2016.
- International Tourist Profile and Level of Satisfaction,
<http://www.sectur.gob.mx/work/models/secturing/Resource/14173/NotesonMethodUsed.pdf>, Erişim Tarihi: 17.04.2015.
- İRİ, R. (2013).“Turistik Ürün Geliştirme ve Yenilik Kapsamında Niğde, Nevşehir ve Kayseri Yöresinde Bağ ve Bahçe Turizmi ve Bu Alternatif Turizm Çeşidinin Yaygınlaştırılması”, 14. Ulusal Turizm Kongresi, 5-8 Aralık 2013, Kayseri, 73-87, http://utk14.erciyes.edu.tr/utk14_bildiri_kitabi.pdf, Date of Access:18.04.2016.
- İRİ, R., M. E.İnal ve H. H.Türkmen (2010). Geçti Bor’un Pazarı, Sür Eşegi Niğde’ye, Detay Yayıncılık, Ankara.
- KARAMAN, S. (1999).“Yabancı Turist Profili”, Turizmde Seçme Makaleler:32, TUGEY Yayın No: 49, 25–37.
- KARAMAN, S. (2000).“Yerli Turist Profili”, Dokuz Eylül Üniversitesi İşletme Fakültesi Dergisi, Cilt: 1, Sayı: 1, 183–199.
- KAYPAK, Ş. (2012).“Ekolojik Turizm ve Sürdürülebilir Kırsal Kalkınma”, KMÜ Sosyal ve Ekonomik Araştırmalar Dergisi, 14 (22), 11-29.
- KOZAK, AKOĞLAN, M. ve S.Bahçe (2009).Özel İlgi Turizmi, Detay Yayıncılık, Ankara.
- KURTULUŞ, K. (2006).Pazarlama Araştırmaları, Literatür Yayınları, İstanbul, Genişletilmiş ve Gözden Geçirilmiş 8. Basım.
- Meydan Larouse (1990).Meydan Yayınevi, Cilt:2, İstanbul.
- Niğde Valiliği (2008).On Bin Yıllık Hatıra, İstanbul.
- ODABAŞI, Y. ve G. Barış (2005). Tüketici Davranışı, Ayhan Matbaası (Media Cat Yayınları), İstanbul, 5.Baskı.
- Overview Of International Tourism andTourist Profile,
http://www.unescap.org/ttdw/Publications/TPTS_pubs/pub_1201/pub_1201_h4.pdf, Erişim Tarihi: 15.08.2011.
- ÖZTÜRK, Y. ve M.Yeşiltaş (1997).“Türkiye’ye Gelen İngiliz Turistlerin Profilini Belirlemeye Yönelik Bir Uygulama”, Pazarlama Dünyası, Yıl:11, Sayı: 66, Kasım-Aralık, 24–29.
- SARIÇAY, N.S. (2008).“Ülkemiz Turizm Sektöründe Turist Profili ve Gelir Miktarları”, İzmir Ticaret Odası Ar-Ge Bülteni, 2008 Mart-Sektörel, 22-31,
http://www.izto.org.tr/portals/0/iztogenel/dokumanlar/ulkemiz_turizm_sektorunde_turist_proifli_n_saricay_26.04.2012%2021-18-34.pdf, Erişim Tarihi:17.04.2014.
- TUDORICU, A. (2008).“EventTourism in Romania – A Tourist Profile”, Human Geographies–Journalof StudiesandResearch in Human Geography, Volume: 2, 95-100.
- TÜRK BEN, C., F.Gül, Y.Uzar (2012).“Türkiye’de Bağcılığın Tarım Turizmi (Agro-Turizm) İçinde Yeri ve Önemi”, KMÜ Sosyal ve Ekonomik Araştırmalar Dergisi,14 (23), 47-50.
- ÜNLÜ, M. ve H. Ünlü (2008).Türkçe Konuşturan Sözlük, Ünlü Yayınları,İstanbul.
- YÜRİK ÖZKAN, E. (2003).“Turizmin Geleceği: Ekoturizm”, <http://ekoturist.com/index.php/90-ekoturizm/ekoturizm-makaleler/86-ekoturizm-turizm>,Erişim Tarihi: 02.06. 2014.