

**Battlefield tourism in Turkey: An empirical analysis of British ex-colonial event attendance**

**Author**

Hall, John, Basarin, John, Shaw, Robin, Lockstone-Binney, Leonie

**Published**

2008

**Conference Title**

2008 Academy of Marketing Conference

**Version**

Accepted Manuscript (AM)

**Rights statement**

© The Author(s) 2008. The attached file is reproduced here in accordance with the copyright policy of the publisher. For information about this conference please refer to the conference's website or contact the author(s).

**Downloaded from**

<http://hdl.handle.net/10072/406359>

**Link to published version**

<https://www.academyofmarketing.org/conference/conference-history/>

**Griffith Research Online**

<https://research-repository.griffith.edu.au>

# **Battlefield Tourism in Turkey: An Empirical Analysis Of British Ex-Colonial Event Attendance**

## **ABSTRACT**

This paper explores the influence of visitor satisfaction on intention to recommend event attendance. The Anzac Day commemoration at Gallipoli, Turkey, an event that has become increasingly popular in recent years and provides the backdrop for the current study. Some 20,000 people travel to attend this event. Data was collected from 331 attendees while they were in transit from Gallipoli to Istanbul on 25 April 2007. The analysis of this data was undertaken using factor analysis as a basis for identifying model constructs to be tested using structural equation modelling. Findings suggest that the constructs relating to the ceremonies held at Anzac Cove and Lone Pine and the experiential and emotional aspects of the event were significant predictors of event satisfaction and subsequent recommending behaviour. The implications of these findings for events in general and the success of the Anzac Day commemorations at Gallipoli are discussed.

**Key words:** Battlefield tourism, event management, visitor satisfaction, recommending behaviour

**Track:** Marketing and Tourism

# **Battlefield Tourism in Turkey: An Empirical Analysis of British Ex-Colonial Event Attendance**

## **INTRODUCTION**

Managing visitor satisfaction in the context of events is becoming increasingly important in light of recognition of the positive economic and social benefits that these one-off or infrequent occasions can generate (Getz 1997; Getz 2008; Allen, O'Toole, Harris & McDonnell 2005). Allen et al. (2005, p. 11) describe a special event in terms of "specific rituals, presentations, performances or celebrations that are consciously planned or created to mark special occasions or achieve particular social, cultural or corporate goals and objectives". The large-scale special event that provides the context of the current paper, the Anzac Day (25 April, the day of the landings) commemorations at Gallipoli, has demonstrated appeal with overseas visitors, particularly those from Australia and New Zealand, yet there is currently limited research relating to it from the business perspectives of consumer behavior, marketing, tourism and event management (Basarin & Hall 2007). This event has become increasingly popular in recent years with crowd numbers growing to around 20,000 people travelling to attend the 2005 Dawn Service at historic Anzac Cove (Hall, Basarin & Lockstone 2008). The significance of this place and event is borne out of the involvement of the Anzac (Australian and New Zealand Army Corps) troops in the First World War (1915) and their battles against the Turkish on the Gallipoli Peninsula at Anzac Cove. This, in effect, represented Australia's first involvement in war post-Federation (1901), and is seen by many as being a symbolic "birthplace" or rite of passage for this young nation. This particular event falls under the umbrella of thanatourism<sup>1</sup> or "dark" tourism (Foley & Lennon 1996), which is a form of cultural heritage tourism that comprises visits to battlefields, murder/atrocity locations, places where celebrities died, graveyards and internment sites, memorials, events, museums and exhibitions featuring relics and the reconstruction of death. Battlefield tourism, visiting and observing places where battles and conflicts were enacted, is a substantial focus area within thanatourism.

Given visitation trends and general growth of interest surrounding the Anzac Day commemorations at Gallipoli, the event has demonstrated obvious signs of formalisation in recent years. In particular, the provision of event infrastructure and management systems (staging, signage, live sites, and crowd control) and continuing changes to the event program (entertainment offered prior to the ceremonies, the ceremonies themselves), appear to provide some evidence of a systematic effort on the part of organisers to improve the event experience for visitors, whether they be of domestic or international origin. Continuing an agenda of research relating to management aspects of the event (Basarin & Hall 2007; Hall, Basarin & Lockstone 2008), the current paper examines the influence of visitor satisfaction on intention to recommend attendance. The implications of these findings for the success of the Anzac Day commemorations at Gallipoli will be discussed.

## **LITERATURE REVIEW**

Much of the seminal literature on satisfaction has been tested in relation to durable goods (Oliver 1993; Westbrook & Oliver 1991; Spreng, MacKenzie & Olshavsky 1996). These theories have also received attention in the services domain (Oliver 1980; Oliver 1993), however, this discussion is somewhat overshadowed by the dominant literature on service

---

quality, debate about causality between the two constructs and whether there are, in fact, substantive differences between them (Baker & Crompton 2000; Tian-Cole, Crompton & Willson 2002). Taking a similar approach to Severt, Wang, Chen and Breiter (2007), this paper does not incorporate a service quality measure, but rather focuses on overall satisfaction.

A positive attitude with regard to product consumption and the quality of services provided can lead to loyalty behaviour such as positive word-of-mouth, and other forms of support (Christopher et al. 1993), including recommendations to friends and relatives (Cronin and Taylor 1992; Foster and Cadogan 2000; Heskett, Sasser and Schlessinger 1997). Therefore, satisfaction with service components typically has a strong influence on consumer intentions to repurchase and recommend services (Bitner 1992; Danaher 1997). Recommendations from satisfied customers are also considered to be a way of minimising marketing costs (Christopher et al. 2002). Various studies argue that there is a positive relationship between service component evaluation and overall satisfaction, and that overall satisfaction is a predictor of future behavioural intentions including recommending behaviour (Anderson and Sullivan 1993; Churchill and Surprenant 1993; Cronin et al. 2000; Danaher and Mattsson 1994; Gunderson et al. 1996; Meehan 2002; Yi 1991; Yuksel and Rimmington 1998).

The influence of satisfaction on behavioural intentions is considered from an event management perspective in the present study. Given the event being investigated, behavioural intentions were conceptualised in terms of willingness to recommend. This selection gives thought to the considerable costs (time and effort) some visitors, particularly those from Australia and New Zealand, face in attending the event, coupled with the temporal nature of events in general (as opposed to durable goods and regular services). As such, repeat visitation, particularly by overseas visitors, was viewed as being a less prevalent outcome of behavioural intentions. Little research contextualised to this perspective has been conducted. Notable exceptions include Severt et al.'s (2007) study in relation to convention delegates and the work of Baker and Crompton (2000) and Lee, Petrick and Crompton (2007) in festival settings. The current exploration will extend the focus beyond these settings to take into account the unique characteristics of a large-scale special event on the site of a battlefield.

## **RESEARCH AIM AND HYPOTHESES**

The aim of this research is to investigate the influence of participant satisfaction on recommending behaviour with regard to event attendance. In order to investigate this relationship, it was necessary to develop a model that would predict satisfaction adequately with various elements of the event. Stemming from this aim, the following hypotheses were tested:

- H1: A positive evaluation of transport conditions is related positively to overall attendee satisfaction.
- H2: Items associated with emotional experience are related positively to overall attendee satisfaction.
- H3: Items associated with ceremonies are related positively to overall attendee satisfaction.
- H4: Items associated with amenities are related positively to overall attendee satisfaction.
- H5: Meeting expectations through a positive experience of the event is related positively to attendee satisfaction.
- H6: Attendee satisfaction is related positively to recommending behaviour.

## METHOD

A quantitative method was used to capture data from Australians visiting the Anzac Day commemorations. The data collection was based on exit questionnaires administered to a convenience sample of respondents, aged 18 years and over, returning from the dawn service at Gallipoli in 2007. The question framework, based on Getz (2000) and Chaplin and Costa (2000), was modified to refer to the following aspects of the event: type of event and program, physical setting, purpose of the commemoration, cultural importance, political implications, impact and performance evaluation, target markets, economic importance and educational importance. The questionnaire comprised a series of 10-point semantic differential scales. In total, 331 attendees completed the questionnaire while in transit from Gallipoli to Istanbul. The data was analysed using factor analysis and structural equation modelling (SEM).

## RESULTS

This study utilised both exploratory factor analysis (EFA) and confirmatory factor analysis (CFA) (Tabachnick & Fidell 2001). Exploratory factor analysis was used to extract five factors that provided reliable measures of the constructs under investigation. These factors, representing various elements of the event, included amenities, ceremonies, emotions, experiential impact and transport.

Structural Equation Modelling (SEM) was used subsequently to analyse the hypothesised relationships (see Figure 1). The model developed and estimated in this study investigates the influence of the various elements relating to overall visitor satisfaction and the influence of visitor satisfaction on recommending behaviour. One-factor congeneric models were developed for the constructs identified in the exploratory factor analysis. Unsuitable items, i.e., those that had low standardised factor loadings or a low level of explained variance, were removed when the one-factor models were fitted to the full measurement model.

The path model's fit indices indicated a good fit of the model to the data (CMIN/DF= 2.23, DF = 80, P=.01, GFI= .93, AGFI=.91, TLI = .94, CFI = .95, RMSEA=.06).

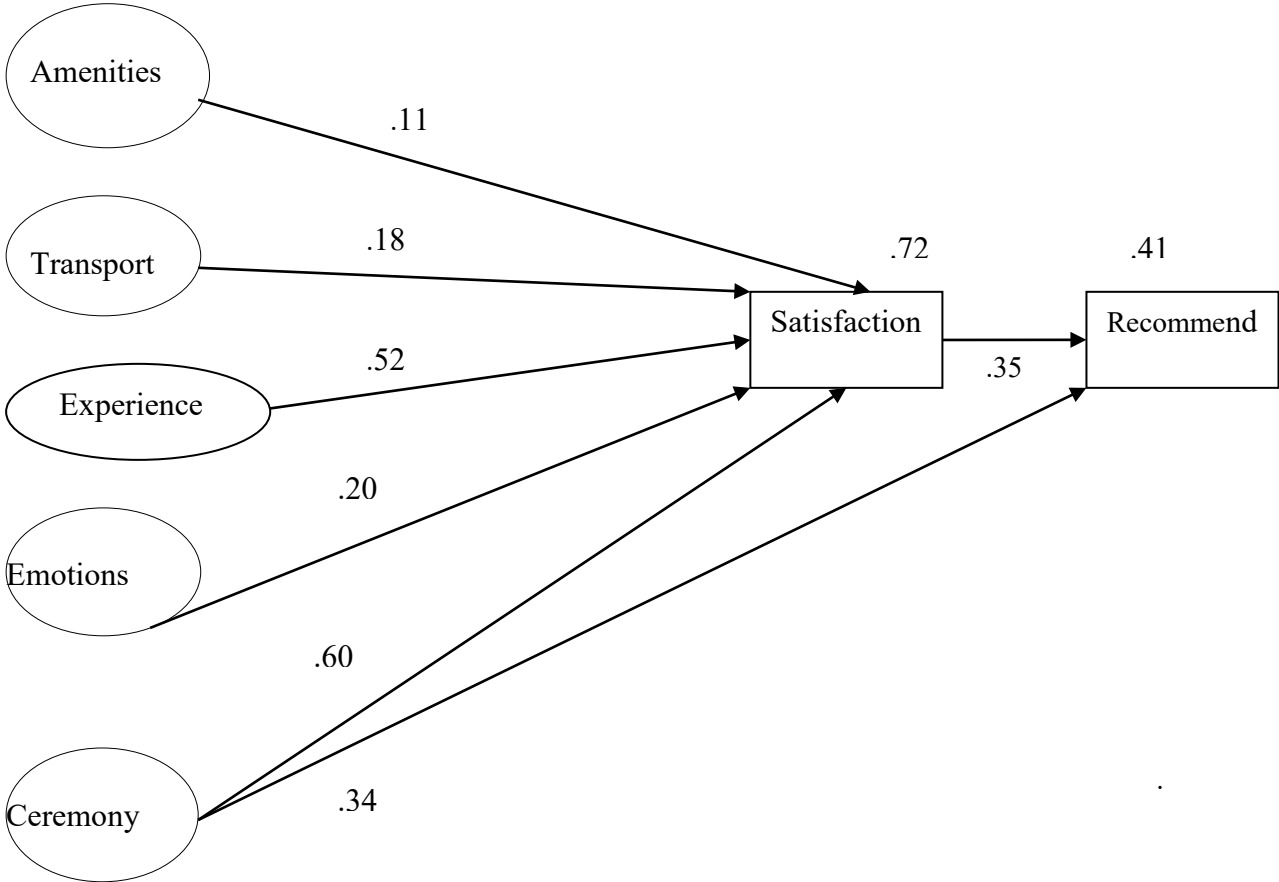
**Table 1**  
**Squared Multiple Correlations**

Variable	Estimate
Life changing experience	0.47
Better than expected	0.62
Ease of travel	0.76
Return travel	0.37
Travel Lone Pine	0.58
Travel Anzac Cove	0.54
Ceremonies appropriate	0.47
Anzac Cove ceremony	0.70
Lone Pine ceremony	0.55
Solemnity of ceremony	0.46
Queues	0.57
Toilets	0.74
Intensity of emotional experience	0.62
Sadness	0.35

The structural model identified in Figure 1 shows that seven of the structural paths were significant (all  $p < 0.05$ ). These were satisfaction-amenities, satisfaction-ceremony, satisfaction-transport, satisfaction-experience, satisfaction-emotions, recommend-ceremony and recommend-satisfaction. Of these factors, however, the model shows that the ceremonial aspect associated with the event is the most important factor associated with the satisfaction of event participants (Standardised Regression Weight [SRW] = .60). The ability of the event to meet or exceed expectations in terms of experience was also seen to be an important factor associated with satisfaction (SRW = .52). The emotional experience and transport factors were perceived as being the next most important factors driving visitor satisfaction. The structural paths between ceremony, satisfaction and recommending behaviour also had significant relationships. The overall variance accounted for by the model with the dependent variable of satisfaction was 72% and 41% for recommending behaviour.

To test the reliability of the model, the commonly accepted measure of model-based reliability, the item reliability coefficient, was applied. This is the correlation between a single indicator variable and the construct it measures and is also referred to as the Squared Multiple Correlation (SMC). The results of the model estimation show that there is a wide range of SMC but these estimates confirm that all measurements are within an acceptable range (See Table 1) (Holmes-Smith et al. 2005). Convergent and discriminant validity were also identified in the constructs of the model through examination of the correlations of items and constructs and were found to be acceptable.

Figure 1: SEM Model



As a result of the Structural Equation Modelling undertaken in this paper, the null hypotheses relating to transport, ceremonies, amenities, emotions, experience and recommending behaviour were rejected and support for the experimental hypotheses has been identified.

## **CONCLUSION AND IMPLICATIONS**

The research detailed in this paper depicts how various elements associated with a large-scale special event affect visitor satisfaction and subsequent recommending behaviour. Insights can be used to draw management attention to those aspects that are the greatest drivers of visitor satisfaction, thereby enhancing the overall success of the event in question, the Anzac Day commemorations at Gallipoli.

Drawing implications from these findings, the ceremonial aspect of the Anzac Day commemorations at Gallipoli appears overwhelmingly to be the most important element associated with visitor assessments of satisfaction with the event. These assessments related to the inclusive ceremony held at Anzac Cove and singularly Australian commemoration at Lone Pine. Importantly for organisers, this event element is largely under their control. Hence, it is vital they ensure that in light of increasing numbers of visitors attending the commemorations each year, the ceremonies do not sacrifice authenticity/meaning to purely meet the demands of commercial operations.

The importance of the experiential and emotional aspects of the special event in terms of visitor satisfaction lends support to the contention that thanatourism motives are likely associated with visitation to the Anzac Day commemorations at Gallipoli. Hall and Hede (2006) noted, in an earlier study, that visitors experience a range of emotions when attending the commemorations. Emotions, as operationalised in the present study, were found to be most closely associated with sadness. Undoubtedly, the viewing of ceremonies and visiting gravesites and the battlefields, essentially thanatourism activities, are bound to elicit this emotion. One differing view, however, has been offered by Slade (2003). He argued that the motivation to visit Gallipoli is not associated with curiosity or the desire for encounters with death as the thanatourism view would hold, but rather a desire to connect with a place that is considered to be a birthplace of nations. Further research is required to shed light on to the motivation fuelling visitation to the place (Gallipoli) and the event itself (Anzac Day commemorations).

This paper has extended the contextual boundaries of event research as it relates to visitor satisfaction and recommending behaviour to consider the unique characteristics of a large-scale special event. In doing so, it has made a worthwhile contribution to the literature. That said, however, some of the limitations of the current study could provide productive avenues for future research. Namely, the inclusion of related constructs (e.g., service quality) and developed instruments (Oliver 1980) might enhance the predictive power of the model and improve construct measurement. A longitudinal method could also be employed to examine the potential of events such as the Anzac Day commemorations at Gallipoli to generate the other main outcome of behavioural intentions, viz., repeat visitation.

## Acknowledgements

The authors wish to thank Fez and Turkland Travel Agencies in Istanbul, in particular to Mr Ekrem Usta for his assistance in delivering and collecting the survey questionnaires and Mr FaikYuksel of Hatko P.L. for organizing the logistical support.

## REFERENCES

- Allen, Johnny, O'Toole, William, Harris, Robert and McDonnell, Ian (2005), *Festival and Special Event Management* 3th edition Milton, QLD: John Wiley & Sons.
- Allen, Johnny, O'Toole, William, Harris, Robert and McDonnell, Ian (2008), *Festival and Special Event Management* 4th edition Milton, QLD: John Wiley & Sons.
- Baker, Dwayne A. and Crompton John. L. (2000), "Quality, satisfaction and behavioral intentions" Vol. 27 (3) pp. 785-804.
- Basarin, V. John and Hall, John (2007), "Anzac Day at Gallipoli: The Event, the Consumer and the Future". In: *Proceedings of the 4<sup>th</sup> International Event Research Conference and 2<sup>nd</sup> Event Education and Research Network Australasia Symposium*. Melbourne: Victoria University & Australian Centre for Event Management, UTS.
- Bitner, M. (1992), 'Servicescapes: the impact of physical surroundings on customers and employees,' *Journal of Marketing*, Vol. 56 (2), April, pp.57-71.
- Chaplin, Ian and Costa, Carlos M. M. (2000), "Milestone or Millstone? Commemorating the Portuguese Handover of Macau: Implications for Event Management". In: *Events Beyond 2000: Setting the Agenda*. (Eds.) Allen, Johnny, Harris, Robert, Jago, Leo K. and Veal, Anthony, J., Sydney: Australian Centre for Event Management, UTS, pp. 212-217.
- Christopher, M., A. Payne, and D. Ballantyne (1993), *Relationship Marketing: Bringing Quality, Customer Service and Marketing Together*. Oxford: Butterworth-Heinemann.
- Christopher, M., A. Payne, and D. Ballantyne (2002), *Relationship Marketing: Creating Stakeholder Value* (Second ed.). Oxford: Butterworth-Heinemann.
- Cronin, J. J. and S. A. Taylor (1992), "Measuring Service Quality: A Re-examination and Extension," *Journal of Marketing*, 56 (3), 55-68.
- Cronin, J. J., M. K. Brady, and G. T. M. Hult (2000), "Assessing the Effects of Quality, Value, and Customer Satisfaction on Consumer Behavioural Intentions in Service Environments," *Journal of Retailing*, 76 (2), 193-218.
- Danaher, P. J. (1997), "Using Conjoint Analysis to Determine the Relative Importance of Service Attributes Measured in Customer Satisfaction Surveys," *Journal of Retailing*, 73 (2), 235-60.
- Danaher, P. J. and J. Mattsson (1994), "Customer Satisfaction during the Service Delivery Process," *European Journal of Marketing*, 28 (5), 5-16.
- Foley, Malcolm and Lennon, John J. (1996), "JFK and dark tourism: Heart of darkness" *Journal of International Heritage Studies* Vol. 2 (2), pp 195-197.
- Foster, B. D. and J. W. Cadogan (2000), "Relationship Selling and Customer Loyalty: An Empirical Investigation," *Marketing Intelligence and Planning*, 18 (4), 185-99
- Getz, Donald (1997), *Event Management & Event Tourism* New York: Cognizant Communication.
- Getz, Donald (2000), "Developing a Research Agenda for the Event Management Field". In: *Events Beyond 2000: Setting the Agenda*. (Eds.) Allen, Johnny, Harris, Robert, Jago, Leo K. and Veal, Anthony, J., Sydney: Australian Centre for Event Management, UTS, pp. 10-21.



- Getz, Donald (2008), "Event tourism: Definition, evolution, and research" *Tourism Management* Vol. 29 403-428.
- Gundersen, M. G., M. Heide, and U. H. Olsson (1996), "Hotel Guest Satisfaction among Business Travellers: What are the important factors?" *Cornell Hotel and Restaurant Administration Quarterly*, 37 (2), 72-81.
- Hall, John, Basarin, V. John and Lockstone, Leonie (2008), "Analysis of Satisfaction at Gallipoli on Anzac Day, 2007; Results of a Survey of Event Participants". In: *Proceedings of the 2008 CAUTHE Conference*, Gold Coast: Griffith University.
- Hall J. and Hede A.M. (2006), *Evoked emotions: a textual analysis within the context of pilgrimage tourism to Gallipoli*. *Advances in Consumer Research Asia Pacific*, Sydney 2006
- Hede A.M., and Hall J. (2006). *Leisure experiences in tourist attractions: exploring the motivations of local residents*. *Australian Journal of Tourism and Hospitality Management*, 13(1), 10-22.
- Heskett, J. L., W. E. Sasser Jr., and L. A. Schlesinger (1997), *The Service Profit Chain: How Leading Companies Link Profit and Growth to Loyalty, Satisfaction and Value*. New York: The Free Press.
- Holmes-Smith, P., L. V. Coote, and E. Cunningham (2005), *Structural Equation Modelling: From the Fundamentals to Advanced Topics*. Elsternwick, Victoria: SREAMS.
- Lee, So Yon, Petrick, James F. and Crompton, John (2007), "The roles of quality and intermediary constructs in determining festival attendees' behavioral intention" *Vol. 45 (4) May pp. 402-412*.
- Meehan, C. (2002), "Measuring Satisfaction," in *Insite Magazine* (April/May), 6-7.
- Oliver, Richard L. (1980), "A cognitive model of the antecedents and consequences of satisfaction decisions" *Journal of Marketing Research* Vol. XVII November pp. 460-469.
- Oliver, Richard L. (1993), "Cognitive, affective, and attribute bases of the satisfaction response" *Journal of Consumer Research* Vol. 20 December pp. 418-430.
- Severt, Denver, Wang, Youcheng, Chen, Po-Ju, Breiter, Deborah (2007), "Examining the motivation, perceived performance, and behavioral intentions of convention attendees: Evidence from a regional conference" *Tourism Management* Vol. 28 pp. 399-408.
- Slade, Peter (2003), "Gallipoli thanatourism: The meaning of ANZAC" *Annals of Tourism Research* Vol. 30 (4) pp. 779-794.
- Spreng, Richard A., MacKenzie, Scott B. and Olshavsky, Richard W. (1996), "A re-examination of the determinants of consumer satisfaction" *Journal of Marketing* Vol. 60 July pp. 15-32.
- Tabachnick, B. G. and L. S. Fidell (2001), *Using Multivariate Statistics* (Fourth ed.). Northridge: HarperCollins Publishers.
- Tian-Cole, Shu, Crompton, John L. and Willson, Victor, L. (2002), "An empirical investigation of the relationships between service quality, satisfaction and behavioural intentions among visitors to a wildlife refuge" *Journal of Leisure Research* Vol. 34 (1) pp. 1-24.
- Westbrook, Robert A. and Oliver, Richard L. (1991), "The dimensionality of consumption emotion patterns and consumer satisfaction" *Journal of Consumer Research* Vol. 18 June pp. 84-91.
- Yi, Y. (1991), "A Critical Review of Consumer Satisfaction," in *Review of Marketing 1990*, V. A. Zeithaml (Ed.). Chicago: American Marketing Association, 68-123.
- Yuksel, A. and M. Rimmington (1998), "Customer-Satisfaction Measurement," *Cornell Hotel and Restaurant Administration Quarterly*, 39 (6), 60-70