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ADVANCES IN GLOBAL SERVICES AND RETAIL MANAGEMENT

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Evaluation of Turkish Nights as a Tourism Product: The Case of Cappadocia

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Abstract

The aim of this study is to evaluate the services offered by the businesses organizing Turkish Night in Cappadocia by tourist guides. The sample of the study consists of 20 professional tourist guides, as they promote the touristic products of the Turkish Night to tourists and experience these products with them. Qualitative research methods were used in this study because it provides in-depth information. Content analysis was performed on the studies obtained as a result of the literature review in order to collect data in the research and the data were collected with a semi-structured interview form. The data were analyzed with Maxqda program. As a result of the study, it was determined that Turkish Nights were an income generating product for the Cappadocia Region, according to the tourist guides participating in the research. In addition, it was found that businesses should offer this product to tourists with more care and that Turkish Nights Events should continue to be used as a touristic product by the destinations.

Keywords: Turkish night, touristic products, Cappadocia

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Introduction

The concept of tourism changes day by day according to the economic status, social life, wishes and desires of tourists. With this change, various reasons for tourists to participate in tourism activities began to come up. These are the travel motivation factors of tourists such as vacation, entertainment, eating and drinking, getting to know different cultures (Metin, 2018). Today, it is known that one of the reasons for individuals to carry out tourism activities is the desire to learn and experience the different cultures of societies (Arinç, 2002). Countries try to meet these requests of people participating in tourism activities with different events in order to publicise their culture. These events are animation services for tourists to make good use of their leisure time. Animation services are demonstrations that offer many active recreation options to tourists, including sports, cultural entertainment, indoor / outdoor and traditional activities (Tsankov et al., 2015). These services offer guests the opportunity to introduce themselves, satisfy and ultimately entertain, communicate and interact with other tourists throughout their holiday (Costa et al., 2004; Sotiriadis, 2014). In the accommodation and restaurant businesses, animation shows are organized for the guests to spend their free time in a quality way, to entertain them, to revive them or to encourage them to do sports, and for them to have a pleasant and quality holiday (Demir & Demir, 2015).

Culture, which is one of the reasons that push tourists to travel, reveals the originality and authenticity of the destination. Therefore, cultural heritage is evaluated in tourism as a tourism product offered to tourists. Especially, intangible cultural heritage factors that are tend to be forgotten attract the attention of tourists. Intangible Cultural Heritage refers to the cultural values that societies have and are passed down from generation to generation. In order to protect and ensure the sustainability of these heritage values, The Convention for the Safeguarding of the Intangible Cultural Heritage is a United Nations Educational, Scientific and Cultural Organization (UNESCO) treaty adopted by the UNESCO General Conference on 17 October 2003 based on the basis of "prevention" and "survival" (Kolaç, 2009; Pelit & Türkoğlu, 2019). The use of these elements, which are deemed necessary to be protected at the international level, in tourism both ensures their protection and provides an economic contribution.

In order to promote Turkish Culture, different events are organized under the name of Turkish nights (TN) in accommodation and restaurant businesses for tourists in Turkey. These events offer tourists the opportunity to spend their free time in a fun way. In addition, these events contribute to the promotion of the destination and the country as well as an enjoyable holiday (Akgöz, 2003). These traditional performance and activities; Turkish folk dances (Silifke region, Aegean region, Black Sea and Caucasian region folk dances, oriental etc.), Turkish music and fasıl, mehter band, henna and wedding animation can be given as examples (Akgöz, 2003; Kurt 2009). Tourists want to experience and learn about the cultural and social activities of different countries as well as their eating and drinking habits. Turkish Cuisine is an integral part of Turkish culture. Therefore, local foods belonging to Turkish cuisine culture are also served to tourists within the scope of TN events in restaurants. In fact, these local dishes are served by waiters dressed in clothes suitable for Turkish culture, and the culture is tried to be completely experienced by tourists (Akgöz, 2003).

Cappadocia Region is one of the destinations that successfully run TN events. Various restaurants in the Cappadocia Region try to revive the Turkish culture in businesses with rock and authentic architecture. These restaurants include a 3-4 hour program where traditional activities and shows are watched while eating local dishes from Turkish cuisine. There are six businesses offering this program in the Cappadocia Region. These are Yaşar Baba Restaurant (Uçhisar), Yemeni Restaurant (Uçhisar), Evranos Restaurant (Avanos), Uranus Restaurant (Avanos), Halayhan and Harmandalı Restaurant (Uçhisar). The reasons for evaluating the TNs organized in the Cappadocia Region in this study can be listed as follows: (1) In these restaurants, only TN programme and food and beverage services are provided. (2) The TN event has been organized in this region for many years and has a major income generating effect in the region. (3) Most of the tourists coming to the region participate in this event.

Literature Review

The use of intangible cultural heritage in Turkish tourism, especially in animation activities such as Turkish Nights, ensures the integrity of space and narrative. In addition, the intangible cultural heritage may allow other components of Turkish culture to be included in Turkish night events, reflecting Turkish culture. In addition to this, in terms of content, Turkish nights can be enriched with new events that demonstrate the different values of Turkish Culture, as well as exhibiting skills and talents, which require active participation of tourists, beyond merely displaying traditions such as dance, weddings, and death (Metin, 2018).

When the keyword "Turkish Night" is searched in the literature, it is striking that the number of studies on TN is quite limited. There are several thesis studies that can provide information on Turkish Nights. When these studies are reviewed, it is noticed that Turkish Nights do not have a rich content in terms of event, except for some cultural rituals (wedding animation, folk dances, Sira Night). For this reason, the content of Turkish nights mostly consists of activities that are repetitive of each other. In the studies conducted, the conformity of the products and services offered in the TN to Turkish culture (Üngören, Öztürk & Kaçmaz, 2020) and their evaluation within the scope of Intangible Cultural Heritage (IHC) (Metin, 2018; Ayvacı & Gülcan, 2017) were discussed. In these studies, TNs, which are presented as animation activities within the accommodation establishments, have been evaluated. It is important to research the TNs offered as touristic products by accommodation businesses and restaurants in many destinations in Turkey. Because it is necessary to pay attention to the products and services offered in its content, especially in terms of providing information about Turkish culture to foreign tourists and accurately representing the image about culture and lifestyle. In the studies conducted on this subject, it has been determined that the products and services offered by removing the cultural roots with weak and inconvenient contents in TNs do not represent the culture correctly and this situation has a negative effect on tourist satisfaction (Ayvacı & Gülcan, 2017). The Ministry of Culture and Tourism became aware of this situation in 2008 and issued a circular for not presenting the Sema ceremonies, which were presented as part of the TN events, in inconvenient places (qq v <https://teftis.ktb.gov.tr/TR-14823/mevlevilik-ve-sema-torenleri-hakkinda-genelge.html>). It has been stated that the wrong practices involving these ceremonies will pose a threat to our cultural heritage and tradition.

Methods

Qualitative research methods were used in this study. In qualitative research, qualitative data collection methods such as observation, interview and document analysis are used to understand the reasons behind social reality and human behavior (Gürbüz & Şahin, 2014). Qualitative research begins with assumptions and the use of interpretative / theoretical frameworks that include the study of research problems, addressing the meanings individuals or groups ascribe to a social or human problem. The phenomenological (descriptive phenomenology) design was determined as the research design. For a research project, the design is to plan how the work will be carried out word by word. The phenomenological pattern emphasizes a phenomenon to be investigated, in which a single concept or idea is expressed. It provides in-depth understanding of a phenomenon experienced by a few individuals (Creswell, 2018). The processing of the data was carried out using a combination of deductive and inductive methods. In the determination of the research questions, first of all, the closed code system was used, the main themes and sub-themes were determined with the literature review, and then the main themes and sub-themes were reconsidered with the open code system in line with the data from the field. Reliability in qualitative research generally means stability in the responses of more than one encoder in data sets (Creswell, 2018). Within the scope of the reliability of the research, a consensus was achieved between the coders and the strategy of consulting domain experts, one of the classical methods, was used. The main research question of the study is "How do you evaluate the services provided in the TNs offered as a touristic product in Cappadocia and are you satisfied with the service you get?" in the form. With this research, it is thought that the views of professional tourist guides about TNs offered as a touristic product can be examined in depth and detailed data can be obtained on how to increase the service quality of this programme that provide information about the image of Turkey

especially for foreign tourists. For this reason, based on an interdisciplinary holistic perspective, qualitative research method, which adopts an interpretative approach to examine the research problem, and the interview technique, which is one of the qualitative data collection tools, was used in the study. Qualitative research focuses on process rather than results. Semi-structured interview form, one of the qualitative research techniques, was used. Semi-structured interviews are frequently used by researchers to break down stereotypes in questionnaires and to help gain deep knowledge on a particular subject due to their standard and flexibility (Yıldırım & Şimşek, 2003).

Sample

Professional tourist guides are people who introduce touristic products to tourists, experience more similar touristic products both in the region and in different destinations, and use the products with a professional point of view. For this reason, the data in the study were obtained from professional tourist guides. For the research, face-to-face interviews were made with 20 professional tourist guides working in the Cappadocia Region and registered in the Nevşehir Tourist Guides Chamber. When similar statements are repeated in the interviews conducted in qualitative research and the data obtained are sufficient, there is no need to increase the number of participants (Miles & Huberman, 1994). While collecting the research data, the same responses were given after the 14th person. Nevertheless, the research continued until the 20th person, and the interviews were terminated after 20 people because the sample saturation was reached. Interviews with the participants lasted between 40 and 45 minutes and interviews were recorded.

Data Collection

Document scanning for TN events in Turkey was carried out between 10.01.2021-20.02.2021 through articles, workshop reports, statistics and interviews published by public institutions and non-governmental organizations, which are documents scanned on the internet. The documents examined have been divided into two groups as national and regional according to the geographical criterion, "Documents on TNs in Turkey" and "Documents on TNs in Cappadocia". During the research, the documents were accessed by using keywords such as "intangible cultural heritage", "local touristic product", "Turkish night", "folk dances", "recreational activities". Interview technique was also used to collect data in the study. A semi-structured interview form was used during the interviews in order to contribute to the consistency of the interviews to a certain extent and not to overlook the main issues related to the research. Possible questions in the interview were created by using the findings of the document analysis obtained as a result of the content analysis and the relevant literature. Possible interview questions were re-examined by three different researchers, and then a draft interview form was prepared. Possible interview questions were re-examined by three different researchers, and then a draft interview form was prepared. In the interview form, there are questions about the evaluation of the service provided in Turkish Nights in the Cappadocia Region.

Data Source

The findings of the research were obtained through interviews, the data were decoded and analyzed with the MAXQDA program. The basic concepts of the interviews were determined by making a lexical search on the data. Thus, a conceptual framework has been formed in an in-depth and

holistic approach regarding the "evaluation of touristic products", which is designed as a phenomenological study. With the help of the closed and open code system, the data were obtained and the themes were determined. The data obtained in the study were evaluated under three main themes: experience, products and services, and satisfaction / dissatisfaction.

Findings

20 professional tourist guides participated in the study. Demographic information about the participants is given in Table 1. Codes such as K1, K2, K3,... K20 were given to the participants in the in-depth interviews as seen in Table 1 and the quotations were cited according to these codes.

Table 1. Demographic Information About Participants

Participant	Gender	Education	Way of Working	Professional Experience	Working year in Cappadocia	Foreign Language
K1	Male	Postgraduate	Affiliated with a travel agency	1-5 years	4 years	English, Turkish
K2	Female	Graduate	Freelance	11-15 years	15 years	English
K3	Male	Graduate	Freelance	16 years and more	17 years	Spanish, French
K4	Male	Graduate	Freelance	16 years and more	16 years	French, Spanish
K5	Male	Graduate	Freelance	11- 15 years	12 years	English
K6	Male	Graduate	Freelance	11-15 years	14 years	English, Spanish
K7	Female	Postgraduate	Freelance	6-10 years	6 years	English
K8	Female	Graduate	Freelance	6-10 years	9 years	English, Spanish
K9	Male	Postgraduate	Freelance	11-15 years	11 years	English, Spanish, Chinese
K10	Female	Graduate	Freelance	6-10 years	9 years	English, Spanish
K11	Female	Postgraduate	Freelance	6-10 years	8 years	English
K12	Female	Graduate	Freelance	6-10 years	5 years	English
K13	Male	Graduate	Freelance	6-10 years	8 years	English
K14	Male	Postgraduate	Freelance	16 years and more	20 years	English, Russian, Bulgarian
K15	Male	Graduate	Freelance	11-15 years	11 years	English
K16	Male	Graduate	Freelance	11-15 years	14 years	English
K17	Male	Associate Degree	Freelance	16 years and more	5 years	English
K18	Male	Graduate	Freelance	1-5 years	2 years	English
K19	Female	Associate Degree	Freelance	11-15 years	3 years	English
K20	Male	Graduate	Freelance	11-15 years	15 years	English, Spanish

When the distribution of the participants by gender is examined in Table 1, it is seen that 65% of them are men and 35% are women. It was determined that the participants had at least an associate degree and generally worked freelance rather than being affiliated with a travel agency. 40% of the participants have 11-15 years of working experience. In addition, they have been working in the Cappadocia Region for at least 2 years. It has been determined that the tourist guides practice their profession in an average of 2 languages, mainly English.

Table 2 summarizes the experiences of professional tourist guides participating in the study regarding their participation in the TN. 65% of the participants attended a similar event in different destinations in Turkey. All of the participants of the study participated in the TN in Cappadocia and approximately 65% of them went to this event at least 16 times or more. They stated that TNs last between 2.5 and 3 hours depending on whether the meal is included or not. In addition, 55% of them stated that TNs partially represent Turkish culture.

Table 2. Turkish Night Experience

#	Questions About Turkish Night Experience	Participants' Responses	Frequency	Percentage
1	Have you been to TN in different destinations?	Yes	13	65%
		No	7	35%
2	Have you been to the TN in Cappadocia?	Yes	20	100%
		No	-	-
3	How many times have you been to TN in Cappadocia?	1-5 times	1	5%
		6-10 times	4	20%
		11-15 times	2	10%
		16 times and more	13	65%
4	Do you think TN represents Turkish culture?	Yes	4	20%
		No	5	25%
		Partly	11	55%
5	How many hours does TN take on average?	Between 2.5 -3 hours		

Table 3 summarizes the professional tourist guides' evaluations for products and services in the TN. Looking at the table, TNs in Turkey generally include local folk dances, food, nuts, local and imported alcohol, belly dance, reenactment of the Ottoman period, animations of Turkish culture-specific ceremonies (weddings, henna, etc.), whirling dervish and semah performances. In addition, during the presentation, the visitors interactively participate in the entertainment. Participants stated that the products offered at TNs in Cappadocia are not different from those in other destinations in Turkey. Some participants stated the following on this issue; K5: “*All the same- only folk dances differ by region.*” K10: “*Usually the concept is the same.*”

Table 3. Evaluations About Products and Services on Turkish Nights

Questions About Products and Services in Turkish Nights	Participants' Responses
1 What are the products and services offered at TNs in different destinations?	<ul style="list-style-type: none"> · Folk Dances (varies by destination) · Food and beverage (Unlimited) · Reenactment of the Ottoman period · Folk dances in the seven regions of Turkey · Belly Dance · Bonfire
2 What are the products and services in TNs in Cappadocia?	<ul style="list-style-type: none"> · Folk dances · Whirling dervish show (Sema) · Semah show (Bektashism) · Food and beverage (Unlimited) · Belly Dancer · Fire dancing · Interactive entertainment · Animation of ceremonies such as <i>henna night</i> and <i>weddings</i> that are unique to Turkish culture
3 What are the similarities between TNs in different destinations and those in Cappadocia?	<ul style="list-style-type: none"> · Folk dances · Food and beverage (Unlimited) · Belly Dance
4 What are the differences between TNs organized by businesses serving in Cappadocia?	<ul style="list-style-type: none"> · Service quality
5 Are there local foods and drinks in the menus offered in TNs? What do you think about the quality?	<ul style="list-style-type: none"> · There are very few local foods and drinks in the menus · Food and beverage quality is insufficient
6 What other services do you think can / should be provided in TNs?	<ul style="list-style-type: none"> · Foods and beverages specific to Turkish cuisine can be added to the menu (For example, Tea, coffee, Turkish coffee, Turkish delight, etc.) · Local foods and beverages can be added to the menu (For example, <i>koftur</i>, <i>aside</i>, <i>slurry</i>, etc.) · Increasing the quality of food and beverages · Handcrafts related pieces can be added · Wrestling show can be added · Important names of the region such as the famous poet, bard, scientist can be shown on the cinevision. · Dance diversity can be increased (For example; K�çek, Janissary band, etc.) · Short parodies about Turkish culture can be added.

Participants stated that there are 5 to 10 businesses providing TN programmes in Cappadocia and that there are differences in terms of service quality among these them. K6 expressed her/his thoughts on this subject as follows; “*Many of them look similar. In short, if we talk about the differences, the quality of the food, the professionalism and service quality of the dancers playing folklore.*” K 14 said the following; “*Most of them are similar, but generally there is a difference in quality of food and beverages.*”

The most criticism of products and services in TNs was made for food and beverages. Almost all of the participants stated that the food served is made of very poor quality products and that these are not products specific to the region or even Turkish cuisine. K3 made the following explanation on this matter;

Food, appetizers and alcohol :) I usually get the same reaction from local tourists. Food is not tasty. There is a small variety of appetizers. Alcohol varieties are raki, beer, wine and vodka. More attention should be paid to quality in both food and beverages.

Participants think that Turkish culture should be represented more realistically in TNs. They emphasized that businesses should be more self-sacrificing and sensitive in this issue. However, they think that businesses do not care about this problem due to commercial concerns. All of the participants in the study emphasized the improvement and diversification of the products and services offered, and the enhancement of the service quality. In addition, they stated that a section introducing handcrafts and important people of Turkey and this region such as poets, bards and writers should be added to the program. K11 said the following on this issue; “*In a part of the show, the famous poets, bards, musicians, writers, scientists of the region should be promoted in cinevision.*” K10, on the other hand, stated that “*More local products or products that can only be experienced in Turkey can be offered as a food treat.*”

Table 4. Evaluations on Perceived Satisfaction /Dissatisfaction

Questions Related to the Evaluations on Perceived Satisfaction /Dissatisfaction		Participants' Responses	
1	Which of the products offered at the Turkish night are you satisfied most?	<ul style="list-style-type: none"> - Local folk dances - The atmosphere -Whirling dervish end Semah show - Animation of ceremonies such as henna night and weddings that are unique to Turkish culture - Belly dance - Opening of the Turkish Flag at the end of the show - Alcoholic and non-alcoholic beverages are unlimited 	
2	Which of the products offered at the TN are you dissatisfied most?	<ul style="list-style-type: none"> - Poor quality of food and beverages - Employees' attitude and behavior - Performing religious shows such as Sema and Semah in an alcohol-containing environment -Poor quality of service during dinner 	
3	What are your positive and negative thoughts about the TN? (related to business, tourist, employee, etc.)	<p>Positive</p> <ul style="list-style-type: none"> - The atmosphere - Local folk dances - Inclusion of values of Turkish culture in the program 	<p>Negative</p> <ul style="list-style-type: none"> - Having more people than the capacity - Hygiene and cleanliness - Quality of food and beverages - Unsuitable seating arrangement - Employees' attitude - Business' commercial concerns -Failure to fulfill the promises made about the program
			Frequency Percentage
4	Is there a difference in terms of service between your first participation in the TN in Cappadocia and your last participation?	Yes No	12 60% 8 40%

Table 4 summarizes the participants' perception of satisfaction / dissatisfaction with the products and services in TNs. Participants stated that they were satisfied with the folk dances, atmosphere, the semah and sema performance which is a religious ritual, animation of ceremonies that are unique to Turkish culture, the belly dance, the unlimited alcoholic and non-alcoholic beverages, and the opening of the Turkish flag at the end of the program. The statements of the participants on this subject are as follows; K11: *“The episode where the Turkish wedding is animated is the most interesting part.”*, K17: *“Moments where the belly dancer is expected to take the stage.”*, K14: *“The episode where the Turkish wedding is animated is the most interesting part.”*

Products that the participants are not satisfied with can be listed as follows; poor quality of food and beverages, employees' attitude and behavior, poor quality of service during dinner, religious shows such as Sema and Semah in an alcohol-containing environment. All participants in the study stated that the quality of the food and beverages offered at TNs is decreasing with each passing year and that the food does not reflect the Turkish cuisine. In addition, they emphasized that the product offered after the product was sold with the promise of unlimited alcoholic beverages did not meet this expectation. K8: *“Food and beverage quality generally receives complaints. Expectations are high for alcoholic beverages, especially since they are sold as unlimited alcoholic beverages. Unfortunately, on the contrary, the quality of alcoholic beverages is low.”*

Another issue that the participants are not satisfied with is that religious performances such as sema and semah are held in a alcohol-containing environment. This issue divided the participants into two, 50% of them found it correct to do so, while 50% stated that this was not true, and that religious rituals should not be performed in an alcohol-containing environment. K10: *“I think the Mevlevi whirling ceremony should not be in the TN. It should be performed in a calm, non-alcoholic and suitable environment. Especially the belly dancer and the whirling dervishes contrasts.”* The attitude and behavior of the employees is another issue that creates dissatisfaction in TNs. Participants stated that the employees decrease the service quality. K6: *“The attitude and approach of the waiters are quite amateur, some of them are very saucy with tourists, while others are very cold and though. This situation leaves a very bad impression.”*

The responses of the participants regarding the positive and negative opinions of them about the TN show that they are satisfied with the atmosphere of the place, local folk dances and features specific to Turkish culture in the program. However, it is observed that the businesses accept more visitors than their capacity and the seating arrangement is unsuitable, there are problems with hygiene and cleanliness, the attitude and approach of the employees are unpleasant, the quality of food and beverage is poor, the businesses have commercial concerns, and the promises made regarding the program are failure to fulfill. K8:

I have not encountered a very positive or very negative situation, but the fact that most of the restaurants provide this service as a commercial activity rather than a cultural service reduces the quality of it. The owner / manager of the business should do this service wholeheartedly and be aware that she/he is doing cultural promotion. If necessary, the ministry of culture and tourism should provide consultancy services to these businesses and certain standards should be established. Otherwise, businesses that damage the image of the country and promote those that are not in our culture may also emerge.

K12: *“The program can sometimes result in bad results due to the unlimited alcohol. Sometimes, too many local guests can create a different dimension to tourist expectation.”* K4: *“Sometimes the program seems to be very commercial. It can even be boring when participation is not high.”*

The tourist guides participating in the research have been working in the Cappadocia Region for a long time and have participated in this event more than 5 times. 60% of the participants stated that there is a difference in service in TNs since they first attended. They stated that during this period, dance and performances got better, but the quality of food and beverage decreased considerably. K6: *“The shows maybe getting better. But as competition increases, sometimes food and beverage may not be of a standard quality.”* K10: *“Yes there is a difference; The quality of the performances, the professionalism of the folklore team seemed to be better in the past.”*

Table 5. Evaluation of the Turkish Night as a Touristic Product

Do You Think Turkish Night Should Be Offered as a Touristic Product?		
	Frequency	Percentage
Yes	13	65%
No	7	35%

Professional tourist guides participating in the research generally think that TNs should be offered as a touristic product. Because they stated that the TN is a revenue generating touristic product in the region. K13 said the following about this issue; *“A product with a lot of demand provides serious extra income and a large labor force for both the employer / restaurant, for the region and for travel agencies.”* However, the tourist guides who said *no* emphasized that the product should be developed in terms of both diversity and service quality, that local and foreign tourists should be informed correctly and that it should be performed without commercial concerns. K10 expressed her/his thoughts on this issue as follows;

It should be offered, but correct information should be given to the tourists beforehand about the content and the shows. Tourist guides try to give their groups this information, but individual travelers and those without prior knowledge are unaware of what they are watching. I believe that they make an important contribution and visibility in the promotion of our country, which has a wide geography and therefore a great cultural diversity, but they should be structured as a cultural institution rather than a commercial business mentality.

K8, on the other hand, stated that they and the tourists they went with were not satisfied with the TNs and said the following about this issue: *“Obviously, the feedback from tourists in TNs is not very positive.”*

Conclusions

The natural resources, historical and cultural values (religious or ethnic structure, local people's lifestyle, folkloric values, etc.) accommodation and transportation facilities, infrastructure and recreational activities are the factors that affect the consumers' choice of a destination (Kim et al., 2003: 170). Presented as a recreational activity in a destination and reflecting the intangible cultural heritage, TNs provide information on topics such as Turkish culture, food and beverage specific to the region for tourists visiting the region. Although TN is a touristic product, it also has a different mission in terms of the continuation of Turkish culture. This event, which has features from Turkish culture, should have a strong content that represents Turkish culture. Products and services, which are not suitable for Turkish culture and are provided in a way that are taken away from cultural roots, take this activity away from its purpose. These events, which do not represent Turkish culture correctly, have a negative effect on tourist satisfaction (Ayvacı& Gülcan, 2017). However, in a study conducted by Güven (2006), it was found that TNs offered to tourists as a package disturb some tourists and there was an unpleasant animation activity among the animation

services provided by the accommodation business. This situation shows that a regulation should be made regarding the quality and content of the products and services in the TNs.

In this study, products and services in TNs organized in the Cappadocia Region were evaluated by professional tourist guides. Unlike other regions, the TN program in the Cappadocia Region is held in rock restaurants with an authentic structure. Generally, food and animation services are provided together. Tourists pay an additional fee to attend this event. In the study, this program offered in the region was evaluated by professional tourist guides. Because the guides introduce the touristic products in this event to the tourists, experience the products with the tourists and participate in the TN events in other destinations.

According to the results of the research, most of the participants attended the TN in different destinations. More than half of the participants think that these activities partially reflect Turkish culture. Among the products and services in this event, they are satisfied with the local folk dances, animation of ceremonies such as weddings and henna that are specific to Turkish culture, the opening of the Turkish flag at the end of the show and the atmosphere in which the event is held. However, they stated that they are not satisfied with the fact that the food and beverages are not local, the poor quality food and beverages are offered, the performances are not specific to Turkish culture only, and the religious rituals are included in this program. These kinds of religious shows are disturbing for them in these businesses that serve alcohol. Failure to perform religious Sema and Semah performances in TNs in accordance with the original drew the attention of the Turkish Ministry of Culture and Tourism and issued a circular in 2008. However, businesses still continue to show these performances with others within the animation show. The effect of this circular on the products and services of businesses may be a different research topic.

Professional tourist guides stated that TNs are an income generating product for the Cappadocia Region. However, they emphasized that there has been a decline in the quality of food and beverages over the years. However, the majority of the participants stated that the local foods are not included in the menus and the behaviors of the employees working in the business are not pleasant. They emphasized that the products and services of TNs should be adapted to Turkish culture in terms of content and that businesses should fulfill this mission without commercial concerns. For example, it is recommended to make introductory demonstrations about people such as Turkish poets, bards, writers and scientists, to add practices related to handicrafts to the shows and to add the products specific to Turkish cuisine (Turkish coffee, Turkish delight, etc.) and local cuisine (köftür, slurries, Ağpakla, etc.) in menus.

As a result, these activities, which are offered to tourists as a touristic product and have been attended by many tourists for years, add value and get income to the region. However, products and services should be reviewed and suitable products and services should be included in the content. Businesses that provide TN service should undertake this as a mission, free from commercial concerns. This study is limited to professional tourist guides due to the pandemic. In future studies, how local and foreign tourists evaluate TNs can be investigated using mixed methods.

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