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The quality of five-star hotel animation services in Turkey with regard to tourists' demographics

Abstract

Animation is the name given to the recreational services offered to tourists in holiday resorts. These services are important for hotels to attract tourists, compete successfully with other hotels and to increase brand awareness. The purpose of this research was to assess the quality of animation services provided in five-star hotels in Turkey. The population of the research consisted of tourists who were staying in five-star hotels located in Antalya, Turkey. A total of 603 tourists selected by the convenience sampling method were included in the study. The data were collected using the "Scale of Service Quality in Recreational Sport" (SSQRS) questionnaire and a demographic questionnaire. The dimensions constituting the scale were compared in order to determine the views of the tourists concerning the quality of animation services and how this related to the demographic features (income, age, nationality, educational status and profession) of the sample group. The results of the study showed that participants from different nationalities with high incomes, those in younger age groups, and those who were graduates and managers/executives experienced the highest average scores for service quality. However, Turkish participants had a low average score on all dimensions.

Key words: leisure; recreation; tourist recreation; animation; service quality; Turkey

Introduction

One of the most important motives for travel today is for entertainment (Vuuren & Slabbert, 2011; Gowreesunkar & Sotiriadis, 2014). Tourists often look for recreational opportunities and the opportunity to have fun. Hotels usually fulfill this need by offering animation activities and this is especially common in European resort hotels (Glinia, Costa & Drakou, 2004). These activities are provided by an "animator" who has to possess specific professional skills such as management capabilities, organizational skills, communication skills and hosting/presenting skills as well as some degree of specialization in entertainment (Jakovlev, Koteski, Bardarova, Zvezova, Dzambazoski & Koteski, 2014).

Animation services offer many options to tourists who desire active recreation, including sports, cultural entertainment, outdoor/indoor and traditional activities (Tsankov, Deliverska & Ivanov, 2015). Sotiriadis (2014) divides animation services into two areas: the performing arts and sport. These two aspects meet the tourists' different needs for entertainment and fun and provide them with better opportunities to socialize and interact with each other. Such services have become an important part in the development of hotels and in selling hotel rooms (Camarda & Badua, 2010). It has been found that animation services have a significant influence on marketing hotels, competing with other resorts, increasing room sales, generating income, increasing sales of other services and creating brand awareness and dependence among consumers (Gokdeniz & Dinc, 2000).

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Animation services are mostly designed for two different guest segments: children and adults (Mikulić & Prebežac, 2011). However, other demographic characteristics also need to be taken into account as age is simply the most basic variable used to segment the market and customers (Kotler & Armstrong, 1991). In addition to this, demographic characteristics can be used as marketing intelligence inputs in order to better evaluate the success of a business. Furthermore, demographic data play a key role for businesses in developing marketing plans and strategies and form a basis on which they can compete with their rivals (Lazer, 1994).

As the aim of hotels is to make a profit, they have to enlarge their potential customer base every year in order to improve their incomes. Given that the number of hotels providing similar services is increasing day by day, offering different service options or increasing the quality of existing services have become necessary for these businesses. Well-programmed animation services play a prominent role in promoting repeat purchasing and ensuring that customers select the same hotel for future vacations. Moreover, given that customers are individuals with different demographic features such as nationality, income, educational level, age and profession, the evaluation of quality with regard to demographic features is important. Knowing the quality of the services provided by businesses and being able to rectify any deficiencies are important. To this end, the purpose of this study was to assess the quality of the animation provided in five-star hotels with regard to the demographic features of the tourists staying there.

Literature review

The measurement of quality has always been a significant problem due to the characteristics of service industries. Recently, however, research on the service quality has become popular due to developments in the service sector (Ozturk & Seyhan, 2005). The difficulty of measuring service quality has been thought to result from the difficulties of providing a standard measure, as the quality of a service differs from producer to producer, from customer to customer and from situation to situation, and because the evaluation of quality is made by the customer, not by the producer or seller (Gurbuz & Ergulen, 2008). At the same time, the quality of a service is complicated and difficult to measure compared to the quality of a product that can be measured via indications such as its endurance and the number of faults or deficiencies it has (Parasuraman, Zeithaml & Berry, 1988).

A variety of scales is used in the measurement of service quality, but the scale most used to assess service quality is the ServQual (Pollack, 2008; Shonk, 2006; Thwaites & Chadwick, 2005) developed by Parasuraman, Zeithaml & Leonard (1985). The ServQual consists of the dimensions of 'tangible', 'responsibility', 'reliability', 'assurance' and 'empathy'. This scale is a popular instrument for measuring service quality in various service industries (Lam, James & Barbara, 2005). However, some deficiencies have been noted when using it to measure service quality in the recreational sector (Ott, 2008; Theodorakis & Alexandris, 2008; Yıldız, 2012). According to Crompton, MacKay and Fesenmaier (1991), only four dimensions and 11 of the 22 items in the ServQual can be used in the field of recreation. Kosta, Glynnia, Antoniou, Goudas and Kouthouris (2003) utilized all the dimensions of the ServQual in a study conducted to assess the quality of recreation and sport areas in a number of resort hotels. However, the researchers found that the ServQual was insufficient to measure the quality of recreation in the hotels. Factors such as authenticity, hospitality and the characteristics of the provider should also be used in the assessment of the quality of recreational services offered in hotels (Kosta et al., 2003). Kouthouris and Alexandris (2005) investigated the applicability of the ServQual model in predicting customer satisfaction and customer behavioral intentions in the context of outdoor recreation, but the

five dimensions of the ServQual model predicted a very low amount of variances in both the satisfaction and behavioral intentions variables. Albayrak, Caber and Oz (2017) also used the ServQual to evaluate international tourists' perceptions of service quality with regard to recreational activities in a five-star hotel. However, these researchers evaluated the service quality using only three dimensions of the ServQual. According to Yıldız (2012), the dimensions of the ServQual cannot provide enough specific information to assess the quality of recreation services.

Other scales have been developed for the recreational sector due to the shortcomings of ServQual (Ott, 2008). Crompton et al. (1991) designed RECQUAL. This scale evaluates service quality through the dimension of 'assurance', 'reliability', 'responsiveness' and 'tangible'. However, RECQUAL was adapted from ServQual. Another specialized scale designed to measure service quality in recreation was QUESC (Quality Excellence of Sports Centers) developed by Kim and Kim (1995). This scale has 11 factors (ambience, employee attitude, reliability, information, programming, personal consideration, privileges, price, ease of mind, stimulation and convenience). Howat, Absher, Crilley and Milne (1996) designed another scale consisting of four dimensions (core services, staff quality, general facility and secondary services) to measure service quality in recreation. The main characteristic of these two scales is that they both measure the quality of indoor recreational services (Ott, 2008). These scales may thus not be appropriate for measuring the quality of recreational services provided at resorts because animation services are often provided in the open-air areas of hotels (Sotiriadis, 2014). One of the most recently designed scales for measuring recreational service quality is SSQRS (The Scale of Service Quality in Recreational Sports) developed by Ko and Pastore (2005). This instrument consists of items representing four dimensions of service quality assessment: program quality; interaction quality; outcome quality and physical environment.

The recreational services provided in resorts include features that relax the participants, improve their creativity, enable them to experience different aspects of life and aid their social interaction (Costa, Glinia, Goudas & Antoniou, 2004). Therefore, these characteristics should also be taken into consideration in the measurement of service quality. Deliverska and Ivanov (2012) suggest four criteria – sports and entertainment services, facilities, animators (service providers) and the animation program – in evaluating the quality of the animation services in a resort. When the scales developed to evaluate the service quality in the field of recreation field were examined, it was considered that the SSQRS developed by Ko and Pastore (2005) was an appropriate measurement tool for the purpose of this research.

Method

Population and sample

The population of the study consisted of tourists staying in five-star hotels located in Antalya. The convenience sampling method was used in selecting the sample. A total of 603 participants, 324 females (53.7%) and 279 males (46.3%) from four different five-star hotels in the Alanya, Kemer, Serik and Manavgat districts of Antalya constituted the sample of the study.

Measurement tool

In this study, the Scale of Service Quality in Recreational Sports (SSQRS) developed by Ko and Pastore (2005), and retested in 2007 after the dimension of 'satisfaction' had been added, was used. The scale evaluates the service quality in four dimensions. These are 'program quality', 'interaction quality', 'outcome quality' and 'physical environment'. In addition to the service quality dimensions, one

section of the scale consists of the 'satisfaction' dimension. The scale consists of 49 items assessing the service quality dimensions and four items assessing the level of satisfaction.

Following the results of the analyses performed for Turkish adaptation of the SSQRS, it was decided that the 'interaction quality' dimension within the original scale would be termed the 'access to information' dimension. The total Cronbach's alpha reliability coefficient of the scale was 0.944 and the Cronbach's alpha reliability coefficients of the dimensions were between 0.909 and 0.835. According to Nunnally and Bernstein (1994), the scale has a high level of reliability. The item total correlation coefficients of the scale were detected to vary between 0.43 and 0.66. Ko and Stewart (2002) suggest that item total correlation coefficients must be over 0.30. The item factor loads in the scale range from 0.40 to 0.80. Child (1970) notes that factor loadings of over 0.50 are good and very meaningful and those lower than 0.32 are poor. As a result, the scale is valid and reliable for measuring the quality of animation services.

Data collection

This study was conducted in heigh tourist season, during July 2012. In the data collection process, managers of animation departments were interviewed and the aim and significance of the study were explained. Managers who agreed to participate were given Turkish, German, Russian and English questionnaires to be distributed to tourists attending the animation activities. Department managers assigned entertainers the task of ensuring the questionnaires were filled out. Out of the 617 questionnaires returned, 603 questionnaires were used in the study.

Data analysis

The quality of the animation services was compared with respect to income, age, nationality, educational level and profession in the sample group. One-way Variance Analysis (ANOVA) was used in comparisons. Variance homogeneity assessment was performed with Levenes' test for averages displaying difference in ANOVA and all data were detected to be homogenous. Measurement values enabling the variance homogeneity were assessed with LSD statistics to find difference in the groups between income, age, nationality, educational status and profession results ($p < 0.05$).

Results

In assessing whether service quality was different according to the income of the groups, a significant difference was seen between program quality, the physical environment, level of satisfaction and access to information. When the difference among the groups were examined, it was found that those with an income of "\$5,000 or more" ($X = 4.3475$) had the highest average score in comparison to others in the program quality dimension, those with an income of "\$5,000 or more" ($X = 4.3161$) had the highest average in the physical environment dimension, those with an income of "\$5,000 or more" ($X = 4.2917$) had the highest average in the satisfaction dimension and those with an income between "\$4,501 and \$5,000" ($X = 4.0938$) had the highest average in the access to information dimension.

Table 1
Differentiation service quality factors by income

Factors	Income status	N	Mean	Sd.	F	p
Program quality	\$1,000 or less	100	4.2038	0.40871	1.917	0.047
	\$1,001 - \$1,500	108	4.0385	0.61228		
	\$1,501 - \$2,000	102	4.0038	0.71593		

Table 1 Continued

Factors	Income status	N	Mean	Sd.	F	p
Program quality	\$2,001 - \$2,500	70	4.1582	0.55838	1.917	0.047
	\$2,501 - \$3,000	70	4.2253	0.50029		
	\$3,001 - \$3,500	53	4.1045	0.64976		
	\$3,501 - \$4,000	31	4.0422	0.49528		
	\$4,001 - \$4,500	24	4.1603	0.42249		
	\$4,501 - \$5,000	16	4.2356	0.43557		
	\$5,000 or more	29	4.3475	0.57145		
Physical environment	\$1,000 or less	100	4.2033	0.51415	2.548	0.007
	\$1,001 - \$1,500	108	3.9684	0.77529		
	\$1,501 - \$2,000	102	3.9044	0.77727		
	\$2,001 - \$2,500	70	4.1167	0.54107		
	\$2,501 - \$3,000	70	4.1310	0.46638		
	\$3,001 - \$3,500	53	3.9607	0.77291		
	\$3,501 - \$4,000	31	3.9435	0.43800		
	\$4,001 - \$4,500	24	4.2049	0.40675		
	\$4,501 - \$5,000	16	4.1406	0.48278		
\$5,000 or more	29	4.3161	0.70125			
Outcome quality	\$1,000 or less	100	3.5225	0.87299	1.738	0.077
	\$1,001 - \$1,500	108	3.5417	0.86010		
	\$1,501 - \$2,000	102	3.4105	0.90128		
	\$2,001 - \$2,500	70	3.625	0.84886		
	\$2,501 - \$3,000	70	3.6304	0.72807		
	\$3,001 - \$3,500	53	3.3939	1.02475		
	\$3,501 - \$4,000	31	3.0726	0.90299		
	\$4,001 - \$4,500	24	3.4427	1.04451		
	\$4,501 - \$5,000	16	3.3125	1.24164		
\$5,000 or more	29	3.7759	0.88096			
Satisfaction	\$1,000 or less	100	4.2575	0.50309	2.013	0.036
	\$1,001 - \$1,500	108	4.1227	0.74059		
	\$1,501 - \$2,000	102	3.9975	0.89033		
	\$2,001 - \$2,500	70	4.2143	0.70362		
	\$2,501 - \$3,000	70	4.2321	0.54060		
	\$3,001 - \$3,500	53	4.0425	0.83167		
	\$3,501 - \$4,000	31	3.9758	0.52976		
	\$4,001 - \$4,500	24	4.2917	0.45245		
	\$4,501 - \$5,000	16	4.2188	0.53131		
\$5,000 and more	29	4.4224	0.60542			
Access to information	\$1,000 or less	100	3.9525	0.63831	4.032	0.001
	\$1,001 - \$1,500	108	3.5926	0.87848		
	\$1,501 - \$2,000	102	3.3309	0.98514		
	\$2,001 - \$2,500	70	3.6286	0.96190		
	\$2,501 - \$3,000	70	3.5786	0.88008		
	\$3,001 - \$3,500	53	3.6840	0.83515		
	\$3,501 - \$4,000	31	3.6048	1.01196		
	\$4,001 - \$4,500	24	4.0000	0.62987		
	\$4,501 - \$5,000	16	4.0938	0.46435		
\$5,000 or more	29	3.8103	0.97892			

As seen in Table 2, it was found that those in the age group "20-27" ($X = 3.9277$) had the highest average in the outcome quality dimension, those in the age group "20-27" ($X = 4.4849$) also had the

highest average in the satisfaction dimension, and those in the age group "12-19" ($X = 3.9603$) had the highest average in the access to information dimension.

Table 2
Differentiation of service quality factors by age

Factors	Age	N	Mean	Sd.	F	p
Program quality	12-19	63	4.2222	0.41931	1.885	0.07
	20-27	83	4.2919	0.47079		
	28-34	155	4.0710	0.65556		
	35-41	116	4.1346	0.56526		
	42-48	106	4.0835	0.59149		
	49-55	44	4.0507	0.64741		
	56-62	11	3.9650	0.30258		
	63 and over	25	4.0308	0.50977		
Physical environment	12-19	63	4.2302	0.50016	1.984	0.55
	20-27	83	4.2209	0.46661		
	28-34	155	3.9855	0.72438		
	35-41	116	4.0632	0.62386		
	42-48	106	3.9874	0.79272		
	49-55	44	4.0360	0.62913		
	56-62	11	3.9015	0.38876		
	63 and over	25	3.9967	0.44843		
Outcome quality	12-19	63	3.3671	0.89066	3.91	0.001
	20-27	83	3.9277	0.75333		
	28-34	155	3.5145	0.88869		
	35-41	116	3.4688	0.89593		
	42-48	106	3.2972	0.92445		
	49-55	44	3.4205	0.97576		
	56-62	11	3.6023	0.82314		
	63 and over	25	3.4350	0.81659		
Satisfaction	12-19	63	4.1984	0.46045	3.543	0.001
	20-27	83	4.4849	0.51405		
	28-34	155	4.1048	0.83007		
	35-41	116	4.0841	0.72303		
	42-48	106	4.0920	0.67641		
	49-55	44	4.0114	0.78124		
	56-62	11	4.0455	0.36773		
	63 and over	25	4.1900	0.29119		
Access to information	12-19	63	3.9603	0.67830	2.825	0.007
	20-27	83	3.8163	0.76118		
	28-34	155	3.5274	0.95115		
	35-41	116	3.6228	0.91038		
	42-48	106	3.6226	0.89592		
	49-55	44	3.4943	0.96221		
	56-62	11	3.3409	1.02636		
	63 and over	25	3.9500	0.68084		

As seen in Table 3, it was found that those in the group of "Russian citizens" ($X = 4.2500$) had the highest average with respect to others in the program quality dimension, those within the group of "Russian citizens" ($X = 4.2482$) had the highest average in the physical environment dimension, those within the group of "citizens of other countries" ($X = 3.7261$) had the highest average in the outcome

quality dimension, those within the group of "Russian citizens" ($X = 4.2978$) had the highest average in the satisfaction dimension, and those within the group of "German citizens" ($X = 3.8396$) had the highest average in the access to information dimension.

Table 3
Differentiation of service quality factors by nationality

Factors	Natio-nality	N	Mean	Sd.	F	p
Program quality	Turkish	177	3.8618	0.63355	19.456	0.001
	German	159	4.2274	0.42841		
	Russian	136	4.2500	0.58160		
	Other	131	4.2337	0.52114		
Physical environment	Turkish	177	3.7863	0.77844	17.080	0.001
	German	159	4.1368	0.47450		
	Russian	136	4.2482	0.60980		
	Other	131	4.1476	0.56581		
Outcome quality	Turkish	177	3.2712	0.86955	9.129	0.001
	German	159	3.4198	0.97286		
	Russian	136	3.6756	0.79223		
	Other	131	3.7261	0.85879		
Satisfaction	Turkish	177	3.9421	0.86674	8.658	0.001
	German	159	4.2280	0.46165		
	Russian	136	4.2978	0.61427		
	Other	131	4.2118	0.68744		
Access to information	Turkish	177	3.4294	0.95008	6.660	0.001
	German	159	3.8396	0.75015		
	Russian	136	3.6801	0.83649		
	Other	131	3.7290	0.93697		

As seen in Table 4, it was found that those within the group of "undergraduate education" ($X = 3.5789$) had the highest average in the outcome quality dimension and those within the group of "primary and secondary school education" ($X = 3.8279$) had the highest average in the access to information dimension.

Table 4
Differentiation of service quality factors by educational status

Factors	Educational status	N	Mean	Sd.	F	p
Program quality	Primary and secondary school	154	4.1753	0.40423	0.755	0.470
	Undergraduate	344	4.1118	0.63071		
	Postgraduate	105	4.1033	0.59055		
Physical environment	Primary and secondary school	154	4.1526	0.49054	2.112	0.122
	Undergraduate	344	4.0240	0.70136		
	Postgraduate	105	4.0500	0.67042		
Outcome quality	Primary and secondary school	154	3.4716	0.83021	4.453	0.012
	Undergraduate	344	3.5789	0.88646		
	Postgraduate	105	3.2857	0.99196		
Satisfaction	Primary and secondary school	154	4.2354	0.44578	1.544	0.214
	Undergraduate	344	4.1177	0.78126		
	Postgraduate	105	4.1667	0.68699		

Table 4 Continued

Factors	Educational status	N	Mean	Sd.	F	p
Access to information	Primary and secondary school	154	3.8279	0.73848	6.475	0.002
	Undergraduate	344	3.5487	0.92542		
	Postgraduate	105	3.7738	0.90107		

As seen in Table 5, it was found that those within the group of "managers" ($X = 4.2432$) had the highest average in the program quality dimension, those within the group of "students" ($X = 4.2104$) in the physical environment dimension, those within the group of "students" ($X = 4.2896$) had the highest average in the satisfaction dimension and those within the group of "students" ($X = 3.9024$) had the highest average in the access to information dimension.

Table 5

Differentiation of service quality factors by professional group

Factors	Profession	N	Mean	Sd.	F	p
Program quality	Housewife	31	4.2357	0.43602	4.204	0.001
	Worker	60	4.0000	0.71096		
	Officer	80	4.2231	0.53302		
	Retiree	37	3.8358	0.74847		
	Student	82	4.2251	0.39405		
	Artisan	52	4.0740	0.55176		
	Self-employment	104	4.2078	0.46586		
	Manager	74	4.2432	0.49901		
	Other	83	3.9435	0.70553		
Physical environment	Housewife	31	4.1210	0.51408	4.916	0.001
	Worker	60	3.8931	0.77949		
	Officer	80	4.1479	0.53826		
	Retiree	37	3.6644	0.86144		
	Student	82	4.2104	0.45422		
	Artisan	52	4.0449	0.59648		
	Self-employment	104	4.1739	0.52923		
	Manager	74	4.1869	0.48841		
	Other	83	3.8645	0.88199		
Outcome quality	Housewife	31	3.8065	0.68605	1.222	0.284
	Worker	60	3.5375	0.95122		
	Officer	80	3.5594	0.84076		
	Retiree	37	3.3378	0.93998		
	Student	82	3.4954	0.86612		
	Artisan	52	3.4087	0.92359		
	Self-employment	104	3.6130	0.79163		
	Manager	74	3.4020	0.96919		
	Other	83	3.3840	1.01227		
Satisfaction	Housewife	31	4.2097	0.65223	3.348	0.001
	Worker	60	4.0208	0.82119		
	Officer	80	4.1594	0.75078		
	Retiree	37	3.8716	0.72078		
	Student	82	4.2896	0.48348		
	Artisan	52	4.2404	0.60220		
	Self-employment	104	4.2668	0.57482		
	Manager	74	4.2736	0.46847		
	Other	83	3.9307	0.95342		

Table 5 Continued

Factors	Profession	N	Mean	Sd.	F	p
Access to Information	Housewife	31	3.8629	0.89638	2.78	0.005
	Worker	60	3.4958	1.03896		
	Officer	80	3.6406	0.95371		
	Retiree	37	3.5878	1.06916		
	Student	82	3.9024	0.65470		
	Artisan	52	3.8029	0.71971		
	Self-employment	104	3.6202	0.83170		
	Manager	74	3.7703	0.86578		
	Other	83	3.3705	0.90169		

Discussion

The number of tourists coming to Turkey is significant (Turan, 2010). Whether foreign or domestic, all tourists want to eat and drink well and also to experience spiritual and physical rest and recreation in tourist facilities such as hotels and holiday villages. To this end, animation services come into play (Turan, 2010). Animation services enable guests to socialize with one another, prevent their holidays from becoming monotonous, introduce them to different cultures while also encouraging expenditure and allowing hotels to compete with each other (Kocak, 2001).

Scott and Shieff (1993) stated that customers with different income levels had different perceptions of service quality. This statement is confirmed by the results obtained in this study. Lim, Bennett and Dagger (2008) noted that individuals with high income levels generally also had high levels of education. As a result, these customers tend to ask more questions to obtain better information before making any decisions. Customers with higher income levels may thus perceive service quality differently than those with low income level. According to this study, the fact that those with high income levels have higher averages for the dimensions of program quality, physical environment, satisfaction and access to information compared to others suggests that individuals with a high income have different perceptions of service quality. Muderrisoğlu and Uzun (2004) indicated that the income levels of participants would directly affect which recreational activities they preferred. This is correct in terms of how participants with high income levels relate to the activities provided in tourist animation programs.

Mikulic and Prebezac (2011), in their study examining customer satisfaction in relation to three types of animation programs provided in resort hotels (sports activities, evening tourist activities and children-oriented tourist activities) found that participants up to the age of 34 had more expectations relating to activity diversity, quality of facilities and equipment and the politeness of the personnel compared to older participants. The study's results showed that participants up to the age of 35 were more satisfied with the evening tourist activities in terms of program attractiveness, performance quality and weekly program diversity compared to older participants. This result shows similarity with the findings of this study. Mankongvanichkul (2010) stated that younger customers have less experience relating to services and that comparing their previous experience to the present service may be hard for them. As a result, they are more satisfied with the service provided than older adults. This situation may be the reason why younger customers have higher averages in this study in terms of the dimensions of outcomes, satisfaction and access to information relating to animation services. In addition to this, tourist animation programs extensively involve activities based on games, sports and forms of entertainment that require a large amount of energy. Such activities generally arouse the interest of younger individuals. The main reason that younger age groups experience a higher quality of service may be linked to the presence of such activities in the programs. Furthermore, this result might be

evaluated as indicating a lack within this study of a specific examination of hotel animation programs for more advanced age groups.

Age is a strong determinant of customer behavior, one which affects factors such as interest, taste, purchasing behavior, political preference and investment (Lim et al., (2008). Callan and Bowman (2000) indicate that older adults (aged 55 and over) make up an intelligent group with high expectations relating to hotel services and which attaches importance to the service provided, rather than primarily to its price or any discounts. According to the results of the study, the fact that the older adult group had a lower average compared to the groups in the 12-19 and 20-27 age groups relating to the results, satisfaction and access to information aspects of service quality indicates that their expectations were not satisfied.

The most significant factor for animation services is to understand the different wishes and requirements of tourists from different countries (Ministry of National Education, 2006). Russian citizens had the highest average score in terms of program quality, the physical environment and the satisfaction provided by the tourist animation services. Citizens of other countries had the highest average score for the outcomes they obtained from the tourism animation. German citizens had the highest average relating to the access to information dimension. An interesting finding is that Turkish citizens had the lowest average score in all factors regarding the quality of the animation services. Ozturk and Seyhan (2005) states that as hotels are businesses providing service, the quality of the service provided is what determines customer satisfaction. They also indicate that improving the quality of the service is possible through extensive analysis of customer expectations. In this regard, the fact that the Turkish participants had a lower average score in all factors regarding the quality of the animation services leads us to believe that their expectations had not been well analyzed and understood. According to the 2010 statistics from the Ministry of Tourism, the majority of tourists who take vacations in Turkey are German and Russian (Turkish Statistical Institute, 2010). Hotels develop their animation programs based on the nationalities of their customers and organize activities and programs that are appropriate for these cultures. This situation thus causes Turkish tourists to have higher expectations with regard to service quality. It is thus very important for hotel businesses to update their tourist animation programs with regard to the statistics from the Ministry of Tourism.

Chow, Lau, Lo, Sha and Yun (2007) suggest that individuals with higher educational levels have higher expectations regarding service quality. Examining the results of this study, it is observed that individuals with a university education had the highest averages in the dimension of outcome quality. This result shows a similarity to the view of Chow et al. (2007). However, it contradicts the view that individuals with only a primary and secondary school education have the highest averages in the dimension of access to information. Animation programs are announced via hotels' websites and information boards, as well as on leaflets that are delivered to guests' rooms (Sotiriadis, 2014). Ozturk (2005) suggests that individuals with higher educational levels use information communication technologies more. In this study, the reason that individuals with higher educational levels had lower levels of access to information is fundamentally linked to the failure of businesses to provide sufficient and up-to-date information about their animation programs on their websites.

Everyone has different judgments about quality (Aslan & Kocak, 2011). Understanding individuals enables organizations to develop and design strategies to orient their services towards specific professional groups (Landrum, Prybutok & Zhang, 2010). Those in the group of "managers" had higher average scores with regard to tourism animation services than other professional groups. This shows that the programs offered in this group of five-star hotels have been designed to meet the needs of the

managerial group. In addition, the "student" group had a higher average score than other groups in terms of environment in which the animation took place, the level of satisfaction, access to information and the personnel providing the service. In a study conducted by Ko and Pastore (2007) with the aim of understanding the service quality and customer satisfaction in campus recreational programs in a sample in which 82% of the participants were students, it was found that the participants had high average scores for general service quality. The highest average score was in the outcome quality dimension while the lowest was in the physical environment dimension. This result confirms the findings relating to the "student" group within the scope of this study. It is thought that improving the design of facilities and the surrounding environment and replacing old items with new ones increases levels of satisfaction (Ko & Pastore, 2007). In this sense, the fact that professional groups other than students had lower average scores for satisfaction leads to the conclusion that the design, the environment and the materials used in the facilities which provide tourism animation activities should be replaced.

Conclusion

Participants with a high income level were observed to have higher average scores in the dimensions of program quality, the physical environment, levels of satisfaction and access to information with regard to the overall quality of tourist animation services. Younger participants were found to have higher average scores in the dimensions of satisfaction and access to information. It was determined that participants with an undergraduate education had higher average scores relating to the outcomes they obtained from the animation services, that those in the group of "managers" had higher scores in the program dimension, that students had higher scores in the dimensions of the physical environment, satisfaction levels and access to information. Assessing the quality of the tourist animation services with regard to nationality, it was concluded that Turkish citizens had the lowest average scores in all dimensions.

Limitations and future research

The limitations of study are that it was restricted to four hotel businesses with five stars and was conducted only in four tourism regions of Antalya. It is worth mentioning that the data were gathered only in July, the month when there were most tourists. It is suggested that in future research, the quality of animation services should be measured at both the beginning and end of the tourist season. Hotel managers would thus be better able to assess the quality of the animations services they offer.

According to data from the United Nations-affiliated World Tourism Organization (UNWTO) for 2011, Turkey ranks 11th among countries with the highest income from tourism (Antalya Introduction Foundation, 2008). A number of factors play a role in increasing income from tourism. The effects of five-star accommodation businesses on the tourism industry are obvious. Through the services they provide, these businesses have an effect on whether tourists visit and make repeat visits to a specific country and on increasing the income obtained from tourism, as well as making a country more competitive. Almost all accommodation businesses providing similar services regard animation services as a tool to allow them to promote themselves and achieve a greater market share. In this regard, managers need to be involved in constant data collection to keep up with the intense competition and the rapid changes in customers' expectations and desires, which are also affected by developing technology. Thus, the services provided should be designed with regard to information that is regularly obtained from customers with different demographic features.

The findings of this study show that individuals with different income and educational levels have different perceptions of the quality of animation services. The reasons for this should be investigated in

future studies on the subject. The reasons why Turkish tourists generally perceive the quality of services to be low should also be further investigated. Furthermore, the in-depth interviews with animators and participants in animation programs might give a more insight into the reasons for animation service quality.

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