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CULTURE-BASED BEHAVIOUR OF CHINESE TOURISTS AND EMERGING ISSUES IN GUIDED TOURS: A QUALITATIVE EXAMINATION IN TURKISH TOURISM CONTEXT

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MASTER'S DEGREE
DEPARTMENT OF TOURISM MANAGEMENT
TOURISM MANAGEMENT PROGRAM

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ETHICAL DECLARATION

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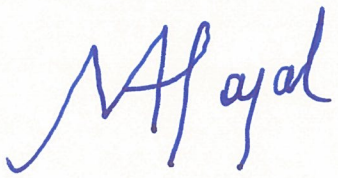

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Abdulkadir Hüseyin SAYAL

25.08.2020

Culture-Based Behaviour of Chinese Tourists and Emerging Issues in Guided Tours: A Qualitative Examination in Turkish Tourism Context

Master Thesis

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INSTITUTE OF GRADUATE PROGRAMS
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ABSTRACT

In recent year, the number of international Chinese tourists has increased significantly in parallel with the great economic progress China has made. Although the number of Chinese tourists coming to Turkey increase every year, it is still considered low when compared to the total number of Chinese tourists travel internationally. In this context, this research was conducted to provide better service to Chinese tourists by observing their behaviour and also attempt to create a Chinese tourist profile. In this research, participant observation technique, one of the qualitative research method, was applied to understand culture-based behaviour of Chinese tourists in guided tours. Observations were conducted by Chinese speaker professional tourist guide who is the researcher of this study. Observations were conducted between 22.03.2019 and 03.01.2020. Chinese tourists participated in guided tours were observed in terms of food preference, in the visited place, shopping, payment method and tip, in the car, restaurant and hotel and participation activities. Observations were also compared with the studies on Chinese tourists' behaviour in the literature. As a result, it is important to adopt some applications which are widely used by Chinese people in many fields, hiring Chinese speaker personnel, and arranging itinerary in accordance with the cultural characteristics of Chinese people. In addition to these, Chinese tourism market in Turkey and emerging issues were also mentioned.

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Çinli Turistlerin Rehberli Turlarda Kültür Temelli Davranışları ve Ortaya Çıkan Sorunlar: Türk Turizmi Bağlamında Nitel Bir Araştırma

Yüksek Lisans Tezi

Abdulkadir Hüseyin SAYAL

Hacı Bayram Veli Üniversitesi
Lisansüstü Eğitim Enstitüsü
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ÖZET

Son yıllarda Çin Halk Cumhuriyeti'nin ekonomik anlamda büyük ilerleme kaydetmesiyle birlikte yurtdışına çıkan Çinli turist sayısı da önemli ölçüde artmıştır. Ülkemize gelen Çinli turist sayısı artış gösterse de her yıl uluslararası seyahat eden Çinli turist sayısına oranla hala düşük kabul edilmektedir. Bu bağlamda Çinli turistlerin davranışlarını gözlemleyerek onlara daha iyi hizmet vermek ve Çinli turist profili oluşturmak için bu araştırma yapılmıştır. Bu araştırmada, nitel araştırma yöntemlerinden katılımcı gözlem tekniği, Çinli turistlerin rehberli turlarda sergilediği kültür temelli davranışlarını anlamak için uygulanmıştır. Turlarda gözlemi, Çince profesyonel turist rehberi olan araştırmacı yapmıştır. Gözlemler 22.03.2019 ve 03.01.2020 tarihleri arasında yapılmıştır. Çinli turistler Türkiye'de katıldığı rehberli turlarda; yemek tercihleri, ziyaret yerindeki davranışları, alışveriş tercihleri, ödeme yöntemi ve bahşiş, araçta, otelde ve restorandaki davranışları ve aktivitelere katılma tercihleri yönünden gözlemlenmiştir. Gözlemler, literatürdeki Çinli turistlerin davranışları üzerine yapılan çalışmalar ile de karşılaştırılmıştır. Sonuç olarak; farklı alanlarda Çinliler tarafından kullanılan uygulamaların Türkiye'de kullanılması, Çince bilen personel bulundurma ve tur programlarının Çinlilerin kültürel özelliklerine göre hazırlanması ve benzeri konuların önemli olduğu belirlenmiş ve gelecekte Türkiye'deki Çin turizmi için önem arz eden konular hakkında çıkarımlarda bulunulmuştur.

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...always in the path of The Great Turkist and The Great Leader
Mustafa Kemal ATATÜRK

…to my late grandfather, ALİ SAYAL

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I have had the privilege of studying with exceptional scholar, Assoc. Prof. Dr. Yalcin Arslanturk, whose eximious guidance and encouragement made my life meaningful and easy. I would like to thank him for setting a perfect role model of an academician.

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INTRODUCTION

Tourism is organized at ministerial level in many countries has become a sector by increasing its importance day to day. The sector is considered by many authorities as a source of foreign exchange, employment and development as well as a phenomenon which promotes relations among countries and cultures. Today, the sector is among the five largest sectors that makes up the world economy. Increased personal income, development of technology and power of social media can be put forward to explain the reasons of tourism such a developed sector. According to Tourism Highlights 2019, international tourist arrivals reached 1.4 billion and generated total international tourism exports reached USD 1.7 trillion in 2018. In terms of international tourist arrivals France ranked the first with 89 million, China ranked fifth 63 million, Turkey ranked sixth with 46 million. China ranked the first as the world's largest spender with USD 277 billion.

In 1978, China began to reform its economy during Mao Zedong's successor Deng Xiaoping, in 2013 President Xi Jinping put forward "One Belt-One Road Initiation", following these and other developments in the field of economy, China has made a great progress. According to the statistics of the World Bank of 2018; China, with its USD 13.6 trillion economy and USD 9770 GDP per capita, has continued to make economic growth. As a result of these developments, in accordance with increased personal income, the rate of travelling Chinese tourists has increased in parallel. According to the statistics of World Tourism Organization, in 2018 international Chinese tourists spent USD 277 billion with 5% growth compared to previous year.

China, is the world's largest spender in 2018, almost doubled the world's second largest spender United States of America (USD 144 billion), 10% of its population travelled internationally and by 2027 the number of passport holders is expected to reach 300 million, has a great potential in the long term.

Turkey, was home to many civilizations since it is situated on the ancient pathways, has become one of the most visited destinations owing to its thousand-

years heritage. Turkey ranked fourth in the most visited countries in Europe and sixth in the world. The number of Chinese tourists visiting Turkey have increased since 2016. In this context, in terms of Turkish Tourism it is crucial to realize China's tourism potential in long-term, to get prepared for attracting Chinese tourists and to gain the maximum income of their expenses.

Today, many countries are almost competing to get more share from international tourism expenditures, during the competition countries try to advertise their historical, cultural, natural and touristic assets through different channels to attract foreign tourists. Service providing process begins for the countries which are successful on attracting tourists. It is important to know the culture, behaviour, differences of the tourists to be served in this process. As Li (2012) stated people from different cultures have different cultural values, therefore, to provide high quality service in tourism sector it is crucial to know the characteristics of the culture. In this context, the problems of this research are to determine and define culture-based behaviours of Chinese tourists in guided tours and reveal similarities and differences.

Purpose and Importance of the Research

China has become one of the world's biggest economy thanks to economic reforms initiated in 1978 by using its population advantage. As a trade partner of Turkey, China has ranked third in the world and first in the East Asia in terms of trading, and by 2018 trade volume has reached USD 23 billion between two countries. In 2013, President of China Xi Jinping for the first time declared "Modern Silk Road Initiation". Turkey, as the most important country in the middle corridor of the project, attended the "One Belt One Road Summit" in capital Beijing in 2017.

According to the World Bank in 2018; China, with 1.4 billion population, almost constitutes one fifth of the world population, promises great potential for tourism. After establishing strengthen relations each passing year, in 2018 "Turkish Tourism Year" declared in China, and following this compared to previous year, in 2018 with 60% growth number of Chinese tourists arriving Turkey exceeded 390

000. Since its geographical location is close to Europe, as a destination Turkey is mostly preferred by European tourists and neighbouring countries. Owing to collaborations carried out in recent years, Asian countries especially China has started to prefer Turkey as a destination.

Turkish Culture belongs neither European culture nor Asian culture totally. Turkish culture has unique characteristics. In this sense, China resembles Turkey and has own unique characteristics, therefore recognizing this culture and identifying Chinese tourists' culture-based behaviours will contribute to create Chinese tourist profile. In this way, the questions of how to serve and interact with Chinese tourists will be answered.

Specifically, this study answers the following research question:

What are the behaviors of Chinese tourists observed in guided tours?

In other words, purpose of this research is to understand culture-based behaviour of Chinese tourist in guided tours in the places such as ancient cities, museums, restaurants, hotels and vehicles, to specify emerging issues, to provide an insight into other research to be conducted in the future related to Chinese tourists and Turkey-China tourism relations, and to contribute tourism sector stakeholders which are involved in China and Chinese tourists. In addition to these, this research has importance, since it is the first research to examine behaviour of Chinese tourists.

CHAPTER ONE

THEORITICAL FRAMEWORK

1.1. Tourism

Tourism, also known as “smokeless industry” worldwide, has been defined in many ways by institutions and academicians. As the leading organization in the field of tourism, UNWTO defines it: “Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from the place visited” (www.unwto.org).

Tourism Society of England (1976) defined it as: “Tourism is the temporary, short-term movement of people to destination outside the places where they normally live and work and their activities during the stay at each destination. It includes movements for all purposes.”

In addition to general definitions of UNWTO and Tourism Society of England, the origin of the word meaning for returning to the point of departure “tourism” has been identified by Neil Leiper using three approaches such as “economic”, “technical” and “holistic” (Leiper, 2004). Within this framework, as the definition of tourism regarding its economic or business part; tourism involves transportation, accommodation, recreation and other services (Australian Department of Tourism and Recreation, 1975), in addition to this definition providing services for domestic and overseas travellers and travelling for any purposes including recreation and business (Ansett Airlines of Australia, 1977) also reflects tourism’s economic way. In the aspect of technical definitions of tourism, since it matters to gather and monitor tourism’s statistics and data, tries to clarify tourist, visitor and excursionist. In a short way, “a visitor can be classified as a tourist (or overnight visitor) if his/her trip includes an overnight stay, or as a same-day visitor (or excursionist) otherwise” (World Tourism Organization, 2020). Holistic definition of tourism refers to a

general view as tourism is the industry responds to needs of person who is away from his usual environments (Jafari, 1977).

Hunziker, his definition of tourism regarded as one of the classic, defined: "Tourism is the sum of relations and phenomena which result from travelling and visiting an area by non-residents providing that it does not entail resettlement or paid work" (Hunziker, 1951). He draws attention not gaining money during travel. According to McIntosh and Goeldner, tourism is defined as all the relations resulting from interactions of tourists in the visited environment (McIntosh & Goeldner, 1990).

There have been many definitions raised by experts from various fields to define tourism. The aim of all these definitions is to comprehend what tourism is, but it seems that tourism is a very complex phenomenon. Having mentioned many different definitions of tourism, it is not easy to formulate. However, there is a common view that tourism involves two elements "travelling" and "temporary visit" (Przeclawski, 1993).

1.1.1. Current Condition of Tourism

Tourism, as an industry, provides a great variety of benefits to the country's economy in terms of income and employment (Usta, 2009). Owing to interaction with other sectors and bring other sectors' people together enables tourism to become engine of economic development. According to the World Travel & Tourism Council's (WTTC) analysis, the industry "accounted for 10.4% of global GDP and 319 million jobs, or 10% of total employment in 2018" (The Economic Impact of Travel & Tourism, 2019). In 2018, international tourist arrivals with 5% growth reached to 1.4 billion, while total international tourism exports with 4% growth reached USD 1.7 trillion (International Tourism Highlights, 2019).

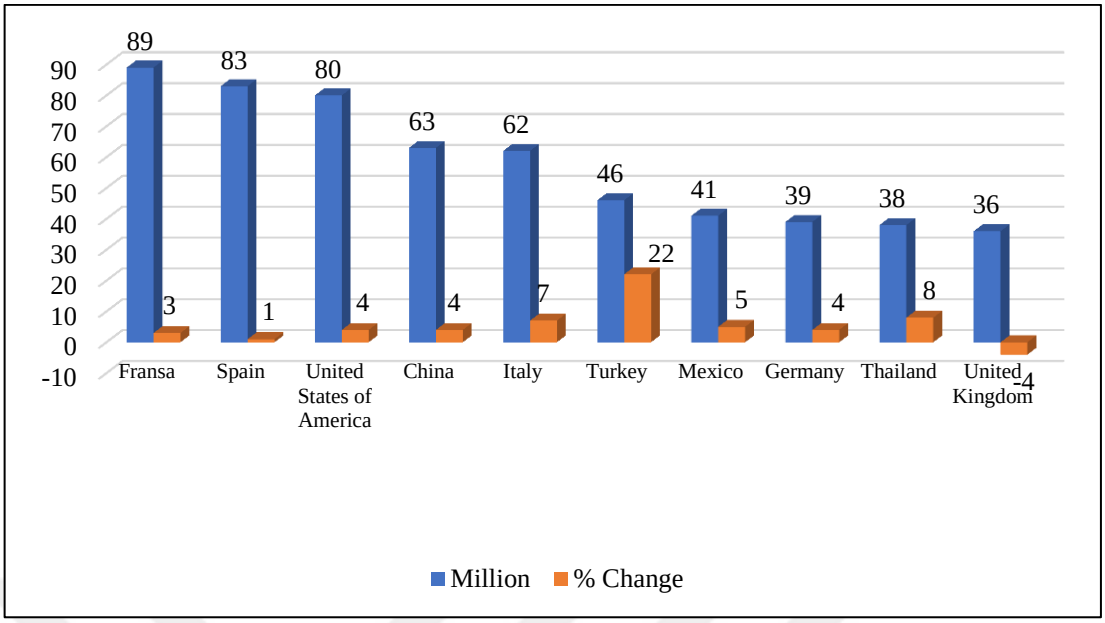


Figure 1.1. Top ten destinations by international tourist arrivals, 2018 (International Tourism Highlights, 2019)

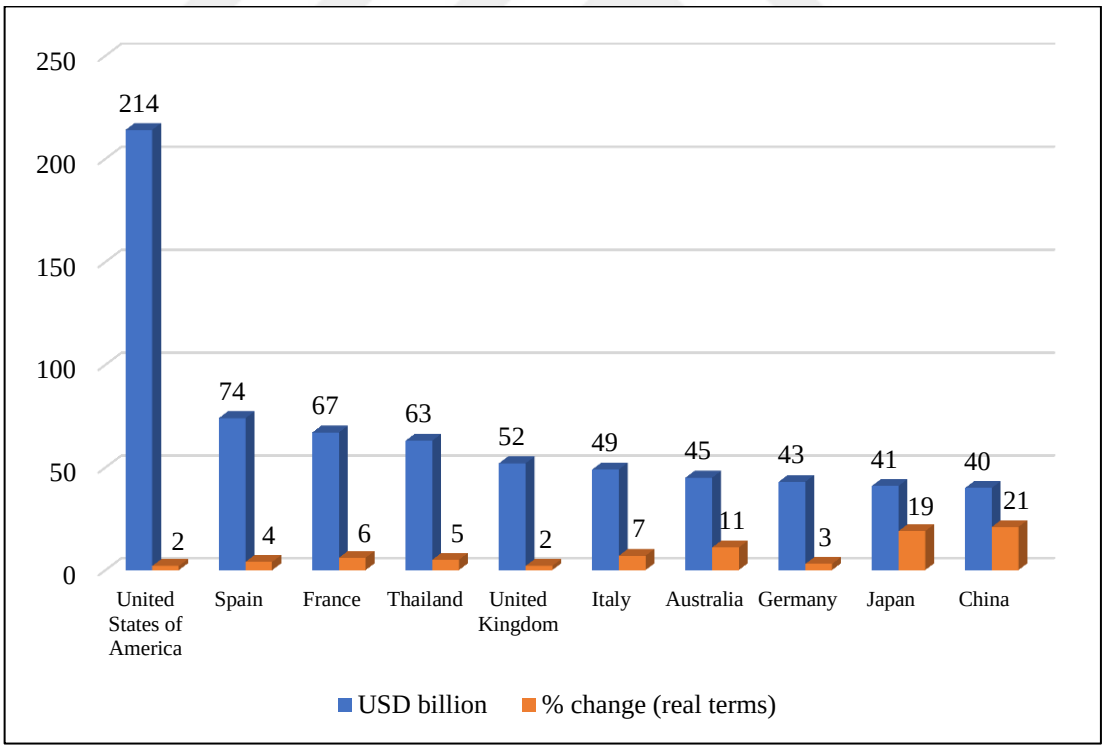


Figure 1.2. Top ten destinations by international tourism receipts, 2018 (International Tourism Highlights, 2019)

As these statistics show, France has taken the lead with 89 million international tourist arrivals in top ten destinations list, but in the third place of top tourism earners. Even though United States of America is in the third place by receiving 80 million international tourists, but in the first place of top tourism earners by gaining USD 214 million. Turkey has also showed outstanding performance with 22% growth of international tourist arrivals.

1.1.2. Current Condition of Turkey's Tourism

According to UNWTO, international tourist arrivals and tourism receipts have shown increase consistently since 2009. Turkey, with its great tourism potential, has also received its share and gained acceleration in terms of both income and reputation. In 2009, 31.7 million international tourists visited Turkey and spent USD 25 billion. Until 2016 Turkey kept attracting international tourists and made a progress. In 2016, since the coup attempt, Turkey's tourism experienced a sharp drop. In 2016, 30.9 million international tourists (in 2015, 41 million) visited and Turkey gained USD 22 billion (in 2015, USD 31.4 billion) (Republic of Turkey Ministry of Culture and Tourism, 2020).

Since then, thanks to positive policies towards tourism with the intention of attracting more tourists, investments and with all the industry stakeholders' effort, Turkey's tourism started to recover. In 2018; 46.1 million international tourists and USD 29.5 billion income, in 2019; 51.7 million international tourists and USD 34.5 billion receipt Turkey has performed well in tourism industry. Russia has taken the first place with 7 million tourists in 2019, 5.9 million tourists in 2018 and 4.7 million tourists in 2017 among the countries visited Turkey. Russia was followed by Germany with 5 million tourists in 2019, 4.5 million tourists in 2018 and 3.5 million tourists in 2017. (Republic of Turkey Ministry of Culture and Tourism, 2020).

Turkey's, ancient name also known as Anatolia, history dates from 10.000 AD. Anatolia hosted many civilizations as it is located at the crossroads of Asia and Europe. In the ancient time, Anatolia was home to Hittites, Urartians, Phrygians, Lydians, and in the following period Helens, Romans, Byzantines, Seljucks and

Ottomans lived in Anatolia. During the period of these civilizations, they built; cities, temples, statues, theatres, baths, churches, palaces, mosques etc. This extraordinary archaeological and historical richness makes Turkey cradle of civilizations, and attracts tourists from all over the world. In this context, managing this cradle of civilizations and its potential in terms of culture and tourism becomes critical and crucial. Thus, tourism sector in Turkey is governed by some major institutions Ministry and Culture and Tourism in the first instance.

Institutional Structure of Turkish Tourism

Ministry of Culture and Tourism: It was first established as "Ministry of Culture" in 1971, and started to serve as "Ministry of Culture and Tourism" in 1982. Ministry of Culture and Tourism is responsible for:

- protecting historical and cultural assets,
- developing all the opportunities of the country in terms of tourism in order to make tourism an efficient sector,
- directing all kinds of investment in terms of culture and tourism,
- promoting Turkey's touristic assets (www.ktb.gov.tr).

Association of Turkish Travel Agencies: Founded in 1972, represents tourism sector efficiently, increases social consciousness, helps to develop legal regulations, improves the performance of its members and employees, controls the competition environment, raises the standards of service in the sector by organizing activities that will contribute to the professional development of Travel agencies. Association of Turkish Travel Agencies (TURSAB) has 11841-member travel agencies by February, 2020 (www.tursab.org.tr).

Union of Turkish Tourist Guides' Chambers: Founded in 2012, works to provide that the tourist guides play an active role in tourism sector, promote the country in accordance with culture and tourism policies, and to prevent illegal guidance activities. Union has 11062 professional tourist guide by February, 2020 (www.tureb.org.tr).

Table 1.1. Number of professional tourist guides in Turkey, by February, 2020.

Languages	Number
English	7095
German	1647
French	1120
Spanish	773
Russian	700
Japanese	589
Italian	551
Portuguese	382
Arabic	366
Chinese	290

Source: Union of Turkish Tourist Guides' Chambers (www.tureb.org.tr).

1.1.3. Turkey-China Tourism Relations

The origins of economic and social relations between Turks and Chinese date back to centuries before the Common Era, however diplomatic relations between Turkey and People's Republic of China were established in 1971 and started to accelerate after 1980's. People's Republic of China after its foundation in 1949, experienced downturn during Cultural Revolution. In 1978, Deng Xioaping (邓小平), also known as creator of "socialism with Chinese characteristics", opened China to foreign investment and ensured sustainable development. Thanks to this, China, in 1990 with 3.9 GDP growth reached to USD 360 billions, in 2000 with 8.5 GDP growth to USD 1.21 trillion, in 2010 with 10.6 GDP growth to USD 6.08 trillion and in 2018 with 6.6 GDP growth gained USD 13.6 trillion (www.worldbank.org).

Table 1.2. Gross domestic product, 2018.

	Ranking	Economy	(millions of US dollars)
USA	1	United States	20,544,343
CHN	2	China	13,608,152
JPN	3	Japan	4,971,323
DEU	4	Germany	3,947,620
GBR	5	United Kingdom	2,855,297
FRA	6	France	2,777,535
IND	7	India	2,718,732
ITA	8	Italy	2,083,864
BRA	9	Brazil	1,868,626
CAN	10	Canada	1,713,342
TUR	19	Turkey	771,350

Source: The World Bank.

The economic developments started during Deng Xiaoping have continued until today with the regular growth of Chinese economy. In 2018, GDP per capita reached USD 9.770 which affected purchasing power positively. Since 1978, the economic progress and big leap China has had enabled China the second largest economy in the world and also became the strongest candidate of the largest economy in the world by 2030.

With 1.393 billion population, increasing GDP per capita, and small proportion of the passport holders, outbound market of China is promising. While the number of departing abroad Chinese tourists were 4.5 million in 2000, it reached 150 million in 2018. In 2018, China's international tourism expenditure reached USD 277 billion which accounts for one-fifth world's international tourism expenditures. Thailand, Japan, Vietnam, Korea, and United States of America have been chosen by Chinese tourists as the most preferred destinations. In terms of "increasing popularity of emerging destinations", countries such as Cyprus, Turkey, Georgia came into prominence. Chinese tourists in terms of gender, females account for %53, males %47 (%34 aged 25-34, %24 aged 35-44, %22 aged 15-24, %9 aged 45-59, %6 aged 60 and over, %6 under aged 15). In terms of income, %32 of Chinese tourists

have USD 700-1100, %20 have USD 400-700, and %16 have USD 1100-1400 monthly. In terms of purpose; %47 sightseeing, %34 leisure/vacation, %7 conference, %5 visiting friends and relatives, %1 business, and %6 others, and Chinese outbound tourists preferred to travel; %51 with family, %27 with friends, %13 alone, %8 with colleagues and %1 others. %54 of Chinese tourists used website/online community as a source of information search. In terms of length of stay; %52 4-7 days, %19 1-2 weeks, %14 2-3 days, %11 2-4 weeks, %3 more than 1 month, %1 less than 1 day. %55 of them chose to participate in group tours, %45 of them chose FIT (fully independent travellers). In terms of spending patterns; %39 shopping, %18 food and beverage, %12 cultural activities and entertainment, %11 transport, %10 accommodation, %9 attraction tickets and %1 others they have tendency to spend money on these fields (World Tourism Organization, 2019).

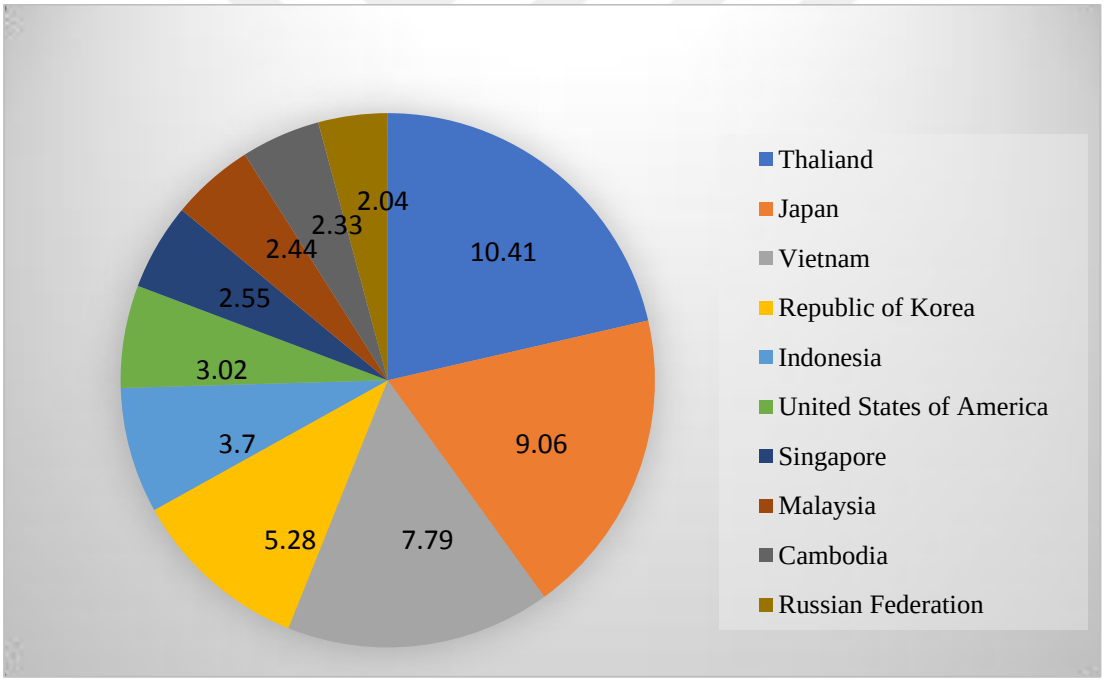


Figure 1.3. Chinese departures to top ten destination, 2018 (UNWTO)

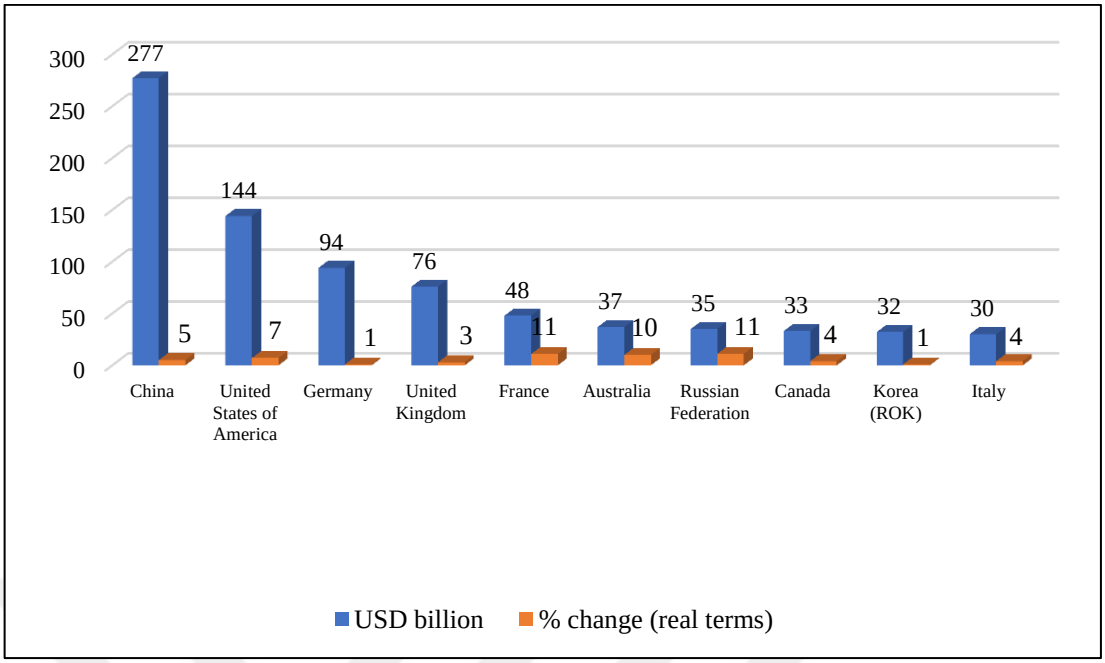


Figure 1.4. Top ten countries by international tourism spending, 2018 (International Tourism Highlights, 2019)

According to UNWTO, in 2018 150 million Chinese tourists travelled internationally, and "by 2027, the number of passport holders is expected to reach 300 million or 20% of the Chinese population" (International Tourism Highlights, 2019). In this context, China's outbound tourism is promising, and Turkey as destination is arising for Chinese tourists. In 2017 247 277, in 2018 394 109, in 2019 426 344 Chinese tourists visited Turkey (Republic of Turkey, Ministry of Culture and Tourism, 2019). Last three years, the number of Chinese tourist visiting Turkey has increased continuously. The biggest factor of increasing number of Chinese tourists in Turkey can be specified as effective promotions which carried out both in China and in Turkey.

Through bilateral negotiations of both sides, to strengthen diplomatic relations and cultural links between Turkey and China, it was celebrated as "China Culture Year in Turkey" in 2012 (tr.china-embassy.org, 2011). As a result of this alliance, while the number of Chinese tourists visited Turkey is 96 701 in 2011, after launching "China Culture Year in Turkey" it reached 114 582 Chinese tourists in 2012 (Turkish Statistical Institute, 2019).

Until 2018, Turkey and China collaborated in many fields, besides tourism. Relations between two sides have improved, and promotions on rising trend Turkey have fulfilled carefully. In 2018, China declared "Turkey Tourism Year in China, 2018 土耳其旅游年" (土耳其旅游年"活动将于 2018 年在中国举办, 2017). In this context; Turkey and Turkish cuisine were introduced to Chinese people, and advertising activities and cultural exhibitions were held. In the same period a Chinese singer, Xiao Zhang 校长, composed a song with the name of "I will take you on a trip, 带你去旅行". In the lyrics of the song it is mentioned that "I want to take you to romantic Turkey, 我想要带你去浪漫的土耳其" and also in the video clip of the song Cappadocia and hot air balloons were staged. In a short while, this song became popular among Chinese people and served to increase the number of Chinese tourists (Çinli şarkıcı Xiao Zhang, 2018). Moreover, worldwide known television programme survivor's China version was also shot in Fethiye, Mugla (中国的 Survivor 在土耳其拉开序幕, 2018). Following these positive developments, Turkey which was visited by 247 277 Chinese tourists in 2017, drew 394 108 Chinese tourists in 2018 (Turkish Statistical Institute, 2019).

Picture 1.1. Symbol of "Turkey Tourism Year in China", 2018, (www.goturkey.com)

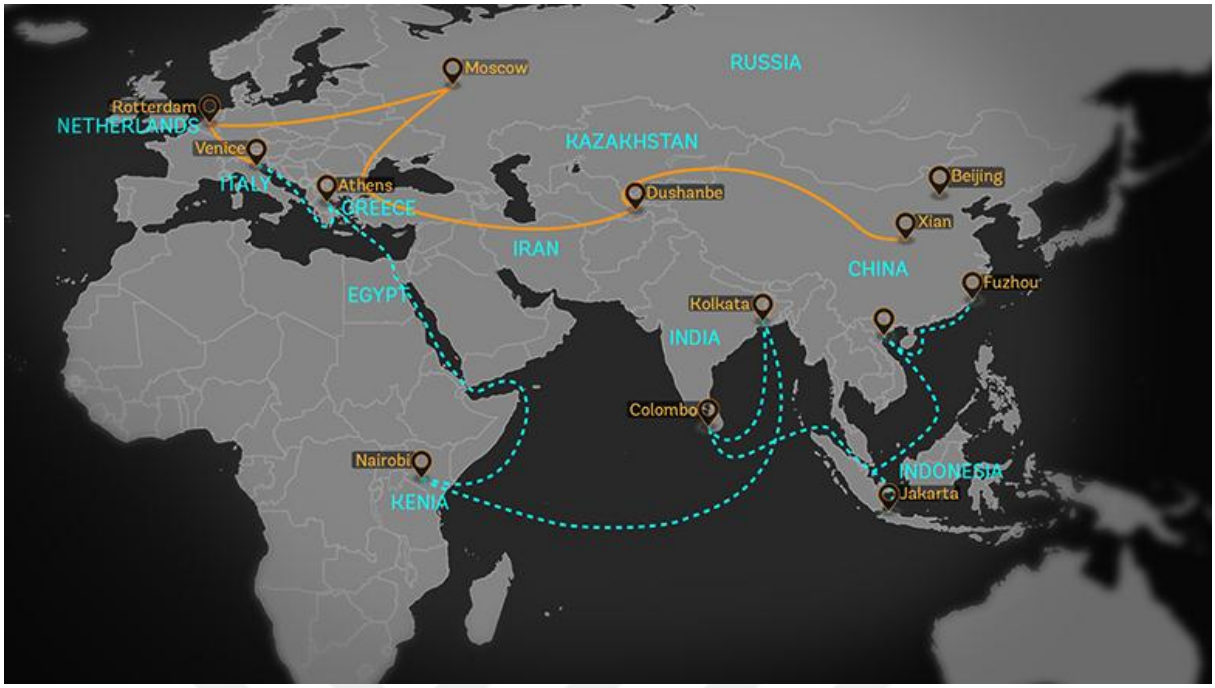
Symbol of “Turkey Tourism Year in China” is formed by symbol of Chinese dualism “yin yang, 阴阳” and “blue eye bead” which represents Turkish and Chinese Culture.

1.1.4. The Silk Road Economic Belt and the 21st Century Maritime Silk Road-丝绸之路经济带和 21 世纪海上丝绸之路

In 2013, president of People’s Republic of China Xi Jinping declared his Modern Silk Road Initiative for the first time in Kazakhstan. His initiative is also known as, One Belt One Road, includes Silk Road Economic Belt and 21st Century Maritime Silk Road. Modern Silk Road Initiative aims to establish economic and political order, development and prosperity as well as providing investment freedom, enhancing cultural interactions within the Modern Silk Road Countries (tr.china-embassy.org, 2014).

Silk Road Economic Belt commences from Beijing, Xian or other northern cities and follows the land route (China-Mongolia-Russia to Europe or China-Central Asia-West Asia to Europe), 21st Century Maritime Silk Road commences in Fuzhou and follows the sea route (Kuala Lumpur-Jakarta-Indian Ocean-Kenya-Red Sea-East Mediterranean Sea to Europe).

In 2015, “One Road One Belt Cities Tourism Alliance” was established in Kaifeng, Henan, China. The Alliance aims to carry out cooperation in tourism field among the cities which One Belt One Road Initiative involves (people.cn, 2015). China’s initiative includes 65 countries and connects many regions each other, and these countries can collaborate in terms of tourism. The collaboration can help to enrich economic development, cultural exchange and tourism within One Belt One Road Countries. Turkey, owing to its location and tourism resource, will receive its share.



Picture 1.2. China's Modern Silk Road Route (The World Bank)

1.2. Culture

"Culture" which is of great importance for human life and societies, and nowadays is administered within the body of ministries in many countries (Turkey, China, Korea, Japan, Ethiopia, India) has been defined in many ways. According to one of the classic definitions of culture is "a complex whole which includes knowledge, beliefs, arts, morals, law, customs, and any other capabilities and habits acquired by a man as a member of society" (Tylor, 1958). De Mooij (2019) defines culture as "glue" that binds people, also adds without that "glue" it would be difficult to live together (De Mooij, 2019). The American Heritage Dictionary defines it: "The arts, beliefs, customs, institutions, and other products of human work and thought considered as a unit, especially with regard to a particular time or social group" (The American Heritage Dictionary, 2020). Hogan-Garcia (2003) classifies culture two; subjective and objective. Subjective comprises what people learned with all interactions, objective is about people's behaviour (Hogan-Garcia, 2003). Culture varies in places; culture is about how people live their life. Culture is influenced by traditions, customs, comprises of visible and invisible elements; "food, clothes, arts, dance, music" and "religion, friendship, beauty, sin" (Parvis, 2013).

1.2.1. Culture and Tourism

Cultural tourism is a form of tourism which is fed by cultural heritage and assets. A comprehensive definition of cultural tourism is uttered by UNWTO, "A type of tourism activity in which the visitor's essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination. These attractions/products relate to a set of distinctive material, intellectual, spiritual and emotional features of a society that encompasses arts and architecture, historical and cultural heritage, culinary heritage, literature, music, creative industries and the living cultures with their lifestyles, value systems, beliefs and traditions" (UNWTO). According to Arinc (2002), people, travelling for cultural purpose, are interested in cultures other than their own, and have desire to get to know civilizations. Ashworth and Richard assess cultural tourism within the category of conceptual and technical.

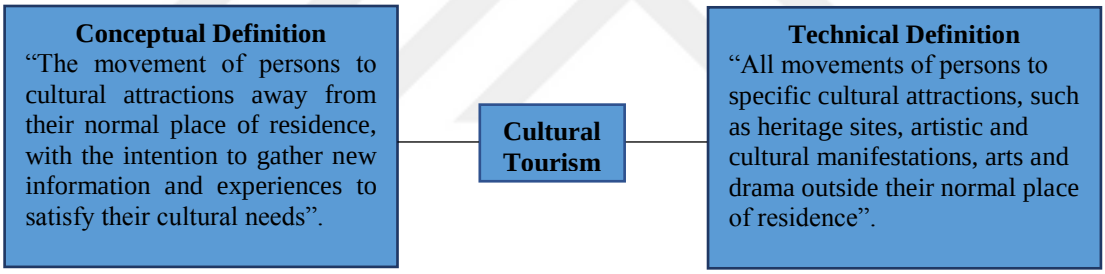


Figure. 1.5. Conceptual and technical definition of Cultural Tourism (Ashworth (1995), Richards (1996) and http://www.atlas-euro.org)

Bahce (2009) defines cultural tourism as "travel to experience the tangible and intangible features of a group of people living in a real environment in accordance with the visitor's interest and purpose". Tangible and intangible elements are explained by Mousavi et. al and tangible elements; "cultural attractions, like museums and heritage centres, natural assets like beach, sun and mountain", intangible elements; "promoting gastronomy cultural events and festivals and selling "atmosphere" (Mousavi, Doratli, Mousavi & Moradiahari, 2016). Moreover, in terms of tangible and intangible elements, cultural tourism involves;

-Archaeological sites and museums

-Architecture (ruins, famous buildings, whole towns)

-Art, sculpture, crafts, galleries, festivals, events,

-Music and dance (classical, folk, contemporary)

-Drama (theatre, films, dramatists)

-Language and literature study, tours, events

-Religious festivals, pilgrimages

-Complete (folk or primitive) cultures, and sub-cultures (ECTARC, 1989).

In cultural tourism, what really matters is to observe, witness and understand existing culture of visited place. A person who travels within the scope of cultural tourism definitions and seeks the purposes of definitions can be described as "cultural tourist". Stebbins (1996) divides cultural tourists into two main categories; general and specialized.

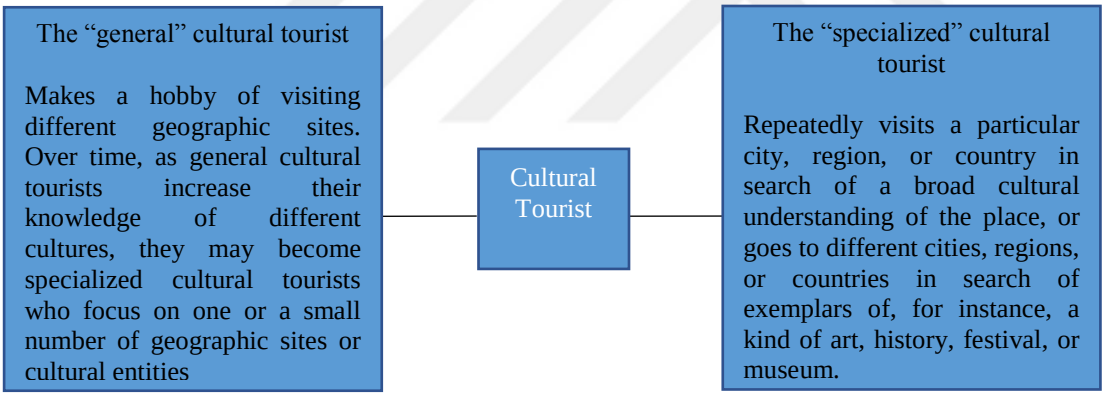


Figure 1.6. General and specialized definition of Cultural Tourist (Stebbins, 1996).

Cultural tourist typology was argued by McKercher and Du Cros and categorized by five groups:

1. The purposeful cultural tourist - cultural tourism is the primary motive for visiting a destination and the tourist has a very deep cultural experience.
2. The sightseeing cultural tourist - cultural tourism is a primary reason for visiting a destination, but the experience is more shallow.

3. The serendipitous cultural tourist - a tourist who does not travel for cultural tourism reasons, but who, after participating, ends up having a deep cultural tourism experience.
4. The casual cultural tourist - cultural tourism is a weak motive for travel and the resulting experience is shallow.
5. The incidental cultural tourist - this tourist does not travel for cultural tourism reasons but nonetheless participates in some activities and has shallow experiences (McKercher & Du Cros, 2002).

In accordance with all these definitions, with following example cultural tourism and cultural tourist can be expressed clearly. For example, a person who travels to China to see Beijing Opera, or travels to Tibet to witness daily life, travels to visit Sumela Monastery or Ephesus can be identified as cultural tourist. The activities cultural tourist has experienced during this travel can be defined as cultural tourism.

1.2.2. Consumer Behaviour

The classical meaning of consumer is that a person who buys and consumes the products in order to satisfy his/her need. (Hoyer & MacInnis, 1997) defines consumer behaviour as the processes of consumers getting, consuming and disposing of goods to satisfy their needs. According to American Marketing Association consumer behaviour can be defined as: “the dynamic interaction of affect and cognition, behaviour, and environmental events by which human beings conduct the exchange aspects of their lives”. Consumer behaviour is dynamic, this means consumer behaviour will become outmoded when thoughts and social conditions changed, therefore it is hard to establish rules to customer behaviour, but it is necessary to adopt new approaches. Consumer behaviour involves interactions that means it should be considered that what consumers think, what they do, what they feel in a short way how they influence and how they are influenced by the environments (Jim, 1997).

What affects consumers when they make their decisions can be expressed in many ways since there are many factors. Hoyer and MacInnis (2004) categorize the factors affect consumer behaviour into three main fields; psychological core, the process of making decisions and the consumer's culture. Psychological core: internal consumer process means consumers must have some prior knowledge to base their decisions. The process of making decisions: at this stage recognition of problem, realizing what actually need and searching for information are considered. The consumer's culture: external processes who you are and your background (culture, regional and ethnic influences, age, gender etc.) affect your decisions (Hoyer & MacInnis, 2004). Hence, knowledge of consumer behaviour, understanding what affects their decisions and consumers' characteristics play highly important role to success on service or product.

As stated above consumer behaviour can be affected by many factors, and when analysing consumer behaviour internal and external factors should be considered Lynch (1993) expressed: "People who understand consumer behaviour make more money in the stock market than professionals stock pickers who rely on financial number", it is stressed that knowing consumer behaviour is more crucial to make more money. As a part consumer behaviour, travel behaviour also can be associated with consumer behaviour. If people understand what underlies travel behaviour, touristic products and services can be provided in accordance with the market needs.

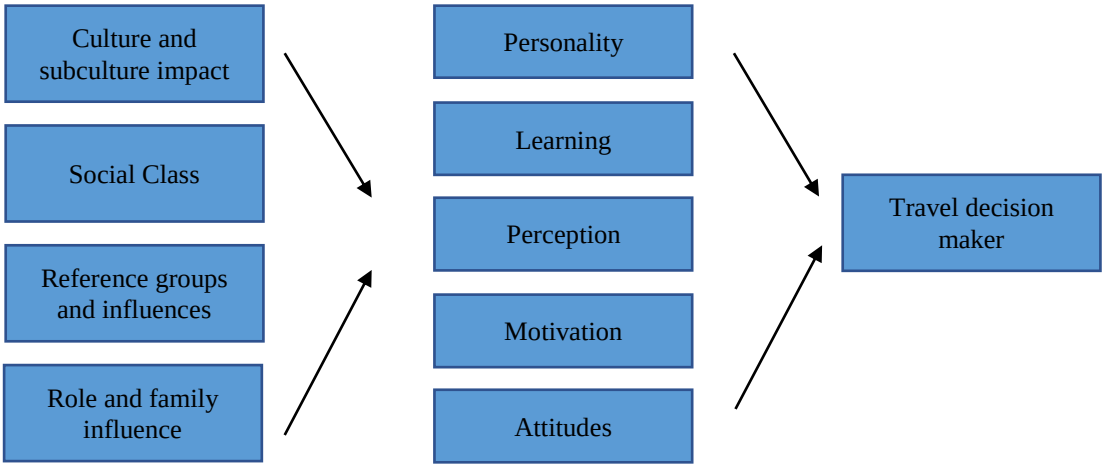


Figure 1.7. Major influences on individual travel behaviour (Moutinho, 2011)

1.2.3. Tourist Behaviour

In sociological aspect, behaviour; is learned from the society, and also expression of society's culture which people belong to (Rebach & Bruhn, 1991). Usta (2009) describes tourist as: subject of tourism process, travels without the purpose of trading and permanent settlement, seeks for psychological satisfaction, and has limited time and budget (Usta, 2009). On the other side, UNWTO explains thoroughly; if visitor's trip includes an overnight stay, he/she can be described as tourist, on this point visitor must be clarified. Visitor is "a traveller taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited" (United Nations, 2010). As it is stated above, culture is influenced by "traditions, customs and other elements" and influences one's behaviour. Tourist behaviour matters, since tourism is generated by tourists. Tourist behaviour matters, because, traditions, customs, habits, religions, social values differ from society to society. Behaviour is learned from society. People from different society and cultures behave and interact in their own way. Galani-Moutafi (1999) and Nash (2001) suggest that tourist behaviours should be specified and all the tourist should not be treated in the same way. Pearce (2005) summarises how to understand tourist behaviour in a systematic way.

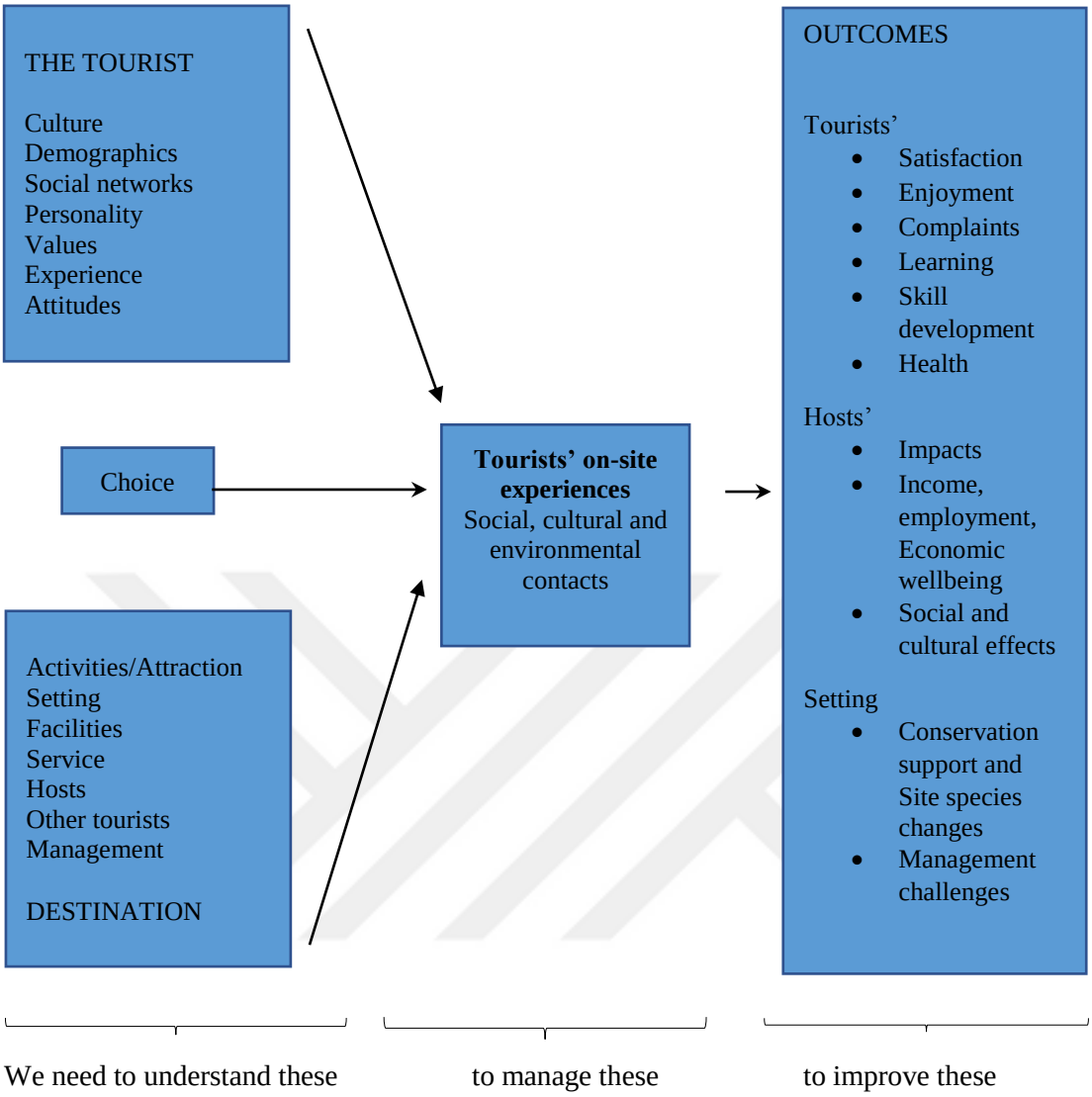


Figure 1.8. Map for understanding tourist behaviour (Pearce, Tourist Behaviour, Themes and Conceptual Schemes, 2005)

To understand and specify tourist behaviour enable tourism sector stakeholders to provide right product to right market, and also enhance the quality of service.

In literature, many studies have been carried out related to tourist behaviour. Zhang, Pearce and Chen (2019) have examined outbound Chinese tourists' behaviour in their research with the title of "Not losing our collective face: Social identity and Chinese tourists' reflections on uncivilised behaviour", and they point out to explore and specify Chinese tourists' behaviour. Li and Chen (2017) have conducted "The destructive power of money and vanity in deviant tourist behaviour" research, and revealed that money as power, vanity and tourist behaviour are related.

In another research, “Discovering the tourists’ behaviours and perceptions in a tourism destination by analysing photos’ visual content with a computer deep learning model: The case of Beijing” has been analysed by Zhang, Chen and Li (2019), tourists from different countries were included with the aim of detecting preference differences.

1.2.4. Tourist Misbehaviour

Misbehaviour has been investigated under the related subjects such as tourist misbehaviour, employee misbehaviour, student misbehaviour, and consumer misbehaviour. The main objective is to identify inappropriate behaviours. Misbehaviour can be defined as behaviour that breaks norms, rules and social mores (Tsaur, Cheng, & Hong, 2019). In the literature, misbehaviour and deviance can be used interchangeably, since there is quite similarity between two terms. Deviance is defined as “voluntary behaviour that violates significant organizational norms and in so doing threatens the well-being of an organization, its members, or both” (Robinson & Bennett, 1995), and (Collinson & Ackroyd, 2006) stress that misbehaviour involves “self-conscious rule breaking”.

In terms of tourism industry consumer misbehaviour and tourist misbehaviour take an important place. In tourism industry, service providers and other consumers are affected by consumer misbehaviour, and it is difficult to specify misbehaviours under one group (Grybś-Kabocik & Marie, 2016). In the literature, consumer misbehaviour is expressed under different terms, because the level of misbehaviour. For instance, “deviant consumer behaviour”, “aberrant consumer behaviour”, “dysfunctional customer behaviour” are various terms to demonstrate the misbehaviour which occurred during the consumption process, and consumer misbehaviour refers to broad definition (Tsaur, Cheng & Hong, 2019). According to Punj & Fullerton (2004) definition consumer misbehaviour is “behavioural acts by consumers, which violate the generally accepted norms of conduct in consumption situations, and thus disrupt the consumption order” (Punj & Fullerton, 2004). Related to consumer misbehaviour, the study “A Perfect Storm for Consumer Misbehaviour: Shopping on Black Friday” was conducted by Lennon, Johnson & Lee (2011), and some customers are found narcissist, and women are more aggressive. Harris and

Daunt (2013) conducted the research on 88 frontline employees and managers to examine the customer misbehaviour impact in the study "Managing customer behaviour: challenges and strategies", and found "customer misbehaviour has a profound and pervasive impact on both frontline employees and manager" (Harris & Daunt, 2013). All these studies aim to explore consumer misbehaviour to improve strategies.

Tsaur et al. (2019) stress that misbehaviour has the power of affecting service personnel and other customers, also emphasize majority of the misbehaviour research conducted in the field of tourism are on "restaurants, hotels, and airlines". Tai (2012) investigated questionable behaviours among tourists and classified into four groups: "tourists in the group do not comply with tour rules", "tourists in the group show up late, delaying itineraries", "tourists in the group steal from fellow tourists", "tourists in the group request visits to immoral sites" (Tai, 2012). Loi and Pearce (2012) examined annoying tourist behaviours and found that three new generalized categories "behaviours directly relating to other", "isolated individual acts" and "marginally illegal or scam behaviours". In the study, findings gathered from 728 respondents and annoying tourist behaviours were evaluated. The most annoying tourist behaviours are: "smoking anywhere without considering those around them"; "littering/spitting in public"; "breaking into a line of waiting people"; "driving a car or crossing road unsafely/not observing local traffic rules and regulations" (Loi & Pearce, 2012).

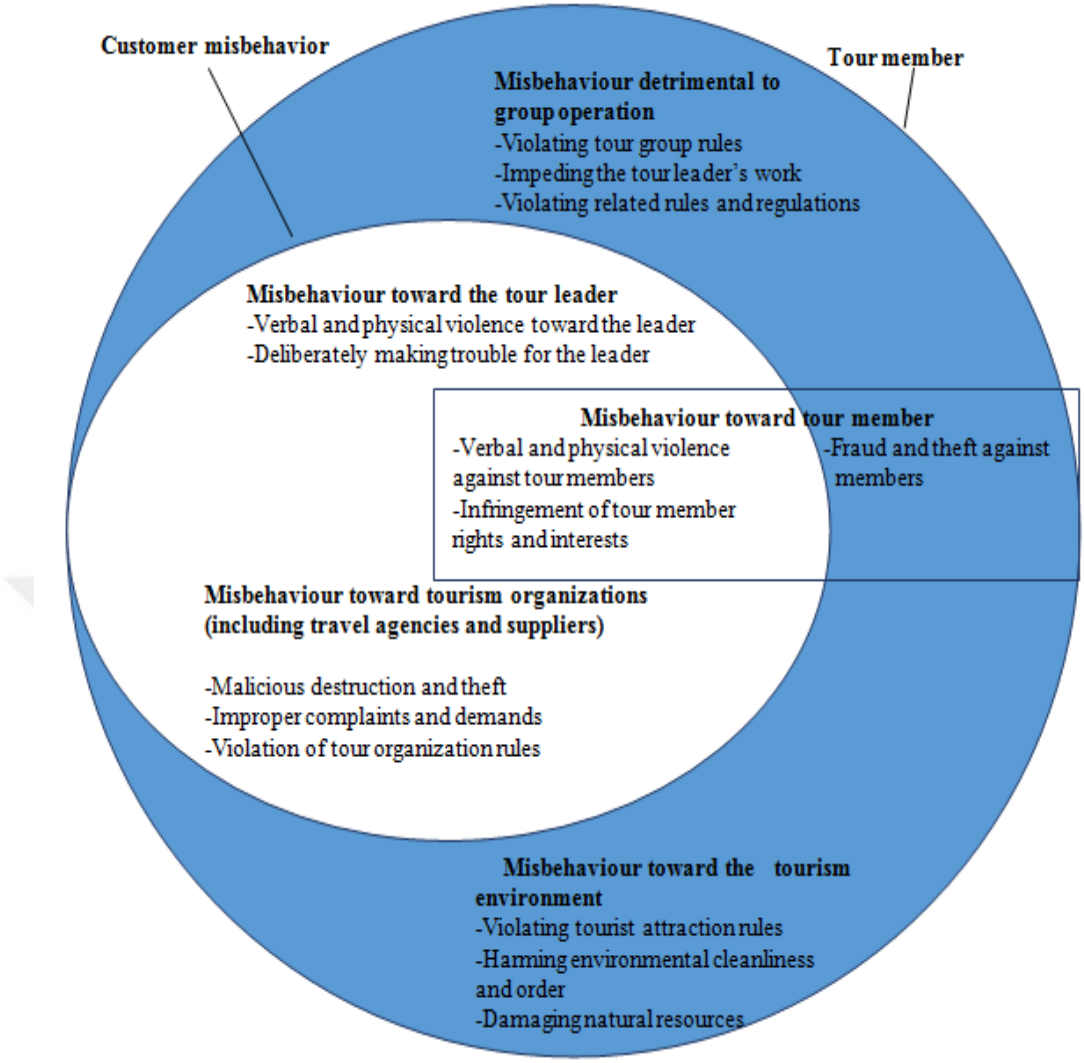


Figure 1.9. Misbehaviour domain distinctions between general customers and tour members (Tsaur, Cheng & Hong, 2019).

All the studies mentioned above, try to contribute to the tourism field with the aim of creating tourist misbehaviour typology and creating better understanding of misbehaviour. The studies will also help to industry to form sustainable tourism (Loi & Pearce , 2012).

1.2.5. Chinese Tourist Behaviour

China, world's largest tourism spender, ranked the first in terms of the number of outbound travellers in 2018 (International Tourism Highlights, 2019). Recently, Chinese tourists and China's tourism drew all the countries' and tourism academia's

attention owing to its tourism potential. In this context, many researchers, organizations and institutes associated with tourism industry have investigated Chinese tourism and Chinese tourists for better understanding. UNWTO and China Tourism Academy (CTA) issued "Guidelines for the Success in the Chinese Outbound Market (2019)" to make Chinese outbound tourism and Chinese tourists' expectations and behaviours more understandable. According to the guideline crucial points regarding Chinese outbound tourists' behaviour are; millennials are the majority, family bonds are still important, "leisure and sightseeing" matter for travel, websites are widely used for booking and acquiring info, local and cultural activities are welcomed, easy payment methods are expected. In addition to all these, to satisfy Chinese tourists following factors should be considered: reasonable prices for tour, safety, tour guiding in Chinese language, and providing service in accordance with Chinese culture.

In the literature, Choi and Jeon (2020) have investigated Chinese tourists by comparing them with Japanese tourists in terms of dining satisfaction. In this study, it is revealed that Chinese tourists considered environment quality rather than Japanese and Chinese tourists avoided to taste traditional food (Choi & Jeon, 2020). Mohsin (2008) analysed Chinese travellers' attitudes in New Zealand, the study indicates that Chinese tourists seek for knowledge, fancy to discover new places. In terms of shopping behaviour, Chinese tourists were not eager to go shopping, because of language barrier (they cannot speak English fluently) (Mohsin, 2008). Pearce, Wu, De Carlo & Rossi (2013) investigated Chinese tourists' experiences on a site in Milan, Italy. It is suggested that Chinese tourists feel unsafe, when they are forced by peddlers on the site; and hot weather, lack of Chinese guiding service and lack of other facilities such as toilets are considered negative (Pearce, Wu, De Carlo & Rossi, 2013). Xu, Li and Weaver (2010) examined Chinese tourists' travel behaviour visiting The United States and concluded that: "tourists who travel to the US to seek knowledge are likely to recommend the US to their relatives and friends regardless of whether they are satisfied with the trip experience or not" (p.377), because for Chinese tourists trip to the US is worthy and has knowledge gaining aspect (Xu, Li & Weaver, 2010). Mostly, Chinese people prefer to communicate by using WeChat application which can be described as a combination of WhatsApp

and Facebook, WeChat is also widely used to reach Chinese tourists to give them tourism information in Chinese language (Lin, He & Vlachos, 2015).

Table 1.3. Understanding Outbound Chinese Tourists Preferences

Elements	Outbound Chinese Tourists' Preferences
Mobile App	Bank transactions, payments, ticket, travel booking, video watching, comments posting
Purpose of travel	Sightseeing (47%), leisure/vacation (34%), conference (%7), visiting friends and relatives (5%), business (%1), others (%6)
Key factors influencing choice of destinations	Attraction of scenic spots/tourist attractions (38%), travel expenses (16%), leisure atmosphere (15%), local delicacies (11%), accommodation (9%), others (6%), transportation in destinations (4%)
Sources of information search	Website/online community (54%), recommendations by relatives and friends (48%), consultation from travel agents (28%), newspaper/magazines/books (8%), outdoor ads (5%), tv/radio (5%), promoting activities by destinations (3%), others (3%)
Key information topics	Tourist attractions (53%), accommodation (31%), transport (31%), travel price (30%), specific culture (21%), typical shopping zones (11%), entertainment and recreation (7%), others (5%)
Flight tickets booking tools	Online (84%), booking outlets (5%), telephone (3%), others (8%)
Hotel booking tools	Online (69%), no booking (22%), telephone (5%), others (4%)
How to enhance the hospitality service for Chinese leisure and business travellers	Better understand the modern Chinese traveller, develop holistic communication strategies, verbal and non-verbal, pay attention to the travellers' interests in luxury products, effectively handle complaints
Do's	Smile – Chinese people value non-verbal communication, allocate hotel rooms with the numbers 6, 8 or 9, all are considered lucky, pay compliments and offer other forms of respect such as giving small gifts, use some basic Chinese phrases as a mark of respect, handle items such as dishes and documents with both hands as a sign of respect, treat complaints seriously and be prepared to formally apologize, deal with the group leader or most senior member.
Don'ts	Don't give Chinese tourists a fourth-floor room as number "4" resembles death in Chinese language. Don't raise politically sensitive issues such as human rights or independence without great care. Don't correct or contradict people in public – or say anything that causes them to lose face. Don't put someone's business card in your pocket without being seen to read it first. Don't Expose groups to long queues or make them wait for service.
Key factors to ensure the local service and infrastructure are prepared to receive Chinese tourists	Free WI-FI, favourable visa policy, payment (WeChat and Alipay), signage in Mandarin, services in Mandarin

Source: Guidelines for success in the Chinese outbound tourism market (2019).

CHAPTER TWO

2. RESEARCH METHOD

2.1. Quantitative and Qualitative Research

There are two paradigms used when process of doing research; quantitative and qualitative. Quantitative research depends on statistics, while qualitative research depends on interpretive approach. Quantitative research; "counts occurrences across a large population, uses statistics and replicability to validate generalization from survey samples and experiments, attempts to reduce contaminating social variables", Qualitative research; "looks deep into the quality of social life, locates the study within particular settings which provide opportunities for exploring all possible social variables; and set manageable boundaries, initial foray into the social setting leads to further, more informed exploration as themes and focuses emerge" (Holiday, 2002: 6). Qualitative research mostly focuses on sociology field, and uses the observational techniques, interview or document analysis to collect data (Patton, 2002).

According to Van Maanen (1979): Qualitative research is "an umbrella term covering an array of interpretive techniques which seek to describe, decode, translate, and otherwise come to terms with the meaning, not frequency, of certain more or less naturally occurring phenomena in social world" (Van Maanen, 1979: 520). Shortly, qualitative research aims to understand, interpret and describe how people behave in their natural environment (Merriam & Tisdell, 2016).

Qualitative and quantitative research in terms of data collection, data analysis, and basic assumptions are very different.

Table 2.1. Differences for qualitative and quantitative research

Point of Comparison	Qualitative Research	Quantitative Research
Focus of research	Quality (nature, essence)	Quantity (how much, how many)
Philosophical roots	Phenomenology, symbolic interactionism, constructivism	Positivism, logical empiricism, realism
Associated phrases	Fieldwork, ethnographic, naturalistic, grounded, constructivist	Experimental, empirical, statistical
Goal of investigation	Understanding, description, discovery, meaning, hypothesis generating	Prediction, control, description, confirmation, hypothesis testing
Design characteristics	Flexible, evolving, emergent	Predetermined, structured
Sample	Small, non-random, purposeful, theoretical	Large, random, representative
Data collection	Researcher as primary instrument, observations, documents	Inanimate instruments (scales, tests, surveys, questionnaires, computer)
Primary mode of analysis	Inductive, constant comparative method	Deductive, statistical
Findings	Comprehensive, holistic, expansive, richly descriptive	Precise, numerical

Source: Merriam & Tisdell, 2016

2.2. Applying Qualitative Method on This Research

The classical research methods, Qualitative and Quantitative research methods, are used on conducting research. Quantitative research; are deductive, try to explain cases based on statistical data, and seek to answer the questions of how much and how often. Commonly used quantitative research methods are structured observation, survey, and structured interview (Neuman, 2003);

Structured observation: is a systematic observation from outside, what to observe is standardized in advance based on written rules.

Survey: is a process of asking questions, gathering information and examining the answers, as an instrument questionnaires are mostly used.

Structured interview: researcher follows a standard interview form, ask mostly open-ended questions face-to-face.

Qualitative research; are inductive, try to understand and describe the cases rather than explain, and seek to answer the questions of why, and how. Commonly used qualitative research methods are in-depth interview, focus group interview, document analysis and participant observation (Flick, Von Kardoff & Steinke, 2004);

Focus group interview can be described as an interview method which designed for small groups. The most prominent feature of the focus group interview is that a small group consists of 6 to 10 members gather and express their opinion on the issue which the researcher is studying on. Focus group interview is conducted by a moderator and recorded with devices (Ersin & Bayyurt, 2015: 203). The most advantageous way of focus group is that interviews are conducted with more than one person and questions related to the research subject are also addressed more than one person. Thus, every person involved in focus group interview can express his/her thoughts (Güler, Halıcıoğlu, & Taşğın, 2015: 128). The negative side of the focus group interview is if there is a difference among the participants in terms of status and power, and especially if the participants share the same business or living environment, contributions to the research subject and questions will not be able to at same level. Furthermore, compared to individual interview, focus group interview has less questions to be addressed, this means limited depth and detail on the research subject (Yıldırım & Şimşek, 2016: 167).

In-depth interview is a data collection technique that includes in all aspects of the research subject, mostly open-ended questions are asked to receive more detailed answers, and enables researchers gather information by face-to-face interviews. Interview helps to get to know the feelings, knowledge, experience and observations of the participants. The most important advantage of in-depth interview is that it allows to collect data in flexible, wide-ranging and detailed way. Disadvantage of in-depth interview is the interview requires plenty of time and an effort (Tekin & Tekin, 2012).

Document analysis involves the analysis of phenomenon which contains written materials of information. In qualitative research, document analysis both can only be used as a data collection method and it can be used with another data collection methods. Documents are important information sources which should be applied effectively in qualitative research. In document analysis, the researcher can gather information without the need of interview and observation. In this context,

besides written materials; visual materials such as movie, video and picture can also be used in qualitative research (Yıldırım & Şimşek, 2016: 189).

In the field of Social Sciences, purpose of the research is to understand the being investigated cases. Quantitative research try to explain cases based on formulas and statistical data. It is difficult to explain human behaviour with statistics, hence understanding human behaviour rather than explaining it and seeking to answer the question of why people behave in this way become crucial and it will help to provide more detailed and rich data.

The question "why people behave in this way" is answered by qualitative research methods. As an insider, researcher tries to understand and describe the group in its natural environment. The researcher accesses the data directly from its source, in this context, qualitative research differs from quantitative research, as in the process of the qualitative research, researcher is involved; in the process of quantitative research, researcher is detached.

In this research, participant observation method, one of the qualitative research method, is applied. This method is chosen, since it enables researcher to observe, understand and interpret the subject of the research "culture-based behaviour of Chinese tourists", and also gives a chance to act as an insider.

2.3. Reliability and Validity in Qualitative Research

Quantitative research is carried out by using some instruments such as surveys, questionnaires and tests, and using these instruments aim to contribute the research's reliability and validity. On the other hand, qualitative research is quite different. Qualitative approach adopts inductive method and focuses on people experience. The researcher has an important role in terms of reliability and validity.

The credibility of the research results is considered as one of the most important criteria of scientific research. In this respect, "validity" and "reliability" are the two most common used criteria in the research. One of the most criticism directed to qualitative research, in terms of reliability, is the lack of methods and tests which quantitative research has. In qualitative research, in terms of validity it is important that the researcher must be consistent during the process of data collection,

data analysis and interpretation. In terms of reliability, the researcher must make strategies clear which are used in the research (Yıldırım & Şimşek, 2016: 271).

In this research, participant observation method was applied, since it enables to observe Chinese tourists' behaviour through the researcher's perspective in guided tours within Turkey. The researcher is a professional tourist guide and has four-year experience. In terms of data collection, as submitted in the appendix, the researcher observed and noted Chinese tourists' behaviour, and supported with pictures and screenshots. The researcher has lived in China, knows Chinese language and is familiar with Chinese culture, therefore these features were advantageous during the process of data analysis and interpretation.

2.4. Participant Observation

According to Neuman (1991) the great majority of the researchers pay attention to observing methods, because enable researchers to use all the senses and act like a receiver of information. Participant observation is "a method of data collection in which the researcher takes part in everyday activities related to an area of social life in order to study an aspect of that life through the observation of events in their natural contexts. The purpose of participant observation is to gain a deep understanding of a particular topic or situation through the meanings ascribed to it by the individuals who live and experience it" (McKechnie, 2008: 598). Gold (1958) classifies participant observation into four main group such as: complete participation, participant as observer, observer as participant, complete observer.

- Complete participation: In effect this seeks to disguise the role of observe to the extent that the observational objectives are undisclosed to other research participants. Complete participation gives the researcher sufficient 'cover' to conduct an observation while providing an explanation for their location in the social context.
- Participant as observer: This is characterized by the researcher openly adopting both the participant and observer roles. While the researcher fully participates in the social situation they also disclose the observational objectives to the other participants, making it known that the development and cultivation of relationships with participants is for the purposes of research.
- Observer as participant: This is characterized by a brief engagement in the research setting, where the role of researcher is known but they may not have sufficient exposure to develop a full understanding of the meaning and culture of the setting.
- Complete observer: The complete observer does not engage with other participants and therefore it can be questioned whether this style of research belongs within participant observation. The researcher plays no active role in the social situation, merely observing events as they unfold. (Brannan & Oultram, 2012: 297-298).

Table 2.2. Studies related to Chinese tourists' behaviour.

Author	Year	Sample	Studied Items
Chang et al.	2010	Food preference of Chinese tourists in Australia	Dining attitudes, motivations and behaviours
Lee et al.	2011	Chinese tourists in Korea	Tour quality and satisfaction
Li et al.	2011	Chinese outbound tourists	Travel expectations
Xu and Mcgehee	2012	Chinese tourists in the United States	Shopping behaviour
Chen et al.	2013	Chinese tourists in Southeast China	Vacation and well-being
Lo and Qu	2015	Mainland Chinese tourists to Hong Kong	Visiting and shopping intentions
Sun et al.	2015	Chinese tourists in New Zealand	Destination choice
Wu et al.	2016	Chinese tourists in the United States	Food consumption
Wen et al.	2019	Chinese tourists visiting Israel	Cultural values and tourist motivations
Gao et al.	2017	Chinese tourists in Australia	Purchase behaviour

Chang, Kivela and Mak (2010) analysed Chinese tourists' food preference in Australia to explore Chinese tourists' "dining behavioural patterns", and it is revealed that Chinese tourists dining behaviours are strongly affected by Chinese food culture (Chang, Kivela, & Mak, 2010). Lee, Jeon & Kim (2011) attempted to examine Chinese tourists' loyalty, in the study it was found that tour quality is affected by tourist expectation negatively, yet tourist motivation affects tour quality positively (Lee, Jeon & Kim, 2011). Li, Lai, Harrill, Kline and Wang (2011) investigated travel expectations of outbound Chinese tourists in terms of tour guides, activities, accommodation, transportation and restaurants. The study results showed that Chinese tourists seek for better service, respect and better understanding of Chinese culture when they travel internationally (Li X. , Lai, Harrill, Kline & Wang, 2011). Xu and McGehee (2012) conducted the research to analyse Chinese tourists' shopping behaviour in the United States, the results showed that Chinese tourists are in the opinion of some products in America are cheaper than China, male Chinese tourists are more satisfied with shopping experiences than female Chinese tourists, getting service in Chinese language and using Chinese credit cards are more welcomed (Xu & McGehee, 2012). Chen, Lehto and Cai (2013) researched Chinese

tourists' sense of well-being, the findings indicate that well-being is associated with culture, personal traits, tourism-related factors (Chen, Lehto, & Cai, 2013). Lo and Qu (2015) examined mainland Chinese tourists' visiting and shopping intentions in Hong Kong, the study revealed that "staff" has direct effect on Chinese tourists' shopping satisfaction, "products" has no direct influence on shopping values, but it is important for Hong Kong to make "shopping paradise" reputation permanent (Lo & Qu, 2015). Sun, Zhang and Ryan (2015) examined the tourist destination of South Island, New Zealand and found that vacation destination choice may be linked with Chinese culture (Sun, Zhang, & Ryan, 2015). Wu, Raab, Chang and Krishen (2016) analysed Chinese tourists' food consumption in The United States, the findings show that tasting local food behaviour is mostly depended on Chinese tourists' previous experience of difference local food (Wu, Raab, Chang & Krishen, 2016). Gao, Huang and Brown (2017) investigated Chinese tourists' gift purchase behaviour, the study showed that "self-face concern" has direct effect on gift purchase behaviour (Gao, Huang, & Brown, 2017). Wen, Huang and Ying (2019) attempted to examine Chinese tourists' cultural values and tourist motivations visiting Israel, and it is found that Israel is an emerging destination for Chinese tourists and "cultural values" helps to understand tourist motivations (Wen, Huang, & Ying, 2019).

2.5. Limitations of the research

This research was conducted within the scope of some limitations. This research is limited with the tours which the researcher guided by himself. In the research, all consisting of Chinese tourists totally 9 groups were observed. Observation conducted between 22.03.2019 and 03.01.2020 by applying participant observation method, and analysed in terms of food preference, in the visited place, shopping, payment method and tip, in the car, restaurant and hotel and participation activities. In the literature, studies related to Chinese tourist behaviour were compared with observation analyses. During the observation process, social interactions are also considered. This research focuses on national culture and culture-based behaviour rather than subcultures of ethnic groups that exist in China.

CHAPTER THREE

OBSERVATION PROCESS

In this study, participant observation method was used. Participant observation method has been chosen, since it enables researcher to observe, understand and interpret the subject of the research "Culture-based behaviour of Chinese tourists". The most important features of participant observation method are that the identity and purpose of the researcher is not known, and people are observed in their natural environment. In addition to these, observer's perspective and ability to observe, understand and interpret are crucial.

Tourist guides spend long time with tourist groups and interact with them during the tour. Hence, they can be regarded as the best observers of tourist behaviours and attitudes towards services provided (Acar, 2018). The researcher who conducted this observation has: Bachelor degree in tourism field, experience in tour guiding since 2016, professional tourist guide license in English and Chinese. The researcher received academic Chinese education in China, and had the chance of observing Chinese culture, now guiding Chinese tourists in Chinese language within Turkey.

Picture 3.1. Professional Tourist Guide License of the researcher.

"People who are insiders to a setting being studied often have a view of the setting and any findings about it quite different from that of the outside researchers who are conducting the study" (Bartunek & Louis, 1996). In this research, since it is

crucial to observe behaviour, participant observation method was used through emic approach.

3.1. Emic and Etic Approaches

Two well-recognized approaches to understand manifested behaviour of culture. Emic perspective, insider perspective, advantages to understand and learn the culture using the way of how locals do. Etic perspective, outsider perspective, advantages to understand and explain cultures from outside. In the aspect of observing tourist behaviour, Pearce (2005) defines emic approach is “one that takes the perspective of the participant - the person engaging in the behaviour” and etic is “the researcher as an observer and outsider, classifies and describes the tourist behaviour” (p. 2-3).

Morris, Leung, Ames and Lickel (1999) have conducted research on “Views from Inside and Outside: Integrating Emic and Etic Insights About Culture and Justice Judgment”, summarised emic and etic view, methods related to these views, and examples.

Table 3.1. Assumptions of emic and etic perspectives and associated methods

Features	Emic/Inside View	Etic/Outside View
Defining assumptions and goals	Behaviour described as seen from the perspective of cultural insiders, in constructs drawn from their self- understandings Describe the cultural system as a working whole	Behaviour described from a vantage external to the culture, in constructs that apply equally well to other cultures Describe the ways in which cultural variables fit into general causal models of a particular behaviour
Typical features of methods associated with this view	Observation recorded in a rich qualitative form that avoids imposition of the researchers' constructs Long-standing, wide-ranging observation of one setting or a few settings	Focus on external, measurable features that can be assessed by parallel procedures at different cultural sites Brief, narrow observation of more than one setting, often a large number of settings
Examples of typical study types	Ethnographic fieldwork; participant observation along with interviews Content analysis of texts providing a window into indigenous thinking about justice	Multisetting survey; cross-sectional comparison of responses to instruments measuring justice perceptions and related variables Comparative experiment treating culture as a quasi experimental manipulation to assess whether the impact of particular factors varies across cultures

Source: (Morris, Leung, Ames & Lickel, 1999).

3.2. Observation

In this research, observations were conducted by Chinese licensed tourist guide between 22.03.2019 and 03.01.2020 as shown below. This research will be examined through five main elements;

a) food preference,

b) in the visited place

c) shopping, payment method and tip

d) in the car, restaurant and hotel

e) participation activities.

Table 3.2. Observation dates and tour types of the research

Group No	Observation Date	Country	Male	Female	Child	Number of group	Tour type
1	22.03.2019-30.03.2019	China	3	5	-	8	Grand Anatolia
2	14.05.2019-23.05.2019	China	5	17	-	22	Grand Anatolia
3	29.06.2019-08.07.2019	China	2	13	-	15	Grand Anatolia
4	22.07.2019-25.07.2019	China	-	3	3	6	Istanbul (2 days) Cappadocia (2 days)
5	10.08.2019-20.08.2019	China	4	4	1	9	Grand Anatolia
6	28.09.2019-07.10.2019	China	2	2	-	4	Grand Anatolia
7	11.10.2019-13.10.2019	China	7	4	-	11	Istanbul (2 days) Izmir (1 day)
8	04.12.2019-07.12.2019	China	6	-	-	6	Istanbul (4 days)
9	31.12.2019-03.01.2020	China	3	6	3	12	Istanbul (2 days) Hierapolis (2 days)

- Grand Anatolia Tour generally consists of at least 7 days to 10 days including: Istanbul, Izmir, Pamukkale (Hierapolis), Fethiye, Antalya, Konya, Cappadocia.

a) Food Preference

In Chinese culture, food occupies important place, and it can be understood from sayings. For instance, 民以食为天 (mín yǐ shí wéi tiān) means "people view food as the primary need"; 早餐吃好, 午餐要吃饱, 晚餐要吃少 (zǎo cān yào chī hǎo, wǔ cān yào chī bǎo, wǎn cān yào chī shǎo) means "one should eat a good breakfast, an ample lunch which makes you full, a small dinner". Many researchers investigated Chinese food and Chinese tourists' food preferences to contribute to the tourism literature and regions most visited by Chinese tourists. Chen and Huang (2017) analysed Chinese domestic tourists' food-related behaviours and intentions.

In the study, it is expressed that "Chinese food and cuisine play an essential role in Chinese people's everyday life and China has many food and tourism resources" (Chen & Huang, 2017). Choi and Jeon (2020) conducted a research by comparing Chinese and Japanese tourists' dining satisfaction. In the research, it is revealed that "interest in food is not high among Chinese tourists; rather, they are more interested in leisure or shopping activities". As a result, the food is important for Chinese culture. When Chinese tourists travelling internationally, their food preference can undergo change or food preference may be put second or third place in terms of priority.

Observations in this study related to food preference:

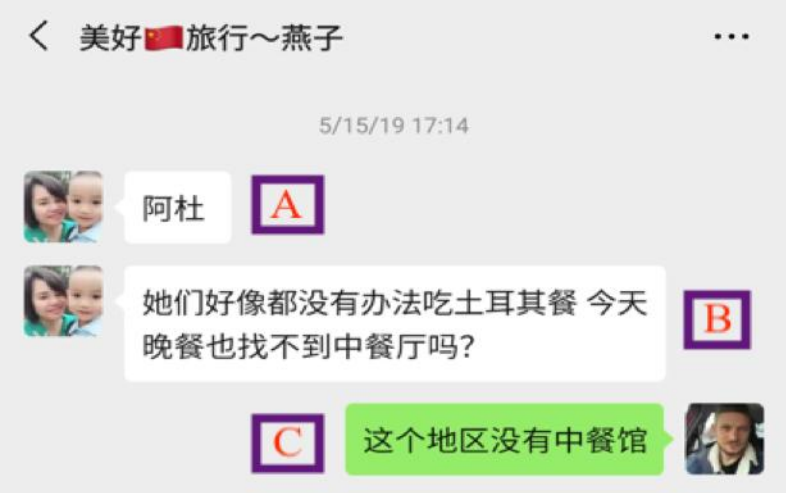
"… Since it is too early in the morning, I offered them to have a soup, before visiting Historical Peninsula, actually told them drinking soup is a way to start the day in Turkey. I took them to Pier Loti Hill in Eyup District. We used cable car to reach Pier Loti Hill. After enjoying perfect view of Golden Horn. We went to a restaurant which is right across of Eyup Sultan Mosque. They wanted me to recommend them a local soup, and my advice was lentil soup. They extremely liked lentil soup with bread…" (Group 1)

"…In the evening, I took them to fish market in Fethiye. They already heard about this fish market, and Turkish seafood. I offered to drink Turkish traditional spirit. Once they tasted Raki, it was too easy to understand their feelings, Raki is so strong…" (Group 1)

"…. In Kaleici District, we went to a restaurant overlooking Mediterranean Sea, before having lunch they ordered local organic orange juice. They both enjoyed the view and orange juice. For lunch as a traditional Turkish cuisine kebab and seafood were ordered...."

"… After leaving restaurant, we walked down, and saw many shops. They bought Turkish ice cream, but didn't buy any souvenir…." (Group 1)

"…We landed at Izmir Airport. We are going to Selcuk. Firstly, we will eat lunch at restaurant, lunch is open buffet. They didn't like lunch…"



Picture 3.2. Conversation between Chinese travel agent and tourist guide

Translation

A: Adu (Chinese name of tourist guide)

B: They seem they cannot eat Turkish food; cannot you find a Chinese restaurant for dinner?

C: There is no Chinese restaurant in this area.

*After having lunch, they contacted with travel agency in China. The person works for travel agency in China and responsible for Group 2. She sent me message via WeChat and asked me to take group Chinese restaurant during the tour. She said: "They seem they cannot eat Turkish food". (Group 2)

"…Today, we have 4 hours to arrive in Pamukkale. At the breakfast, most of the group they are eating egg and apple. When we are leaving hotel, also they take apple and egg with them. It seems they will eat apple and egg, in case they cannot find any food on the road, because yesterday I told them we have approximately 4 hours to Pamukkale. We stopped over Acipayam, Denizli. They started to look for hot water. Some of them saw organic strawberry and bought at least 15 kg. At the coach, I realized that they started to prepare Chinese instant noodles (方便面 fangbianmian) with hot water…" (Group 2)

"…They are telling me not to eat Chinese food, they want to taste local food. So, I took them a local Turkish restaurant. They like Turkish appetizers…" (Group 5)

"…For lunch, I took them to eat meatball in Sultanahmet Square, because they wanted to eat traditional Turkish food. First, they had soup, with bread and liked it…" (Group 8)

"…we headed for a kebab restaurant. At the restaurant, after they find out bread is free of charge, they wanted more…" (Group 8)

"…For dinner, they asked for a luxurious Turkish restaurant overlooking Bosphorus…" (Group 9)

02.01.2020. Istanbul. "…They wanted to eat at "撒盐哥, sayange" 's restaurant which is also known as Nusret's Restaurant. They searched it on APP…" (Group 9)

b) In the visited place

China has own unique culture, and Chinese people has own unique way of thinking and behaving. In Chinese culture there is a saying that "面子, mìan zi " which represents honour, reputation and self-respect of people, and "mianzi" is associated with good relationship and interaction with other people and society in order to protect one's prestige and dignity (Buckley, Clegg, & Tan , 2006). If somebody do not care the relationship, "丢面子, diūmiànzi, to lose face" is used to refer his/her social position by others. As a conclusion, in Chinese culture interaction with people and society, social status is important, no matter in China or outside of China. When Chinese tourists travel abroad, some inappropriate behaviours can occur in the destination. Zhang, Pearce and Chen (2019) investigated Chinese tourists' uncivilized behaviour, according to the study inappropriate behaviours occurred in the visited place as follows:

> "We have a chance to see the outside world now. Some people do not have a very good sense of personal hygiene and always let their rubbish fly everywhere...I am an educated, civilised Chinese tourist, who tries to protect the image of my country abroad". (p.76)
>
> "They are too loud. I was in the Louvre for a week. After 1 or 2 days I noticed the high and low peak times in the museum so I often went at the low peak time when the Chinese package tourists were not everywhere in front of my camera...but not all Chinese tourists behave this way, individual travellers are much better". (p.77)

As mentioned in the examples above, inappropriate behaviours exhibited by Chinese behaviour may lead to create Chinese tourists' perception in the destination.

Observations in this study related to visited place:

"… Sultanahmet Mosque. In the courtyard of mosque, I showed them fountains, and started to tell about Islam, how to get ready for praying and how to pray etc. They had tendency to understand Islam. When going into mosque, they felt strange because we took off shoes, and women covered their heads. Inside the mosque; when I was narrating, one of them broke wind. I kindly warned him not to do that kind of things in public in Turkey…" (Group 1)

"…In Oludeniz, we took the boat tour for 2 hours. It was a private tour and it was a sunny day, but they did not swim, did not even soak their feet…" (Group 1)

"…We arrived in Ephesus Ancient City. At 12.30, since the day was extremely hot, in order not be got sunburnt, they all wore long sleeved shirt and brought umbrella." (Group 2)

"…Today, we will follow D-400 highway. First, we arrived in Kaputas. View and beach mesmerized them. They again wore long sleeved shirt and a hat, got to beach. They did not swim, only took photo and got back to bus…" (Group 2)

"…Today, we will first visit Cesme Castle, and then leave for Ephesus Ancient City. We arrived in Selcuk, today the weather is 35-36 degree. Although my group consists of the young ones, they feel extremely hot. So, before get into the ancient city, they all bring umbrella, hat, and some spray which protects for sun light. I observe that during the visit, one of them used it every two minutes. We did not spend 20 minutes, I was kindly asked to complete visit quickly because of the weather…". (Group 3)

"…Today, we will go to Kas from Fethiye. On the road, we will stop over Kaputas Beach. We are following D-400 highway, they enjoy the view of Mediterranean Sea. We stopped at Kaputas Beach, the weather is sunny 36 degree. They all walked to sea side, but did not swim. They all prefer to swim in hotel's pool but not in sea…" (Group 3)

"…we head for Pasabag. They wanted extra 15 minutes to take photo in Pasabag. I was waiting for them. They came and got the car, and told me an incident. "When they are taking photo, I dropped my scarf to the ground. There was a man who taking care of camels. He rushed and took my scarf, and told me that you are

four people, you will give me 50 Turkish Lira, otherwise I will not you give scarf. After that, we little bit scared and gave him money." After hearing this, I immediately went back with group, and asked for what happened? He did not expect they have tour guide, he thought that they came individually. I got money back and called gendarme…" (Group 6)

"…We are in Hagia Sophia, one of them did not want to visit. The reason was once he enters a religious building, he feels dizzy…" (Group 9)

c) Shopping, payment method and tip

Related to Chinese tourists' shopping behaviour, Li and Ryan (2018) investigated Chinese tourists' shopping experiences in North Korea. In the study, it can be clearly concluded from respondents' comments that Chinese tourists have tendency to buy traditional and local products, tour guide's advice is considerable, bargaining is essential, and using RMB for buying products is practical (Li & Ryan, 2018). According to Xu and McGehee (2012) conducted research on Chinese tourists in the United States, informants reported that buying luxury products (perfume, clothes, shoes etc.) are quite cheap compare to China, language obstacle when communicating with sales assistants, in terms of payment methods; due to the custom regulations of China, Chinese people can carry limited money and Chinese credit cards sometimes do not work, therefore payment methods may affect Chinese tourists' shopping experience in negative way. Another research to analyse individual Chinese tourists' shopping behaviour in Hong Kong, and findings showed that Chinese tourists have tendency to buy fashion brands, and mostly sales assistants are not asked for suggestions (Choi, Liu, Pang, & Chow, 2008).

Observations in this study related to shopping, payment and tip:

"…Grand Bazaar. One of them bought sea-foam made tobacco pipe as a gift…" (Group 1)

"…Cappadocia. Two of them bought three potteries…" (Group 1)

At restaurants, all the payment was done by credit card, and they did not leave any tip during tour. (Group 1)

They did not do shopping except buying souvenir. At the restaurants, they did not leave any tip, but at the first day of tour guide's tip was given. (Group 2)

"…Today, from Istanbul we will fly to Izmir with PC3305 and trip will start with Izmir. I welcomed them. The first question is about WeChat Pay…" (Group 3)

"…At the exit of ancient city, most of them bought pomegranate juice and ice cream. They were little bit excited because, some of the peddler tried to speak Chinese, tried to say ice cream, pomegranate and how much it costed in Chinese, this attracted them to buy…" (Group 3)

"…After dinner, we went to pottery workshop. They all witnessed how potteries are made. After that, we were invited to a room which has pottery collection. They all bought special ones, especially including Ottoman symbols and turquoise coloured. Previous day we had conversation that I mentioned "土耳其蓝 " that means Turkish Blue in Chinese…" (Group 5)

"…We will be touring in Kaleici. I told them about "Turquoise" which is called "绿松石 or 土耳其石", exact meaning of 土耳其石 is "Turkish Stone". After hearing, this they all wanted to buy. I took them to a jewellery shop which is the biggest in Antalya. They saw many tourist group also come that shop. They did not buy anything…" (Group 5)

"…In Hierapolis, at the entrance of ancient city, they all bought ice cream and recorded Turkish ice cream show, bought souvenirs…" (Group 5)

"…In Taksim, they wanted to buy Turkish delight. They did not ask me about where to get it or which brand to buy. Because, before arriving in Turkey, they searched for almost everything and using some APPs such as 小红书 (xiaohongshu)…" (Group 5)

"…One of them asked me to help him to buy gold necklace. We got in jewellery, just asked for the price, nor bargaining and directly paid 10000 Turkish Lira and left. They have 3 hours free time. When they came back, one of them bought 2 pairs shoes and paid 14000 Turkish Liras, and others also bought many internationally famous brands. But, they all want to get tax back. At the airport, they gave me tip…" (Group 5)

"…In Grand Bazar, they wanted to buy sea-foam made pipe. But, one of them warned me about Grand Bazaar. He uses one app; app says that if you go to Grand Bazaar you should haggle over price, otherwise they could be overcharged. They all

wanted to buy Turkish delight. They showed me a brand which they want. I took them there in Taksim. They know this brand from APP…" (Group 6)

They did not leave any tip. (Group 6)

"…In Grand Bazaar. They wanted to buy, sea-foam made pipe, we visited 4 shops, and finally we found one. After bargaining, he bought it…" (Group 8)

d) In the car, restaurant and hotel

Li, Lai, Harrill, Kline and Wang (2011) investigated "Chinese tourists' travel expectations" in terms of hotels, restaurants, transportation etc. The respondents answered questions about their travel experience, and inadequate facilities of hotels are commented by respondents. The most common complaints are: lack of hot water for drinking, not providing disposable toiletries, and lack of swimming pool.

Observations in this study related to restaurant, hotel:

"…While we were leaving, they all wanted to fill their cups with hot water…" (Group 1)

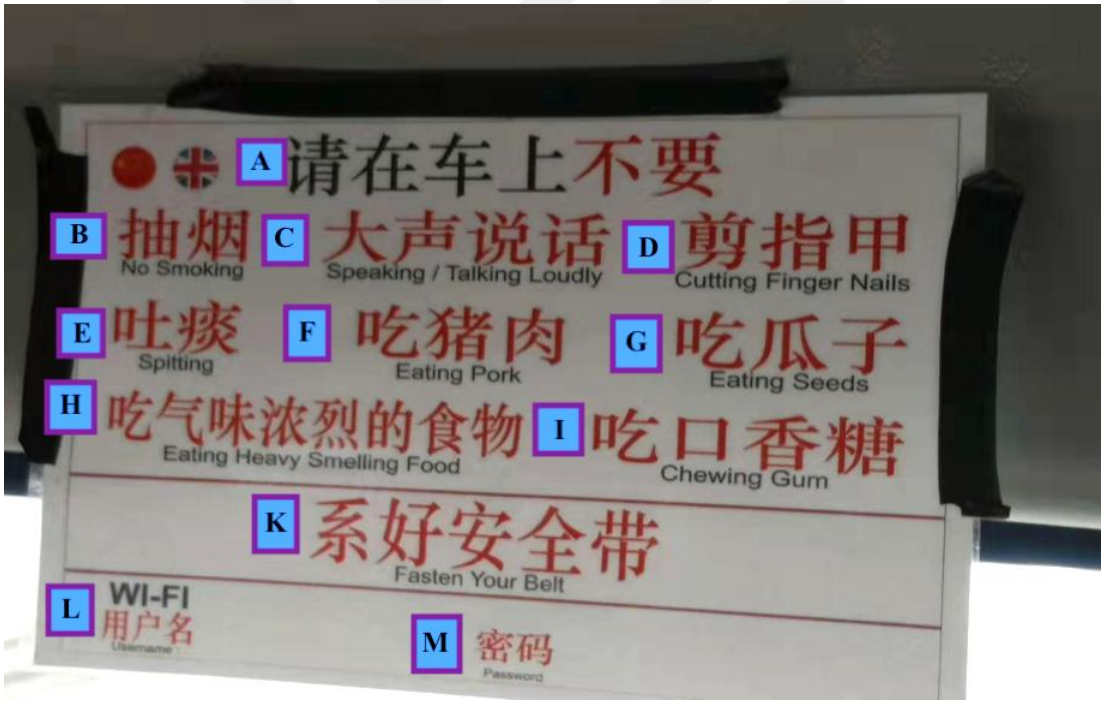
"…After the visits, we got back to hotel, they wanted me to communicate with receptionists to provide hot water before they left the hotel…" (Group 2)

"…I took them fish market. Normally, I was not going to accompany them, but they insisted on it because they cannot speak English, cannot communicate with local people. So, I helped to order food and got back to hotel…" (Group 2)

"…We arrived in Cappadocia at 19.00, started to check in. Some of them took the room keys and went to rooms. After 2 minutes, they all came back to reception, they declared not to stay at hotel. Hotel was newly built, rooms had the smell of varnish. I also checked it, yes there was but, it was not too strong. They all got their luggage back to bus. They said: find us new hotel otherwise we are going to sleep on the bus. Because they think that smell extremely harm their health. I tried to convince, but I had no chance. Within 2 hours, new hotel was found and we moved there…" (Group 2)

"… In the morning, I am at hotel to take the group. I recognised that they hanged the clothes up to dry. Hotel manager also asked me to warn them about this situation…" (Group 2)

Picture 3.3. Some Chinese tourists hanged the clothes to dry in shared area of hotel



Picture 3.4. Warning signboard for Chinese tourists

Translation

A: Please, on the bus do not (B to I)

B: smoke

C: speak loudly

D: cut nails

E: spit

F: eat pork meat

G: eat sunflower seeds

H: eat strong smell foods

I: chew gum

K: fasten your seatbelt

L: WIFI username

M: password

Transportation company has been in tourism industry more than 20 years. It was the first time, my travel agency rented a bus of their company. I asked driver why they placed this sign, he replied: "Chinese tourists do not care about what Turkish people care, for example, they spit, cut nails, eat pork and seed, break wind on the bus. Because of this, we use this kind of signs on our buses". (Group 5)

"…I went to hotel to receive them. We got car, inside the car one of them spit to the bin. Driver wanted me to warn him…" (Group 8)

"…While we were eating, waiter came and told me: your group is too loud." (Group 9)

e) Participation activities

All the groups visiting Cappadocia (Group 1, 2, 3, 4, 5, 6) preferred to ride hot air balloon. Group 9 did not visit Cappadocia, got the chance of riding hot air balloon in Pamukkale and did it. Group 2 and 3 did paragliding in Fethiye. Group 1 did not prefer to take a boat tour in Istanbul, but in Fethiye. Group 2, 7 and 9 also took boat tour in Istanbul. Among all these group, only Group 3 preferred ATV, since they are younger.

Table 3.3. Chinese tourists' activity preference during tour

Group Number	Hot Air Balloon	Paragliding	Boat Tour	ATV
Group 1	Cappadocia	-	Fethiye	-
Group 2	Cappadocia	Fethiye	Istanbul	-
Group 3	Cappadocia	Fethiye	-	Cappadocia
Group 4	Cappadocia	-	-	-
Group 5	Cappadocia	-	-	-
Group 6	Cappadocia	-	-	-
Group 7	-	-	Istanbul	-
Group 8	-	-	-	-
Group 9	Pamukkale	-	Istanbul	-

3.3. Observation Analysis

Group 1, Group 3, Group 4, Group 5, Group 6, Group 7, Group 8, Group 9, Group 10 in terms of food preference; they all wanted to taste Turkish cuisine and ice cream, did not ask for Chinese food. They wanted to experience the way of how Turkish people do in daily life, tasted Turkish local food. At any restaurant, I was not warned about my group's disorder or their noise. They were all satisfied where I took them to.

Chang et. al. (2010) carried out research on "Food Preferences of Chinese Tourists" and participants expressed opinions about local food preferences. One opined that "I think eating local food helps you get a better idea of the local culture. What do local people eat, how do they prepare their food, and how does the food taste? All these are clues to understanding the local culture. . ." and other's opinion is: "In my opinion, you should eat local food and drink local beer while traveling. That's what we call 'genuine' travel. If you take us to have a Chinese meal, it's not like traveling but like returning to China instead" (Chang, Kivela & Mak, 2010).

Group 2, in terms of food preference, seems conservative. They refused to eat Turkish cuisine and taste local food. Throughout the tour, they craved for Chinese food. On Chang et. al. (2010) research, a Chinese outbound tourist points out that ''*Why do we eat Chinese food again while traveling abroad? We have had enough of it at home. Besides, Chinese cuisine here is not authentic at all. . .'*. Other participants expressed:

"*I won't miss the chance to try it [Australian local food] out. . .but soon, I'll miss Chinese food again. It's a long trip. How could I eat local food every day? I'll definitely be drawn back to my original dietary habit . . ..",*

''. . .I didn't know the name of the pasta we had [at lunch], but anyway, it was awful. At that moment, all of a sudden I started to miss the food in Taiwan. . .thus, I felt most satisfied with the Chinese food we had at dinner.'' (Chang, Kivela & Mak, 2010).

On Li et. al study, a participant expressed: *"Chinese food should be available every day. For example, if lunch is Western style, dinner should be Chinese. This way, if we don't get enough to eat at lunch, we can eat at dinner"* (Li X. , Lai, Harrill, Kline & Wang, 2011).

Furthermore, in Chinese culture there is an idiom "入乡随俗, Rùxiāngsuísú" which means "When you enter a village, follow the local customs; do as natives do/ When in Rome, do as the Romans do", but Group 2 behaved opposite.

Group 2 and Group 3 to be protected from sunburn, they all used long sleeved shirts, hats, umbrellas and sprays in the sunny days, whereas other nationalities wear shorts and t-shirts. This is quite related to Chinese Culture. In Chinese culture, woman's ideal beauty is associated with white and fair skin. In Chinese there is an idiom which depicts perfect woman: "白富美, bái fù měi" means "fair-skinned, rich and beautiful". Other idioms related with fair skin.

-"白里透红, bái lǐ tòu hóng" means "white-skinned with rosy cheeks"

-"一白遮三丑, yī bái zhē sān chǒu" means "white skin can cover up other many facial flaws or ugliness"

As it can be understood from the idioms in Chinese culture, being white-skinned is linked with beauty and perfectness. Group 2 and Group 3 do not swim, avoid sunlight and try to be protected by using sprays, hats and umbrellas or wearing long sleeved shirts and arm protectors. In addition to this, arm protectors are sold on TaoBao which is the biggest e-commerce website in China by advertising it; "谁黑谁尴尬, Shéi hēi shéi gāngà" that means if you have dark skin, that embarrassing

(taobao.com, 2019). This is linked with their perception of beauty and cultural background.

Group 1 and Group 2 all were in need of hot water. There is a study on “When east meets west: An exploratory study on Chinese outbound tourists’ travel expectations” conducted by Li, Lai et. al. (2011). On this study, outbound Chinese tourists’ expectations were investigated, and one participant opined that: “They do not provide hot water for drinking. Chinese like drinking hot tea”, another says: “Make sure hot drinking water is available. Some hotels offer coffee machines where we can boil water; but others do not. Not having hot drinking water will make us uncomfortable, especially when we are not used to the local food or climate.”

DISCUSSION AND CONCLUSION

In this study, culture-based behaviour of Chinese tourists is investigated by participant observation method. This research conducted on only comprising of Chinese tourist groups to determine their behaviour by Chinese language licensed tourist guide. The tours within the scope of this research carried out between 22.03.2019 and 03.01.2020 including different tour types. In addition to tourist guide's observation, photos related to cases and WeChat screen shots are also added.

Practical Implications

Social Etiquette Education for Tourists

Every society has its own characteristics, customs and traditions. Nowadays, outbound tourists are informed about the destination country by either government or tourism industry stakeholders, since it is important for outbound tourists to adopt the destination and to experience hassle-free holiday. In terms of Chinese tourists; for example, China National Tourism Academy issues standards to prevent uncivilised behaviours of Chinese outbound tourists, and besides, promote them to respect local customs, and abide by the rules of destination. In this context, especially travel agencies should prepare materials (guidebooks, dos and don'ts etc.) to inform Chinese tourists. This dissertation sheds lights on the culture-based behaviour of Chinese tourists in Turkey, and the suggestions are vital for the stakeholders.

The Marketability of the Emerging Tourist

This study has attempted to draw attention to Chinese tourists as an emerging market in Turkey, to improve the image of Turkey as a tourism destination for Chinese tourists. When it comes to holiday, it is important to be one of the best countries that come to mind. At this stage, the stake holders in tourism destination must provide high quality service and must know cultural background of tourists. Governments also provide security, legal support and international promotion.

The results of the observation;

Social media applications; Facebook, Twitter and Instagram, search engine; Google and messaging application; WhatsApp which are widely used both in Turkey and in the world have been blocked to use in China by Chinese government (Mozur, 2017). Instead of using these applications, Chinese people use own apps such as WeChat, Baidu, Weibo, Alipay. Therefore, it is important to use WeChat for those who sector stakeholders to cooperate with travel agencies in China and to communicate with Chinese tourist coming Turkey. On the other hand, WeChat Pay and Alipay applications which are widely used in China allow people to pay anything without the need of carrying cash, and using these applications to make payment at restaurants, hotels, museums in the areas most visited by Chinese tourists enable Chinese tourists to pay both in secure and in their own currency. Thus, it is important to adopt these payment methods within the short time.

During the tour; a tourist broke wind, a group of tourist hanged their clothes to dry in the public side of the hotel which can be seen by other customers, some tourists ask that if they can bring some snacks containing pork while coming to Turkey or not, and on the vehicle of a travel agency which provides Chinese people transportation service placed a signboard to warn Chinese tourists are observed. On this signboard, warnings are written in Chinese language such as "do not smoke, do not talk loudly, do not cut finger nail, do not spit, do not eat pork, do not eat seed, do not eat heavy smelling food, do not chew gum". China, with 56 different ethnic groups, approximately 10 million km^2 and 1.4 billion population, has a large territory that enables China to possess various cultures. In short, behaviour pattern differs from region to region within China. For this reason, in order to prevent the behaviours mentioned above, travel agencies working with Chinese travel agencies should inform counter party and should issue a list involving "dos and don'ts in Turkey".

According to traditional Chinese medicine, drinking hot water accelerates blood circulation, relaxes muscles, and helps to digest (Vision Times, 2018), therefore consuming hot water occupies an important position in Chinese culture. In China, hot water is provided free of charge in public places such as schools, restaurants, libraries, shopping malls, airports and train stations. And herein, it is

important to provide free of charge hot water for Chinese tourists in hotels, restaurants etc.

During the tour, some tourists prefer to eat only local food, some prefer to eat only Chinese food and some prefer to eat both Turkish food and Chinese food, thus it has importance to offer Chinese cuisine especially in hotels.

Although many beaches on the coast of Aegean and Mediterranean Sea, none of them preferred to swim, even did not soak their feet, but they preferred to swim in the hotels pool. When viewed from this point, Chinese tourists are not interested in sea-sand-sun.

In free times, when ordering foods at restaurants and communicating with local people Chinese tourists experience "language obstacle". In this respect, it will be advantageous to use Chinese signboards at airports, to hire Chinese speaker staff at hotels and restaurants, to have Chinese menus at restaurants in terms of customer satisfaction.

During the tour, it is observed that Chinese tourists are not pleased that visiting places at the hottest hours of the day, and try to protect themselves from the sun by using various methods. For this reason, it is important to spend the hottest hours of the day in covered places such as a restaurant, museums or buses, and arrange the itinerary considering this situation.

At archaeological site, some tourists experienced negative incidents in their free time, and tourist guide informed when they returned vehicle. At archaeological sites, it is necessary to conduct inspection regularly and to hire Chinese speaker personal to take care of Chinese tourists.

It is observed that Chinese people are good at using social media and applications related to travelling, by using these applications they decide where to eat and buy. Therefore, it will be advantageous for Turkish businesses to become a member of the applications, also to promote and advertise themselves via these applications.

Implications for future research;

This study aims to investigate culture-based behaviour of Chinese tourists and emerging issues. During the observation process, totally 9 Chinese tourist group

observed, therefore, the findings may not be generalizable. Thus, the future research could be conducted with more groups for comprehensive understanding. This study investigates Chinese tourists in guided tours, individual Chinese tourists are not included. Future research could consider observing individual Chinese tourists, since individual Chinese tourists' behaviour may provide different insights. Future research should continue to investigate culture-based behaviour of Chinese tourists to generate deep understanding. Future research could also help to specify Chinese tourists' future revisit intention.

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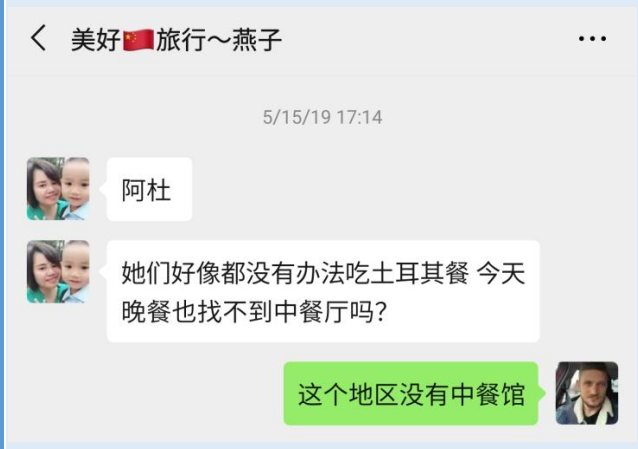
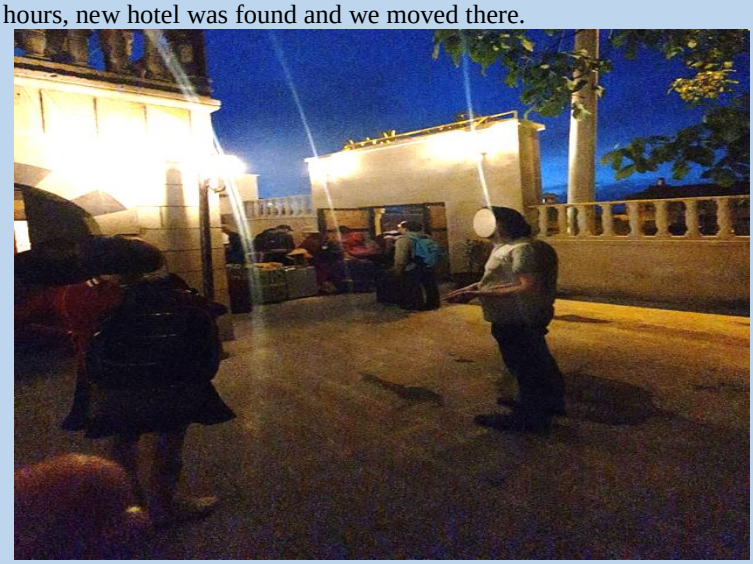
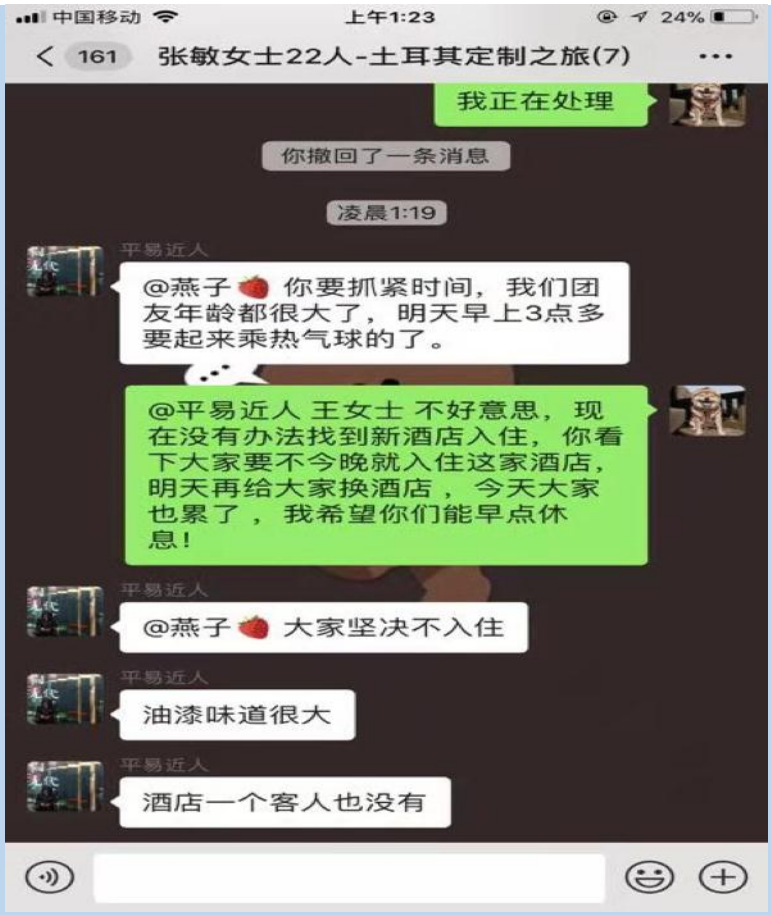
APPENDIX- OBSERVATION

Group 1	**22.03.2019-30.03.2019** **Grand Anatolia Tour**
22.03.2019	at 07.00. Now, I am at Ataturk International Airport, and waiting for my Chinese group (8 pax.) who are coming from Shanghai with TK 027 flight number. I will be guiding this group for 9 days; this kind of packaged tours are also called Anatolian Tour. After landed, they send me message on WeChat, because it is forbidden to use WhatsApp in China. Finally, they come out and I welcome them. Since it is too early in the morning, I offered them to have a soup, before visiting Historical Peninsula. I took them to Pier Loti Hill in Eyup District. We used cable car to reach Pier Loti Hill. After enjoying perfect view of Golden Horn. We went to a restaurant which is right across of Eyup Sultan Mosque. They wanted me to recommend them a local soup, and my advice was lentil soup. They extremely liked lentil soup with bread. While we were eating, there was a group of people having conversation, suddenly that group started to hymn which made Chinese tourists very surprised. While we were leaving, they all wanted to fill their cups with hot water. At 13.00, Sultanahmet Mosque. In the courtyard of mosque, I showed them fountains, and started to tell about Islam, how to get ready for praying and how to pray etc. They had tendency to understand Islam. When going into mosque, they felt strange because we took off shoes, and women covered their heads. Inside the mosque; when I was narrating, one of them broke wind.
23.03.2019	Istanbul to Izmir. Today, at 09.05 We will fly to Izmir with PC2186. First, we will visit Ephesus. After visiting Ephesus, had local lunch and headed for Alacati for overnight.
24.03.2019	Alacati to Pamukkale. It is 8.00 in the morning. We will leave hotel at 8.30 and go to Pamukkale to visit Hierapolis Ancient City. We arrived in Pamukkale and first had lunch at a restaurant which has Chinese and Turkish cuisine, but they chose local food. Now, we are going to Hierapolis Ancient City, it lasted 2 hours and got back to hotel.
25.03.2019	Fethiye. In Oludeniz, we took the boat tour for 2 hours. It was a private tour and it was a sunny day, but they did not swim, did not even soak their feet. In the evening, I took them to fish market in Fethiye. They already heard about this fish market, Turkish seafood. I offered to drink Turkish traditional spirit. Once they tasted Raki, it was too easy to understand their feelings, Raki is so strong. When it came to pay the bill, one of them paid it with credit card and did not leave a tip.
26.03.2019	Fethiye, Kas to Antalya. Today, we will follow D400 highway to arrive in Antalya. On the way to Antalya, we stopper over Kaputas Beach. It was a sunny day, but they did not walk down to the beach, but from the upside took photos. After a while, we left for Antalya.
27.03.2019	Antalya. We started to walk around Kaleiçi District. Chinese tourist saw many stray dogs and stray cats on the street, and found it strange. In Kaleiçi District, we went to a restaurant overlooking Mediterranean Sea, ordered local organic orange juice. They both enjoyed the view and orange juice. One of them pay the bill with credit card, and did not leave any tip. After leaving restaurant, we walked down, and saw many shops. They bought ice cream, but didn't buy any souvenir. In the evening, we have flight to Kayseri (PC 3502).
28.03.2019	Cappadocia. In the morning, they all flew with hot air balloon. Today, we will be touring in Cappadocia (Red Tour). We had local lunch, and visited pottery shops. Some of them bought potteries.
29.03.2019	Cappadocia. Today, we have flight to Istanbul from Kayseri. On the way to Kayseri Airport, we will visit Underground City. We arrived at airport, and waiting for TK 7295.
30.03.2019	Istanbul. It was the last day of tour. We were at Istanbul International Airport to say good bye to my group. I helped them to handle check-in and to consign the baggage. At the end, they gave me tip.

Group 2	14.05.2019-23.05.2019 Grand Anatolia Tour
14.05.2019	Istanbul. I am at Istanbul Airport and waiting for my Chinese group (22 pax.). This time I will be accompanying them for 10 days. QR 239 is about to land. Today, we will be around Historical Peninsula. They come out and met them. We got the bus, headed for Historical Peninsula. On the bus, the first question I was asked was Wi-Fi and internet connection. As a company, we gave them local sim card for internet connection. They seemed satisfied. After the visits, we got back to hotel, they wanted me to communicate with receptionists to provide hot water before they left the hotel. Their hotel was situated in Taksim District, but one of them asked me that place safe or not especially in the night time.
15.05.2019	Istanbul-Izmir. Today, we will fly to Izmir (TK 2318). Firstly, we will visit Ephesus Ancient City, and then go for Alaçatı overnight. On the airplane, they didn't buy anything. One of them wanted a coffee, afterward cabin attendant asked for money. Once he heard coffee is not free, he gave it back to flight attendant. We landed at Izmir Airport. We are going to Selcuk. Firstly, we will eat lunch at restaurant, lunch is open buffet. They didn't like lunch.  After having lunch, they contacted with travel agency in China. The person works for travel agency in China and responsible for Group 2. She sent me message via WeChat and asked me to take group Chinese restaurant during the tour. She said: "They seem they cannot eat Turkish food". We arrived in Ephesus Ancient City. At 12.30, since the day was extremely hot, in order not be got sunburnt, they all wore long sleeved shirt and brought umbrella. We went out from Lower Gate. A peddler, holding dried fig boxes, tried to sell my group and three of them bought. There was a young boy who was wearing traditional Ottoman dress selling Turkish ice cream. He attracted five of them, sold ice cream three of them.
16.05.2019	Alacati-Pamukkale. Today, we have 4 hours to arrive in Pamukkale. At the breakfast, most of the group they are eating egg and apple. When we are leaving hotel, also they take apple and egg with them. It seems they will eat apple and egg, in case they cannot find any food on the road, because yesterday I told them we have approximately 4 hours to Pamukkale. We stopped over Acipayam, Denizli. They started to look for hot water. Some of them saw organic strawberry and bought at least 15 kg. At the coach, I realized that they started to prepare Chinese instant noodles (方便面) with hot water. In Pamukkale, we had lunch. First visit to Hierapolis Ancient City. They are in hurry to see travertines. After the visit, we got back to hotel.
17.05.2019	Pamukkale-Fethiye. We arrived in Oludeniz. Eight of them will do paragliding. Rest of the group also has free time. After they landed, two of them started to vomit and felt uncomfortable. When we met, except eight of them, others complained about hot air.
18.05.2019	Fethiye. All day is free. I offered them to take a boat tour. Although all day is free, they did not accept it. My opinion is their financial income is not too high. All of them asked me to take them a famous supermarket. They searched on the internet some coffee, tea, and chocolate products and wanted to buy, especially Turkish coffee as a gift. After the

	shopping, I took them fish market. Normally, I was not going to accompany them, but they insisted on it because they cannot speak English, cannot communicate with local people. So, I helped to order food and got back to hotel.
19.05.2019	Antalya. Today, we will follow D-400 highway. First, we arrived in Kaputas. View and beach mesmerized them. They again wore long sleeved shirt and a hat, got to beach. They did not swim, only took photo and got back to bus. On the way, we stopped over Kas where we had lunch. The also witnessed The Commemoration of Atatürk, Youth and Sports Day celebrations. They were all excited, grabbed the phone started to save the day.
20.05.2019	Cappadocia. We arrived in Cappadocia at 19.00, started to check in. Some of them took the room keys and went to rooms. After 2 minutes, they all came back to reception, they declared not to stay at hotel. Hotel was newly built, rooms had the smell of varnish. I also checked it, yes there was but, it was not to strong. They all got their luggage back to bus. They said: find us new hotel otherwise we are going to sleep on the bus. Because they think that smell extremely harm their health. I tried to convince, but I had no chance. Within 2 hours, new hotel was found and we moved there.  This moment, after seeing rooms, they are about to go back bus.

	 the conversation between travel agency and tourists (油漆味道很大 means “varnish smells strong”).
21.05.2019	Cappadocia. In the morning, I am at hotel to take the group. I recognised that they hanged the clothes up to dry. Hotel manager also asked me to warn them about this situation.

	 On these photos, underclothes are also can be seen. For the lunch, they wanted to eat at Chinese restaurant. I think because of they are over middle age, so it may be hard to change their eating habits or hard to get used to eat local foods. They seemed to refuse eating local foods. After entering Chinese restaurant, they without delay ordered hot water, and after that Chinese food. 
22.05.2019	Kayseri. On the way to Erkilet Airport, we will visit Ozkonak Underground City. Now, we are heading for Kayseri to take flight back to Istanbul. At the airport, every step they need my help, because of language obstacle. With TK2013 flight, we landed at Istanbul Airport. We took boat for Bosphorus tour. Although tomorrow they turn back to China, instead of eating Turkish local food, they wanted to eat at Chinese restaurant, seemed they are starving for Chinese food.
23.05.2019	Istanbul. Last day of the tour. Contrary to expectations, first day of the tour, they gave me tip in advance.

Group 3	29.06.2019-08.07.2019 Grand Anatolia Tour
29.06.2019	This time, my Chinese group is from Wenzhou. I contacted with travel agency in China, I was told that the group consists of 15 people who graduated from Wenzhou University with high honour degree, as a graduation present they were awarded with this tour by university. I am at Istanbul Airport, my group is coming from Shanghai, but firstly they will land in Doha with QR 871 flight, and then from Doha to Istanbul with QR 239 flight. It is 14.00, they are about to come out. Today, from Istanbul we will fly to Izmir with PC3305 and trip will start with Izmir. I welcomed them. The first question is about WeChat Pay. I was asked that if they can use WeChat to pay in Turkey or not. I replied, unfortunately not. They wanted to change money. I advised them not to change money at airport because of exchange rate. I recommend them to withdraw from ATM. We handled the check-in process for Izmir flight. We landed in Izmir, and headed for Alacati. Since it was a long day for them (approximately 17-hour flight), they wanted to take a rest little bit early.
30.06.2019	Today, we will first visit Cesme Castle, and then leave for Ephesus Ancient City. We arrived in Selcuk, today the weather is 35-36 degree. Although my group consists of the young ones, they feel extremely hot. So before get into the city, they all bring umbrella, hat, and some spray which protects for sun light. I observe that during the visit, one of them used it every two minutes. We did not spend 20 minutes, I was kindly asked to complete visit quickly because of the weather. So, I did. At the exit of ancient city, most of them bought pomegranate juice and ice cream. They were little bit excited because, some of the peddler tried to speak Chinese, tried to say ice cream, pomegranate and how much it costed in Chinese, this attracted them to buy.  As it can be recognised from photo, so as to be protected from sun light, they wear arm protector.
01.07.2019	We start with Hierapolis Ancient City. After that, we left for Fethiye. In Oludeniz, 10 of them will do paragliding.
02.07.2019	Today, we will go to Kas from Fethiye. On the road, we will stop over Kaputas Beach. We are following D-400 highway, they enjoy the view of Mediterranean Sea. We stopped at Kaputas Beach, the weather is sunny 36 degree. They all walked to sea side, but did not swim. They all prefer to swim in hotel's pool but not in sea.
03.07.2019	Kas to Antalya. After arriving Antalya, we visited Aspendos Theatre and Kaleici District, and then got back to the hotel.

04.07.2019	Antalya-Cappadocia. We took the PC3502 flight to arrive Cappadocia. Today, we will follow Red Tour in Cappadocia.
05.07.2019	Cappadocia. In the morning, all group rode hot air balloon. Nobody seems unsatisfied. We completed daily tour, in the evening they all wanted to ride ATV.
06.07.2019	Kayseri to Istanbul. With TK 2005 we arrived in Istanbul and they directly wanted to go to hotel.
07.07.2019	2019 Istanbul. Today, we will visit Hagia Sophia Museum, Topkapi Palace, and Basilica Cistern.
08.07.2019	Istanbul. This is the last day of the tour. One of them gave me a postcard to post her. 

Group 4	22.07.2019-25.07.2019 Istanbul-Cappadocia
22.07.2019	Istanbul. This time my Chinese group consists of 6 family members and coming from Shanghai. Normally, their trip will last 9 days, but they demanded guide for the first 4 days. So, I will accompany them for the first 4 days in Istanbul (2days) and Cappadocia (2 days). They are coming from Dubai with TK0763. Today, we will be strolling in Historical Peninsula. We are in Sultanahmet Square, they wanted to go to toilet. I let them know it is not free of charge to use toilet in Turkey. They were totally surprised.
23.07.2019	Istanbul. Today, we will visit Taksim, Galata and from Eminonu take a boat tour. While we are heading for Galata Tower, one of them saw a pharmacy and asked me about rose water. We stopped and bought 10 boxes rose water. We were around Galata Bridge. I told them about the people who are fishing on the Galata Bridge, and said sometimes you can get the chance of eating fresh seafood owing to those people fishing on the bridge. They decided to eat seafood at the restaurant which is under Galata Bridge.
24.07.2019	Istanbul-Cappadocia. With PC2732 flight we will fly to Kayseri. After arriving we were going to be taken with high quality minibus, because of the misunderstanding between the agencies nobody received us. So, I took two taxies from Kayseri Airport to Goreme. But, none of them said anything, any complaints.
25.07.2019	Cappadocia. In Istanbul, I asked them about if they have any hot air balloon arrangement or not. They said they already booked it in China via Taobao on 25.07.2019. So, today we are going to start the day at 10.00. I went to hotel to take them. They seemed unhappy and tired. They asked for extra 30 minutes to get ready. One of them came and told me the situation. She said: "We booked the hot air balloon and already paid it in China. Last night, the company made contact with me. The man in charge said that we must be ready at 4.20 for balloon pick-up. Company's car came and took us. We drove more than one hour, the place we arrived is like jungle, and there was only one hot air balloon. We got off the car, but the man in charge said: I am so sorry, there is no place in this balloon. I will get you all back to hotel". I advised her to reclaim via Taobao. She said, the company cannot take her money. But, she wanted me to arrange this activity, and I did it.

Group 5	10.08.2019-20.08.2019 Grand Anatolia Tour
10.08.2019	Istanbul, Kayseri. This group consists of 9 people, they come from Shanghai with TK027. After landing in Istanbul, they will fly to Kayseri with TK2026. For this time, I will receive them at Kayseri Airport. Before they arrive, I looked over their itinerary. Hotels they stay are above the average. Conversation we had on WeChat is so kindly. After they come out, from the luggage they carry, the way of they wear, and all flights they have are business class, it is easy to say that they are not like ordinary Chinese. This information of course will affect whole tour in positive way. On the vehicle, I noticed a sign which is placed by transportation company to remind Chinese tourists about some ethics in Turkey. 
11.08.2019	Cappadocia. In the morning, all the group attended hot air balloon activity. At 11.00 we set off. Today, we will be in Goreme. They are telling me not to eat Chinese food, they want to taste local food. So, I took them a local Turkish restaurant. They like Turkish appetizers. After dinner, we went to pottery workshop. They all witnessed how potteries are made. After that, we were invited to a room which has pottery collection. They all bought special ones, especially including Ottoman symbols and turquoise coloured. Previous day we had conversation that I mentioned "土耳其蓝 " that means Turkish Blue in Chinese. We visited Derinkuyu Underground City. In museum's shop, they saw many souvenir, but wanted to buy in Istanbul, Grand Bazaar.
12.08.2019	Cappadocia. Today, we will leave for Ihlara Valley. After arriving, one of them did not want to go down. She wanted to take a rest until we come. It was a sunny day, rest of the group wanted to go back to hotel. They do not like walking when it is sunny. On the way back to hotel, on the road there was a villager selling strawberry. I bought because it was organic, they enjoyed.
13.08.2019	Cappadocia, Antalya. Today, we are leaving for Antalya. On the way to Antalya, we stopped over Konya for lunch.
14.08.2019	Antalya. We will be touring in Kaleici. I told them about "Turquoise" which is called "绿松石 or 土耳其石", exact meaning of 土耳其石 is "Turkish Stone". After hearing, this they all wanted to buy. I took them to a jewellery shop which is the biggest in Antalya. They saw many tourist group also come that shop. They did not buy anything.

15.08.2019	Antalya, Pamukkale, Izmir. Today, from Antalya we will head for Hierapolis, from there to Izmir. In Hierapolis, at the entrance of ancient city, they all bought ice cream and recorded Turkish ice cream show, bought souvenirs.
16.08.2019	Izmir. 10.00. I am at hotel to pick them up. 2 of them did not attend for Ephesus visit, because they feel sick. We arrived in Ephesus, they all wore long sleeved shirts and hats to be protected. We got the exit, they all bought pomegranate juice and two of them ice cream.
17.08.2019	Izmir-Istanbul. Today, we do not have place to visit. We will only drive to hotel in Istanbul
18.08.2019	Istanbul. One of them asked me for postcard to send her friends to China. She says whenever she goes abroad, she sends postcards to invite her friends to visit next time together.
19.08.2019	Istanbul. In Taksim, they wanted to buy Turkish delight. They did not ask me about where to get it or which brand to buy. Because, before arriving in Turkey, they searched for almost everything and using some APPs such as 小红书 (xiaohongshu).
20.08.2019	Last day of the tour. Before arriving airport, I took them to shopping mall in Istanbul (Istinye Park). They wanted to taste Chinese food, and we ate Chinese food all together. At the restaurant, there were 3 women wearing burqa, all the group staring at them. One of them asked me to help him to buy gold necklace. We got in jewellery, just asked for the price, nor bargaining and directly paid 10000 Turkish Lira and left. They have 3 hours free time. When they came back, one of them bought 2 pairs shoes and paid 14000 Turkish Liras, and others also bought many internationally famous brands. But, they all want to get tax back. At the airport, they gave me tip.

Group 6	28.09.2019-07.10.2019 Grand Anatolia
28.09.2019	Kayseri. I am at Kayseri Airport waiting for my Chinese group. They are coming from Hong Kong with TK071. First they will land in Istanbul, and from Istanbul with TK 2026 to Kayseri. I will meet with them in Kayseri, and from here to Goreme. They all are 4 people (2 couple). Two of them have Hong Kong Passport, other two have United States of America Passport. They will stay at the best and the most expensive hotel where we visit during the tour.
29.09.2019	Cappadocia. In the morning, they rode hot air balloon. We are going to Goreme Open Air Museum. After visiting there, we head for Pasabag. They wanted extra 15 minutes to take photo in Pasabag. I was waiting for them. They came and got the car, and told me an incident. "When they are taking photo, I dropped my scarf to the ground. There was a man who taking care of camels. He rushed and took my scarf, and told me that you are four people, you will give me 50 Turkish Lira, otherwise I will not you give scarf. After that, we little bit scared and gave him money." After hearing this, I immediately went back with group, and asked for what happened? He did not expect they have tour guide, he thought that they came individually. I got money back and called gendarme.
30.09.2019	Kayseri, Antalya. Today, we are flying to Antalya. We arrived at airport, handled check in, but all the group started to complain about flight. Because we will fly with non-member of Star-Alliance. It has no business cabin. Travel agency had no choice, because there is one company has a direct flight from Kayseri to Antalya. After arriving in Antalya, we visited Kaleici (old town) and waterfalls, and went to hotel.
01.10.2019	Antalya to Hierapolis. We are heading for Pamukkale to visit Hierapolis Ancient City. On the way, we stopped over, they bought fruit. We arrived in Pamukkale and had lunch at local restaurant, and went to ancient city. In the ancient city, they stayed long time to soak their feet in water, and then got back to hotel.
02.10.2019	Pamukkale to Bodrum. In the morning, we left hotel for Bodrum. We drove about 4 hours, and arrived. I asked them whether they want to eat or not, but they did not. First, we visited Bodrum Castle. They enjoyed the view, and took photos. After the visit, I was asked to give them free time to stroll Bodrum and eat something. After 2 hours, I took them to hotel.
03.10.2019	Bodrum, Efes, Alacati. At 9.00. We are on the way to Ephesus Ancient City. One of them has interest to ancient sites, and asked me many special questions about Ephesus. After completing Ephesus visit, we got out, one of them bought dried fig, and we headed for Alacati to overnight.
04.10.2019	Izmir, Istanbul. Today, we have flight to Istanbul, but no place to visit because they will meet with their friends.
05.10.2019	Istanbul. In Grand Bazar, they wanted to buy sea-foam made pipe. But, one of them warned me about Grand Bazaar. He uses one app; app says that if you go to Grand Bazaar you should haggle over price, otherwise they could be overcharged. They all wanted to buy Turkish delight. They showed me a brand which they want. I took them there in Taksim. They know this brand from APP.
06.10.2019	Istanbul. I picked them up, and we will visit Historical Peninsula. For the lunch, we had Turkish cuisine, and they liked it. Before getting back to hotel, we stopped by Ortakoy and ate baked potato (kumpir), they enjoyed it.
07.10.2019	Istanbul. With TK 070 flight they are going back. They did not leave tip.

Group 7	11.10.2019-13.10.2019 Istanbul-Izmir
11.10.2019	Istanbul. I am at Istanbul Airport, waiting for new Chinese group. They are coming with PS 713. I will accompany them for the first three days, because I have another tour on same days. Before they arrive, we had a conversation on WeChat. They have concerns about Turkey's current situation. Because, on 09.10.2019 Turkey started Peace Spring Operation. They are worried if their trip will be in danger or not, because of this military operation. Today, due to their flight time, we will only take boat tour on Bosphorus Strait.  on the conversation, they ask whether they can take pork meat to Turkey or not. Their agency responded that because of religious principles, they are not allowed.
12.10.2019	Istanbul. Today, we will be in Historical Peninsula. Some of them wanted to go to toilet, I told 2 Turkish Liras, they backed off, and asked me why it is not free.
13.10.2019	Istanbul, Izmir. I am at hotel to take them airport. We will fly to Izmir at 12.55 with PC 3303. Today, we will only visit Cesme Castle and Alacati. For the lunch, I took them a local restaurant.

Group 8	04.12.2019-07.12.2019 Istanbul
04.12.2019	Istanbul. This time my group is coming from Beijing with TK021. They are 6 people from National Development and Reform Commission of China. I will accompany them for 4 days in Istanbul. Today, we will start with Historical Peninsula. For lunch, I took them to eat meatball in Sultanahmet Square, because they wanted to eat traditional Turkish food. First, they had soup, with bread and liked it.
05.12.2019	Istanbul. I went to hotel to receive them. We got car, inside the car one of them spit to the bin. Driver wanted me to warn him. For lunch, we headed for a kebab restaurant. At the restaurant, after they find out bread is free of charge, they wanted more.
06.12.2019	Istanbul. In Grand Bazaar. They wanted to buy, sea-foam made pipe, we visited 4 shops, and finally we found one. After bargaining, he bought it.
07.12.2019	Istanbul. The last day, we are at the airport. They did not give tip.

Group 9	31.12.2019-03.01.2020 Istanbul-Denizli
31.12.2019	Istanbul. At Istanbul Airport. I am waiting for my Chinese group. They are 14 people coming from Cairo with TK691. They came out and meet me. One of them, holding a bag, said: Happy new year, please accept this present" and gave one bottle whisky. We are in Hagia Sophia, one of them did not want to visit. The reason was once he enters a religious building, he feels dizzy. We came to hotel. Before attending New Year's Eve party and show night at hotel, they will enjoy Turkish Bath.
01.01.2020	Istanbul. Today, we will visit Grand Bazaar and Egyptian Bazaar. For dinner, they asked for a luxurious Turkish restaurant overlooking Bosphorus. One of them told me: "we do not have financial difficulty, just take us to the best". While we were eating, waiter came and told me: your group is too loud." One of them paid the bill. At the restaurant, I was asked that why Turkish people do not eat pork meat? He thought Turkish people attribute holiness to pig, so Turkish people are not allowed to eat it. We got out of restaurant, holding a weighing machine a child came and asked us whether we want to be weighed or not. But, Chinese group they are extremely surprised, because it was the first time they saw that kind of thing. For dinner they wanted to eat at "撒盐哥, sayange" 's restaurant which is also known as Nusret's Restaurant. They searched it on APP.
02.01.2020	Istanbul to Denizli. Today, they wanted to rest at hotel until the flight. we will fly to Denizli at 16.10 with TK 2578. After landed, we directly headed for hotel.
03.01.2020	Denizli. In the morning, they all took hot air balloon. After that, we visited Hierapolis Ancient City. They stayed at travertines more than one hour. For the lunch, I offered them to eat at local restaurant but, they searched and found a Chinese restaurant and wanted me to take them there. After all, with TK 7453 at 17.55 got back to Istanbul.

RESUME

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