

# Enhancing behavioural intentions in sun, beach and heritage destination: The Case of Side (Turkey)

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## **Abstract**

The main purpose of this study is to examine the effects of authenticity and involvement on destination image in order to completely understand visitor satisfaction, experience quality, re-patronage intentions, willingness to pay more and word of mouth. Data were collected via a face-to-face survey and analysed using a structural equation modeling approach. Using a sample of 394 visitors to Side (Turkey), a welcoming summer sea-sand-sun Turkish destination also famous for its cultural heritage attractions. The study confirms that authenticity and tourists' involvement in activities positively contributes in the formation of the destination image. Besides, the study remarkably proves that experience quality (i.e. learning, enjoyment and escape) have higher positive effects on re-patronage intention, word of mouth and willingness to pay more than satisfaction on these three constructs. The results are reviewed so as to offer valuable academic and educational contributions.

**Keywords:** *destination; image; experience*

**Track:** Tourism Marketing