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RESEARCH ARTICLE

Other Tourists as Part of Tourism Product

Begüm Dilara Emiroğlu¹ 

Abstract

In the tourism services context, tourists receive services simultaneously with other tourists who consume services and share the same service environment with them. Therefore, other tourists in the service environment may have a positive and negative impact on the tourist's service experience due to some of their appropriate or inappropriate behaviours. This may also affect the tourist's subsequent purchasing behaviour. Hence, understanding the nature of tourist-tourist interactions (T2T) is important for the tourism industry. However, there are very limited studies on this issue in the literature. Therefore, this study was performed to explore incidents that cause satisfaction and disturbance of tourists during interactions, how these interactions occur, what levels, and in which places. Therefore, semi-structured interviews were conducted with 33 foreign tourists visiting Istanbul. In order to ensure the reliability and validity of the research, the data triangulation technique was used, and a focus group interview was employed with seven tourist guides. The findings revealed that the T2T interactions occurred directly and indirectly. Direct interactions consisted of spontaneous, superficial, and close interactions. Interactions occurred in service and public areas. Friendly, considerate, hostile, inconsiderate and rude, illegal and prohibited, offensive, and disgusting behaviours of other tourists caused the tourists' satisfaction and disturbance.

Keywords

other customers, customer to customer (c2c) interaction, other tourists, tourist to tourist (t2t) interaction

1 Correspondence to: Begüm Dilara Emiroğlu (Asst. Prof. Dr.), Şırnak University, School of Tourism and Hotel Management, Department of Gastronomy And Culinary Arts, Şırnak, Turkey. E-mail: begum-88@outlook.com ORCID: 0000-0002-3668-1632

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Introduction

In the service marketing literature, the interaction between customers, who are not acquainted with each other, is called customer-customer interaction (CCI) (Huang & Hsu, 2010: 79). Most service encounters occur in the presence of other customers (Parker & Ward, 2000: 342). Especially, in tourism and hospitality services, other customers are inseparable parts of the consumption experience (Huang & Hsu, 2010: 79; Miao et al., 2011: 933). In the tourism service context, customers receive services simultaneously with other customers consuming services and share the same service environment with them (Miao et al., 2011: 933; Wu, 2007: 1519; Wu, 2008: 1504; Ye & Hui, 2011: 54).

Cross-cultural contacts in tourism generally involve interactions between tourists from different cultures and nationalities (Albu, 2015: 11). T2T interactions constitute an important social dimension of the tourist experience (Yagi, 2001: 22). Especially, C2C interactions require the integration of customers from different cultural backgrounds (Johnson & Grier, 2013: 306). In this context, interactions between tourists can be considered basically as interactions between customers, which has become a common phenomenon in many service areas (Huang & Hsu, 2009: 548). Therefore, managing CCI is very important in the tourism and hospitality industry (Nicholls, 2011: 210). However, there are a very limited number of studies in the literature on interactions between tourists (Huang & Hsu, 2010: 79; Yagi, 2001: 22). Researchers have not paid much attention to the relations between tourists and how tourists see other tourists (Yagi, 2003:1). Generally, there are not many empirical studies examining the positive and negative effects of interactions between tourists on service encounters (Chang, 2017: 2).

Because of all these reasons, understanding T2T interactions that can be seen as interactions between customers becomes a priority in the tourism sector. However, as previously stated, studies on the interactions between tourists in the literature are very limited. Therefore, this study aims to fill the lack in the literature about the interactions between tourists by understanding how and in which areas the interactions occur, what the interaction levels are, and the situations that caused the tourists' satisfaction and disturbance.

Literature Review

Customer to Customer Interactions

The service encounter is defined by Shostack (1985: 243) as “a period of time during which a consumer directly interacts with a service”. Bitner (1990: 70) stated that a service encounter encompasses all aspects so that the customer can interact with

the company, including physical facilities, personnel, and other tangible elements. One of these elements also is the other customers in the service environment (Grove & Fisk, 1997: 64).

Both the service system model and the 7P of the marketing mix have identified other customers as part of the service process (Huang & Hsu, 2010: 79). The “Service System Model” proposed by Eiglier and Langeard (1977) presents service organization to customers as visible and invisible parts. Visible parts impact the customer’s perception of service experience and include communication personnel, the physical environment, and Customer B, who refers to other customers (Amorim & Marques, 2012: 3; Fakharyan et al., 2014: 612; Nicholls 2011: 211). CCI refers to interactions between customers, who are during service encounters or just around the service. The notion of CCI is based on interactions between Customer A and Customer B. In C2C interactions, there are Customer A’s perception and Customer B’s behaviour. In such interaction, Customer A perceives Customer B’s behaviour from his / her own perspective. Customer B’s behaviour can be verbal, non-verbal, intentional, or unintentional. Customer B may even not be aware of his / her own behaviour and its effects (Nicholls, 2008: 98).

Booms and Bitner (1981) added three new elements to the traditional marketing mix and proposed an extended marketing mix, including physical evidence (e.g., the physical environment and all tangible clues), participants (e.g., all human actors in service encounters including service personnel and other customers), and processes (e.g., procedures, mechanisms, and flow of activities) (Bitner, 1990: 70). In the expanded marketing mix (7P), all human factors involved in service delivery (both service personnel and customers) are named as participants (Bojanic, 2008: 80; Goi, 2009: 10; Grove & Fisk, 1992: 96; Grove & Fisk, 1997: 64; Rafiq & Ahmed, 1995: 6).

In the service marketing literature, “the interactions between customers, who are unacquainted with each other and are in the service facility simultaneously with, are called C2C interactions” (Brocato et al., 2012: 385; Huang & Hsu, 2010: 79). Service encounters often occur in the presence of many customers who consume services simultaneously and share the same service area (Andersson & Mossberg, 2004: 173; Grove & Fisk, 1997: 63, Ye & Hui, 2011: 54). Many customers receive services simultaneously with other customers, and so direct and indirect interactions between customers occur (Ye & Hui, 2011: 54). Consequently, other customers are those who are present in the service environment, and they may influence the nature of service outcome or process (Wu, 2007: 1519-1520).

In general, C2C interactions occur during and after the service encounter (Lee, 2016: 14). Many authors have noted that C2C interactions can occur inside and

outside of service settings (Johnson & Grier, 2013: 306; Jue, 2008: 65-66; Lee, 2016: 14; Nicholls, 2008: 98; Nicholls, 2010: 88). While C2C interactions occurred within the service setting are called on-site or on-stage C2C interactions, C2C interactions occurred by word of mouth are called off-site or off-stage C2C interactions (Jue, 2008: 65-66; Lee, 2016: 14; Nicholls, 2008: 98; Nicholls, 2010: 88).

In general, customer experiences can be framed as a function of social interactions (e.g., employees and other customers) and physical environment (Cetin & Dincer, 2014:184-185). C2C interactions occur directly through specific interpersonal encounters, and also indirectly as customers are part of the same environment (Johnson & Grier, 2013: 306). Consequently, customers can influence each other directly and indirectly (Choo & Petrick, 2014: 373; Huang, 2008: 522; Jung & Yoo, 2017: 123; Libai et al., 2010: 268; Martin & Pranter, 1989: 6; Verhoef, 2009: 34; Wu, 2007: 1519-1520, Wu, 2008: 1504). Therefore, in many service environments, other customers can often affect a customer's service experience positively and negatively (Grove & Fisk, 1997: 63; Fakharyan et al., 2014: 611). Customers in the service environment may find themselves compatible with some customers, but also may find incompatible with others. Customers may be affected by certain behaviours, appearances and attitudes, first impressions, physical proximity, and verbal speech of other customers directly or indirectly (Martin & Pranter, 1989: 6). For example, other customers can destroy the customer's service experience through their behaviour, such as cutting into the line, talking loudly, smoking (Johnson & Grier, 2013: 306). The noisy children running and screaming around a restaurant can lead to discomfort for many customers (Lin & Liang, 2011: 354). However, in some cases, positive encounters with other customers can contribute positively to the customer's service experience and increase the customer's service quality perception (Martin & Pranter, 1989: 13). Therefore, CCI is an important aspect of service experience, and also managing CCI is often considered an important aspect of managing a service (Baron et al., 2007: 212; Fakharyan et al., 2014: 611).

Some studies have been carried out on customer-customer interactions (Bitner et al., 1994; Grove & Fisk, 1997; Martin, 1996). For example, Martin (1996: 146-159) investigated the effect of 32 behaviours exhibited by other consumers in public business environments on consumer satisfaction. As a result of the research, it was found that customers were satisfied with the gregarious behaviours of other customers (e.g., shaking the hand, asking about the well-being of the family, beginning a conversation even though never met, etc.), while they were unsatisfied with the violent behaviours (e.g., hitting the table in anger, kicking a chair deliberately, etc.) and the grungy behaviours (e.g., not wearing a shirt or shoes, propping their feet on a table, wearing dirty clothes, smelling like not having a shower for several days, etc.). Likewise, Bitner et al. (1994: 98-100) found that problematic behaviours exhibited by

other clients (e.g., drunkenness, noncompliance with company rules and regulations, verbal and physical harassment, etc.) constitute 22% of the incidents that customers were dissatisfied with. Grove and Fisk (1997: 78) found that other customers' helpful behaviours (e.g., returning lost wallets and items, helping people with strollers and wheelchairs, taking pictures, and calling lost children, etc.) lead to customer satisfaction. Additionally, other customers can increase the customer's service experience positively by providing information and social support or undertaking a consulting role with their advice (Johnson & Grier, 2013: 306; Verhoef et al., 2009: 35). For example, customers sometimes wait for service in a retail store. During this time, they share the same area with other customers and are in physical proximity with them. In such an environment, other customers can add value to customers' service experiences by providing honest opinions, sharing product knowledge, and providing assurance on purchasing decisions that employees cannot provide (Kim & Choi, 2016: 384-386).

Tourist to Tourist Interaction

There is a limited number of studies in the literature on interactions between tourists (Huang & Hsu, 2010: 79; Yagi, 2001: 22). Generally, researchers have ignored interactions between tourists and how tourists see other tourists. (Yagi, 2003:1). Therefore, there are not numerous empirical studies that examine the positive and negative effects of interactions between tourists on service encounters (Chang, 2017: 2).

In general, social contact in tourism occurs between tourist-residents, tourists-other tourists, tourists-service providers, tourists- foreign workers, and tourists-investors (Reisinger & Turner, 2003: 37; Reisinger, 2009: 205). The tourist experience includes the interaction between tourists (Huang & Hsu, 2010: 79). Tourism allows contact between travellers (Cordeiro, 2014: 105). Tourist encounters involve relationships between foreigners from different cultures, and this allows people to have intercultural contacts (Burns, 1999: 94; Jack & Phipps, 2005: 6). Hence, interpersonal encounters in international tourism can also be seen as intercultural encounters (Yagi, 2003: 1). Cross-cultural contacts in tourism generally involve interactions between tourists from different cultures and nationalities (Albu, 2015: 11). Therefore, T2T interactions constitute another stage of the social dimension in tourism (Yagi, 2001: 22).

Tourism generally takes place accompanied by other tourists either with travel companions travelling with travellers (for example, friends and families travelling together) or other travellers met et route (Jue, 2008: 44). Many authors indicated that customer or tourist interactions generally occur in two different ways as intragroup and intergroup (Huang & Hsu, 2009: 79; Jue, 2008: 66-67). Jue (2008: 66-67) indicated that intragroup interactions represent interactions with family members and

friends who jointly participated in the service process, while intergroup interactions express interactions between customers who meet each other accidentally in the servicescape. Likewise, Huang and Hsu (2010: 79) stated that interactions between tourists can be divided into two categories as intragroup and intergroup interactions. The first is the interaction between travelling companions (e.g., friends and families who travel together), while the latter refers to the interactions between unacquainted tourists who met each other on the route.

In the service marketing literature, the interaction between unacquainted customers is called C2C interaction (Huang & Hsu, 2010: 79). Other customers are inseparable parts of the customer's consumption experience (Huang & Hsu, 2010: 79; Miao et al., 2011: 933). The consumption of services in the tourism sector typically involves sharing the same service environment with other consumers. Numerous consumption experiences in the tourism and hospitality sector, such as a cruise trip or dinner in a restaurant, involve the presence of other consumers in the service setting (Miao et al., 2011: 933). Moreover, C2C interactions require the integration of customers from different cultural backgrounds (Johnson & Grier, 2013: 306). Customer satisfaction or dissatisfaction are often affected by the characteristics and behaviours of other customers who are part of the tourism service experience, and thus other customers are part of the service itself (Wu, 2007: 1519). In this context, the interactions between tourists can be seen as interactions between the customers, which have become a common phenomenon in many servicescapes (Huang & Hsu, 2009: 548).

Cetin & Walls (2016:400) stated that other customers are important element in travel experience. Other customers may affect a customer's service experience positively or negatively (e.g., friendly or helpful behaviour, crying children, profanity, rudeness, etc.) (Brocato et al., 2012: 387; Grove & Fisk, 1997: 63). Especially, in the context of tourism, the presence or behaviours of other tourists may not be an obstacle to the goals of tourists, but the behaviours of other tourists ,such as making noise in a museum, and throwing rubbish in a national park can cause them an unpleasant feeling (Chang, 2017: 3). Therefore, managing C2C interactions in tourism services becomes very important (Nicholls, 2011: 210).

Tourists are not homogeneous, and each group has different backgrounds, preferences, patterns, and patterns of behaviour (Yagi, 2001: 22). Different attitudes and behaviour patterns will likely emerge between tourists in tourism in which cultural diversity is intense (Saatci & Avcikurt, 2016: 2542). Different behaviour and value systems of people from different cultures may cause conflicts between cultures. An appropriate behaviour or value system in a person's culture may not be considered appropriate in other cultures (Yagi, 2003: 4). For example, Kwortnik (2008: 289-307) conducted a study on cruise passengers and revealed that some characteristics of

other customers (e.g., age, actions, and appearance) affect the cruisers' perceptions of the ship's atmosphere. In addition, cruisers have given negative reactions to other customers using cigarettes, making noise, causing crowding and wearing extremely casual clothes because they disrupt their holiday experience (e.g., escape and intellectuality, etc.).

As another example, some British tourists who came to Eastern Europe to organize a Stag Party created great tension for other tourists. There was a lot of news in the press about that issue, and it was stated that the tensions were seen as important enough by the British Foreign Office and that the British were given special recommendations for planning stag parties abroad. Likewise, it is not an unusual thing to see topless tourists on the coast of southern France; however, such an image is rarely seen in the Baltic region of Poland and may not be appropriate. Furthermore, the influx of Russian tourists who like heavy parties to holiday destinations in Europe caused negative reactions among some tourists (Nicholls, 2011: 214). German tourists inquire in their online reservations whether hotels accept Russian tourists, and they prefer hotels that do not accept Russians (Patronlardunyasi, 2007). In a study conducted on 8,100 German holidaymakers by Urlaubstours, which is the German travel operator, it was revealed that the Germans saw Russians and British as both noisy and very drunk tourists. After the Russians and the British, the Polish ranked third for the same reasons. In addition, it was revealed that the Germans were displeased with the Chinese because of their table manners and with the French because of their rough and hostile approach (Gadd, 2014).

Methodology

Purpose of the research

This study was conducted to explore situations that caused the tourist's satisfaction and disturbance during interactions with other tourists. The study also explores how these interactions occur, at what levels, and in which places.

Research Method

In this study, the qualitative research method was chosen. Qualitative research enables the interpretation of people's experiences (Vanderstoep & Johnston, 2009: 166). Moreover, the phenomenological method was chosen in order to determine the tourists' experiences with other tourists. Phenomenology aims to understand an experience from the perspective of the participants. Investigation of the underlying meaning of experience is at the core of the phenomenological study (Williams, 2007: 69).

Data collection tool

In this study, a semi-structured interview technique was used. A question form was prepared to be asked to tourists by using the available literature. The question form consists of two parts, namely questions about demographic information and interactions between tourists. In general, tourists were asked open-ended questions related to the following situations:

- Who do they usually travel with? (alone, with friends, family, etc.)
- What do they think about interaction with other tourists?
- How do they interact with other tourists?
- Which areas do they interact with other tourists?
- Which behaviours of other tourists constitute disturbance and satisfaction for themselves?

Based on the semi-structured interview technique, interviews lasting for an average of 45 minutes or more were conducted with 33 foreign tourists from different nationalities who came to Istanbul between January 2018 and March 2018.

Sampling Selection

In a qualitative study, the main purpose of using purposive sampling is to obtain cases that are considered rich for information purposes (Sandelowski, 2000: 338). In purposive sampling, researchers determine participants according to the most appropriate characteristics for the study, and participants are selected because of their previous experiences and knowledge about the subject being studied (Baskale, 2016: 26). Therefore, considering that it would be appropriate to benefit from the experiences and opinions of people who are currently tourists in Turkey, have been in at least two different countries except for Turkey and have interacted with other tourists both in Turkey and other countries, the purposive sampling method was preferred, and foreign tourists with these characteristics were selected.

Creswell (2014: 239) stated that the sample size included typically ranges from three to ten individuals in phenomenology. As well as the number of observations or interviews, the duration of the interview can be taken as an example in qualitative research (Baskale, 2016: 27). In this context, 33 foreign tourists visiting Istanbul were selected, and interviews were conducted with an average of at least 45 minutes each.

Data saturation is achieved when enough information is available to duplicate the study, when the ability to obtain additional new information has been attained,

and when further coding is no longer feasible (Fusch & Ness, 2015: 1408). After 33 interviews, it was decided that the feedback collected from the participants was self-repetitive, and the data reached saturation. Interviews were recorded on the electronic media on the same day and transcribed verbatim. The data were subjected to content analysis, and the common themes were categorized. While collecting and analyzing the data, codes such as P1, P2, P3 were given to each participant. In general, the data analysis of the computer system coding and hand-coding is available (Creswell, 2014: 245). In the study, a manual coding system was used to analyze the data.

Validity and Reliability

Triangulation used in quantitative research to test reliability and validity can be used to test or maximize the validity and reliability of a qualitative study (Golafshani, 2003: 597). In this context, the triangulation technique was used to ensure the validity and reliability of this study. In the study, the opinions of academicians working in the field of tourism were consulted for the preparation of questions on interactions between tourists. In addition, a long time was spent in the field. It was consulted on expert opinions on the results. The results obtained from the participant interviews were shown to tourism academicians working in the field of tourism and the tourist guides working in the field of tourism application.

A focus group interview was conducted with a total of 7 tourist guides. Before the interview, a question form was prepared to ask the guides about T2T interactions. The meeting was carried out on the 8th of May 2018 at a cafe in Taksim. Concerning the number of people in the focus group interview, Creswell (2014: 239) stated that the interviews could be conducted between 6 and 8 people. Moreover, Cokluk et al. (2011: 101) stated that the ideal duration of an interview in the focus group was 1-2 hours. In this context, the interview lasted 90 minutes in total with 7 tourist guides. During the interview, the guides were asked similar questions with the tourists. In the data collection and analysis, similar operations and processes which applied to tourists were applied. In the results of the analysis, some themes obtained from tourists were approved, new sample cases related to interactions were obtained and placed under certain themes, and the analysis findings were reevaluated. The findings obtained from the study are explained in detail.

Findings of Tourist Participants

The nationalities and demographic information of the tourist participants are shown in Table 1 and Table 2.

Table 1
Demographic Information of Tourist Participants

Age	(f)	Education	(f)	Income	(f)
18-25	10	High school	2	No income	5
26-35	15	Graduate	22	1-500 €	4
36-45	5	Master	7	501-999 €	0
46-55	1	PhD	2	1,000-1,999 €	15
56-65	2			2,000-2,999 €	4
				3,000-3,999 €	4
				4,000 € and over	1
Religion	(f)	Gender	(f)	Marital status	(f)
Muslim	14	Female	19	Married	5
Christian	7	Male	14	Single	28
Jewish	1				
No religion	11				

As can be seen in Table 1 and Table 2, the majority of participants (25) were between 18-35 ages. In terms of education, 22 participants have graduate degrees. In terms of income, the majority of them (15) had an income of around 1,000-1,999 €, the majority of participants (14) were Muslim, 19 participants were female, and the majority of them (28) were single. The nationalities of the participants are shown in Table 2. Most of the tourists participating in the study come from countries such as Russia, Iran, Bosnia and Herzegovina, Indonesia, the Netherlands, Turkmenistan, and Pakistan.

Table 2
Nationalities of The Tourists Participants

Nationality	F	Nationality	F	Nationality	F
Russia	4	Argentina	1	Switzerland	1
Iranian	3	Australia	1	Kazakhstan	1
Bosnia and Herzegovina	2	Bahamas	1	Colombia	1
China	2	France	1	Egypt	1
Indonesia	2	India	1	Poland	1
Netherlands	2	England	1	Taiwan	1
Turkmenistan	2	Israel	1		
Pakistan	2	Spain	1		

As a result of the analyzes, it was found that the interactions between the tourists occurred indirectly because they are part of the same physical environment, and directly through interpersonal encounters.

In the study, direct interactions occurred as a result of direct face-to-face encounters of tourists with each other through interpersonal encounters and verbal and non-verbal actions that happen between them during these encounters.

It was found that spontaneous and superficial interactions occurred through both verbal and nonverbal interactions, while close interactions occurred through only

verbal interactions that were realized by activities such as tourists being friends with each other and participating in common activities.

It has been revealed that spontaneous interactions generally occurred through mutual exchange of information of tourists [e.g., personal talkings arising from curiosity, and getting or giving advice (e.g., places to visit in the city, meals to eat, restaurants to eat food, addresses that cannot be found, etc.)], and through verbal-non-verbal-physical abuse. Superficial interactions occurred through instant situations such as pushing or bumping each other, making small requests and demands from each other (e.g., asking for a chair or charger, taking photos and videos, sitting on a bank, etc.) and greeting each other (e.g., verbal and non-verbal greeting like hello, good morning, smiling and hand waving, etc.).

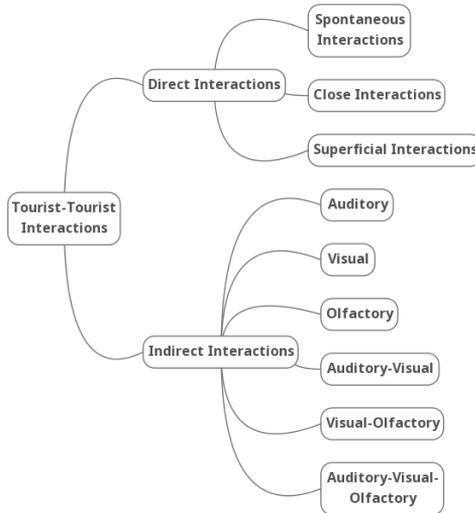


Figure 1. Tourist-Tourist Interactions and Levels

The difference between the close interactions and the spontaneous interactions is that the conversation is not daily and that the tourist develops a friendship with other tourists and participates in joint activities. Close interactions consist of long-term interactions between tourists. There is also a friendship link developed among people. The biggest difference that separates superficial interactions from spontaneous and close interactions is the duration of the interaction. In superficial interactions, interaction takes place in a very short period of time.

Table 3*Participants' Statements in The Direct Interactions***Spontaneous Interaction**

P18: "I ask them because I don't know the city. I get information from others about nice places for eating and addresses which I can't find... They give me information about these issues."

Close Interaction

P10: "When I was in India I met with two people from England. They were students, and they invited me to visit beautiful places. We visited everywhere together. We made a good friendship."

Superficial Interaction

P6: "Generally, I met friendly, gentlemen and polite people. We didn't know each other, but we were greeting each other every time. Other tourists said "hello", "good morning", "good night to me every day."

In the study, it was found that indirect interactions occurred because tourists are in the same physical environment with other tourists (in other words, tourists share the same physical environment or setting with other tourists). Indirect interactions refer to actions that are not directed at tourists by other tourists, who are part of the physical environment. There is no mutual interaction of a tourist with other tourists in the indirect interactions. Indirect interactions mean that tourists, who share the same physical environment (settings) with other tourists, observe the appearances and behaviours of other tourists and that they are unilaterally and indirectly affected by these behaviours and appearances. According to this, a tourist may be affected as auditory (making noise, etc.), visual (not dressing suitable for culture and environment, etc.), olfactory (smelling bad, etc.), both auditory and visual (fighting, etc.), both visual and olfactory (smoking indoors, etc.), and auditory-visual-olfactory (getting drunk, etc.) by other tourists' behaviours.

Tourist-Tourist Interaction Areas

According to the results of the analysis, it was concluded that T2T interactions occurred in service areas (e.g., hotels, hostels, restaurants, cafes, bars, airplanes, boat tours, etc.) and in public places (e.g., worships, airports, bazaars, shopping centers, streets, parks, museums, touristic places, etc.)

P31: "It is starting from the hotel, lobby, restaurant, any cafe, in the street or the museum. You might just start chatting with someone and become nice friendships anywhere". Likewise P6: "For example, it may be in a restaurant and in the praying places, attraction places. Like this... It may be during boarding time in the airport or on the plane."

Satisfying and Disturbing Incidents in The Direct Interactions

Satisfying and disturbing incidents in the direct interactions refer to other tourists' direct verbal and non-verbal behaviour towards a tourist during interpersonal encounters between tourists and the tourist's satisfaction or disturbance from these

behaviours. These incidents originated from the considerate, friendly, inconsiderate and rude, and hostile behaviour of other tourists.

Table 4
Satisfying and Disturbing Behaviours of Other Tourists in The Direct Interactions

Behaviours	Meaning	Examples
Considerate behaviours	The behaviours that are without neglecting the rights and feelings of the tourist, considering and respecting the tourist. Namely, other tourists' behaviours arising from their own thoughts and kindness.	such as being polite (e.g., offering treats and using polite forms of address such as thank you, sorry, excuse me), being respectful (e.g., respecting personality, ideas, beliefs, and personal space of the tourist, etc.), and being helpful (e.g., recommendations about food, restaurant, address, visiting places and other personal helpings, etc.).
Friendly behaviours	The behaviours that tend to meet tourists, establish friendship and improve relationships.	such as being fun, being interested, being without prejudice against tourists, starting a conversation with tourists, and contacting easily with tourists.
Inconsiderate and rude behaviour	In contrast to considerate behaviours, conscious and unconscious behaviours are made by neglecting the rights and emotions of the tourist.	such as being uninterested, being late for appointments, making racial and ethnic jokes, cursing, abusing, pushing and bumping, constantly requesting to take photos and videos.
Hostile behaviours	Unlike friendly behaviours, the behaviours that are made with hostility	such as being prejudiced and discriminating towards tourist

Table 5
Participants' Statements on Satisfying and Disturbing Behaviours of Other Tourists in The Direct Interactions

Considerate behaviours	P15: "When I was in Barcelona, we met a French couple. We were staying in the same hostel together. We over-talked about where we would want to go. The lady said, "Oh, we can help you guys because we are new here as well, and maybe you want to come with us. She was very helpful."
Inconsiderate and rude behaviours	P18: "Sometimes, their looking at me is like touching me. It is because when I was in Morocco, three men from Portugal looked at me and then wanted to touch me. It disturbed me so much."
Friendly behaviours	P8: "Spanish people, I think that they are very nice. They like to have fun. Most of the time they are not aggressive, they are very welcoming. On the other hand, Turkish and American people are the best for me. In general, if you want to meet with them or ask to go anywhere tomorrow, they say okay. They behave by the book."
Hostile behaviours	P3: "Other cultures and other nations don't want to connect with Iranians. We have a bad image in their eyes. They say Iranians are terrorists because we are Muslims. Sometimes I meet these kinds of tourists. They didn't want to talk with me after learning my nationality. It was sad."

Satisfying and Disturbing Incidents in The Indirect Interactions

Satisfying and disturbing incidents in indirect interactions refer to tourists who share the same physical environment with other tourists, observe the appearances of other tourists and their behaviour in the environment (settings), and they are

unilaterally and indirectly affected by these behaviours and appearances. These incidents in the indirect interactions originated from the considerate, inconsiderate and rude, illegal and prohibited, offensive and disgusting behaviours of other tourists.

Table 6

Satisfying and Disturbing Behaviours of Other Tourists in The Indirect Interactions

Behaviours	Meaning	Examples
Considerate behaviours	Other tourists behaviours arising from their own thoughts and courtesy, without neglecting the rights and feelings of the tourist, and that considering and respecting the tourist.	such as being respectful (e.g., respecting other people, wearing proper clothes for the country’s culture, etc.) and being helpful (e.g., helping other people, etc.)
Inconsiderate and rude behaviours	Consciously and unconsciously behaviours of other tourists that performed by ignoring the rights and feelings of other people around them.	such as making noise, smoking next to the person, cutting into the line, littering, not controlling children, cursing, being drunk, constantly taking photos and videos in the environment, being commanding, being arrogant, being angry, complaining, and not wearing clothes suitable to culture and environment.
Offensive behaviour	The behaviours arising a person’s lack of control and that being towards the physical action (violence) due to this lack of control and that may cause discomfort to everyone around.	such as fighting with other people and mistreatment of animals.
Illegal and prohibited behaviours	Non-compliance with rules that are written and visually present in society.	such as taking photos in public places, touching objects in public places, smoking in closed areas and using drugs.
Disgusting behaviours	The situations that are disgusting and nauseating in appearance and smell.	such as different eating habits and smelling bad.

Table 7

Participants’ Statements on Satisfying and Disturbing Behaviours of Other Tourists in The Indirect Interactions

Considerate Behaviours	P26: “I am satisfied when another tourist respects the culture... For example, if an American tourist came to Turkey and I came to Turkey, and if both of us respect Turkey, and if we try to make our behaviours good, it will be good. Turkey is a Muslim country and tourists visit many attractive places. One of them is a mosque. I like tourists who dress appropriately in such places.”
Inconsiderate and Rude Behaviours	P5: “Noisy situations happened one or two times in the hotel. Some tourists were really loud and they listened to loud music late at night. This disturbed me because you can’t sleep around two or three in the morning due to loud music. Only sometimes they were talking very loudly, shouting and making a lot of voices in the hotel.”
Offensive Behaviours	P21: “It is very important that tourists treat animals like cats, dogs. They should treat them nicely. Animals shouldn’t fear people. They should sleep everywhere. But some tourists treat them very badly. They kick them. It is painful to see.”
Illegal and Prohibit Behaviours	P8: “For example, when I was in Italy, Arabic people were constantly taking photos and videos in museums. Normally, it is forbidden to take photos and videos inside. But they weren’t following these rules.”
Disgusting Behaviours	P23: “For instance, people who come from Africa eat with their hands. They don’t use spoons, forks or knives. For them, it is normal and not disgusting but for us it is disgusting. So, as I said it is their culture and for their culture eating with hands is normal maybe. But, for other cultures, it is really disgusting, it makes you annoyed because of such behaviours.”

Findings from The Guide Participants

Demographic data of the participants were shown in Table 11

Table 8

Demographic Information of Tourist Guides

Age	(f)	Professional experience	(f)	Income	(f)
18-25	0	1-3 year	0	No income	0
26-35	1	4-6 year	0	1-500 ₺	0
36-45	3	7-9 year	1	501-999 ₺	0
46-55	3	10-12 year	2	1,000-1,999 ₺	0
56-65				2,000-2,999 ₺	0
65 and over	0	13-15 year	0	3,000-3,999 ₺	0
	0	16 years and over	4	4,000-4,999 ₺	7
				5,000 € and over ₺	0
Education	(f)	Gender	(f)	Tour groups	(f)
High school	0	Female	5	Cultural	7
Graduate	7				
Master	0	Male	2	Other	0
PhD	0				

₺: New Turkish Lira

As can be seen in Table 8, 5 of the guides participating in the study were females and 2 males. The majority of the guides (6 participants) were around the ages of 36-55. In terms of education, all of the guides had bachelor's degrees. In terms of professional experience, the majority of them (4 participants) had over 16 years of experience. In terms of income status, all of the guides had an income of around 4,000-4,999 ₺, and in terms of the tour groups they attended, all of the guides were officials working in cultural tours.

As a result of the interview, the guides stated that the T2T interactions occurred by the sharing of information such as taking and giving advice. The guides stated that the interactions occurred in the service areas such as restaurants and hotels. So, the forms of interactions and areas of interaction were supported by the guides' opinions.

Table 9

Participants' Statements on The Forms of Interaction and Interaction Areas

Sharing information (taking and giving advice)	P6: "I have witnessed many conversations such as "I'm Colombian", "I'm from Cappadocia", "where are you going?" I hear lots of sentences for example "If you go to Cappadocia, you must get on the balloon". "If you go to Ephesus, you should definitely make this."
Interaction areas	P4: "I think hotels are the best places to interact. There were also great restaurants such as Gar Casino or Kervansaray....Namely, these are restaurants with belly dancers or folklore shows..."

The guides supported that helpful behaviours lead to tourist satisfaction. Likewise, they confirmed that other incidents disturbed tourists (e.g., such as being late, not wearing clothes suitable to the environment and culture, pushing and bumping, cutting into the line, constantly taking photos, making noise, taking photos in public areas, smelling bad, littering, complaining, discriminating, not controlling the children, cursing, etc.). Moreover, it was revealed that not wearing shoes caused disturbance to tourists.

Table 10
Participants' Statements on Satisfying and Disturbing Behaviours of Other Tourists

Helping	P3: "Giving them a place when they are accompanied by the elderly and children and helping each other on tours... These examples can go as far as giving a place in the toilet. They usually help elderly, disabled or pregnant people in their groups or another group. They are helping move the strollers up the stairs. In such cases, there are hot moments. For example, we were on the Bosphorus tour and there was a very sweet family from Iran beside us. I had a white tourist from New Zealand. When I went to the bathroom, they were fused. They probably gave each other space. He asked me where they came from and he was surprised when he answered that they came from Iran. Because Iran is a terrible country for them, very closed and with many bigot people. When they see a cute family, they are surprised and happy."
Continuous complaining	P6: "Sometimes they find the French complain a lot... They see the French as a nation that will bark at everything and that examine everything in detail and say this is bad. Because the French are always complaining."
Discrimination	P5: "I know their situation because I work with Middle Easterners. They generally feel they are excluded. They think that they are not loved by other tourists."
Cursing	P5: "The French are immediately barking ... Like "Oh, how does this happen!". They sometimes talk abusively. This is not welcomed by other tourists."
Taking photos in public areas	P3: "The places where I have the worst interaction are museums. These are the places that are not taken photos of. We say that no photo is taken at Dolmabahce Palace before entering... But we are going two steps, another group is doing the same thing. For example, a Malaysian tourist takes photos, then an Indonesian takes, then an Arab, a Turkish takes... This can disturb others."
Cutting into the line	P6: "In my group, the most disturbing thing is that the line is not obeyed. In other words, people cutting into the line. They are disturbed by them."
Not wear clothes suitable for the environment and culture	P3: "It happened to me once. Many girls in shorts in the garden of Sulaymaniyah lay on the grass... Because for her there is grass and she thinks the rate is a place to lie down and have a conversation. She is not aware that he has a mosque garden and should not do it. There is nothing to be angry about. On the other hand, shocked glances look at them. For example, I warned, "hey girls, you sleep here like that, very nice, but you can react, consequently, this is a place of worship." P4: "Of course, we have problems in crowded places. We have no problems with anyone on the grass in the meadow. There are problems in places where Dolmabahce Palace, Topkapi Palace, and holy relics exist. Let's say I accompany an Argentine group, and there was turmoil at the time, people were cutting in line, the kids were jumping on the grass and they were stepping on their feet. They are also looking at us. They were cowardly, timid because they were tourists here. They cannot shout right away, as in their own country. Is it correct to shout in this country, or is the police intervening? They look at us, the guides, in such situations. As if they say that they do something. Normally they will react harder in their own country."
Not control the children	P2: "Sometimes, taking photos can cause trouble. At the same point when eighty selfies are taken too long, it is a problem for other people. This is also true for Turkish groups. When they start taking pictures, they start to pretend that there is no one else in the world. One of those selfie bars sometimes disturbs other people. So, those photos can sometimes disturb both sides."
Continuous taking photo	

Making noise	P6: "In my groups, they were complaining about talking loudly. The Spanish groups are especially talking very loudly as if they are fighting. I guess this also exists against our group. They talk loudly too, and we absolutely disturb others. "
Littering	P2: "I think this is more for Arab tourists. It is like throwing trash, wrapping the diaper and throwing it to the edges, leaving it in the car..." P1: "The biggest problem is being late. Today, for example, someone was fighting with someone else because of this issue. Being late, there is a lot of trouble between the groups. For example, the same situation happened to me today. I had a Moroccan couple and the group was very mixed. Even though I warned them several times, they continued, and an Indian British in the group said: "Let's leave them". And after all, they did not continue with me. I said we will meet at 18.00 there. They came there. In other words, the fact of being late causes discomfort. Especially if we are doing a daily tour, there can be very important bad events like this from time to time."
Being late	
Pushing and bumping	P2: "I hear about pushing and bumping. So, there is a lot of complaints about the pushing by Asian groups. They don't want to lose their guides because they always travel with large groups. But really Asian groups have such a problem. Such as pushing, touching, preventing other groups..."
Bad smelling	P2: "There is also a situation of smell. Although it is not desired to be expressed too, sometimes it is possible when some people from some nationalities consume too many spices, if the weather is hot. It is also a cultural thing, probably because of eating too much turmeric..."
Not wearing shoes	P2: "Something happened to me in a restaurant in Sultanahmet. When we entered there in the summer heat last year, I do not know which nationality anymore, but they were Muslims. They took off their shoes, stretched out on chairs waiting for their order at the restaurant."

Discussion and Results

This study focuses on exploring situations that cause satisfaction and disturbance of tourists during interactions with other tourists and how these interactions occur, at what levels and in which places.

In this context, it was revealed that T2T interactions occurred directly, through specific interpersonal encounters, and also indirectly as they are part of the same environment. In previous studies, it has been stated that C2C interactions occurred directly through interpersonal encounters and indirectly as they are part of the physical environment and that customers can influence each other directly and indirectly. (Choo & Petrick, 2014: 373; Johnson & Grier, 2013: 306; Jung & Yoo, 2017: 123; Huang, 2008: 522; Wu, 2007: 1519; Wu, 2008: 1504).

In the study, the levels of direct interactions are divided into three groups: spontaneous interactions, close interactions, and superficial interactions. The guides supported that T2T interactions mostly occurred by sharing information such as giving and receiving advice from each other. Moreover, previous studies on interaction levels have revealed that interactions between customers are superficial, spontaneous, and close interactions (Huang & Hsu, 2009: 556-562; Jue, 2008: 138-148).

It was revealed that T2T interactions occurred in service areas and public spaces. In general, interactions occur in service areas such as hotels, hostels, restaurants,

cafes, bars, airplanes, and boat tours and in public areas such as worships, airports, bazaars, shopping centers, streets, parks, museums, and tourist attractions. The guides supported that T2T interactions occurred in service areas and public areas. Likewise, Huang (2008: 527) stated that C2C interactions generally occur in service areas such as restaurants, shops, theaters, transportation, hotels, banks, and post offices.

It was found that some situations created by other tourists caused the satisfaction and disturbance of tourists. The satisfying incidents within the direct interactions and indirect interactions originated from the considerate and friendly behaviours of other tourists.

In the study, it was revealed that helpful behaviour, which is one of the considerate behaviours of other tourists in both direct and indirect interactions, is a situation that leads to tourist satisfaction. This was consistent with previous studies. For example, Grove and Fisk (1997: 73-74) found that helpful behaviours (e.g., enabling children to see an attraction clearly or facilitating efforts to maneuver a stroller or wheelchair, etc.), benevolent acts (e.g., helping with children's attention, finding lost bags, returning abandoned wallets and pens, helping with wheelchairs or strollers, taking photos, etc.), and friendly incidents (e.g., being hospitable or amiable, etc.) lead to customer satisfaction. Likewise, other authors stated that gregarious behaviours, and protocol and sociable behaviours (e.g., handshakes, personal introduction, begin a conversation, asking about the wellbeing of family, congratulating on making a good selection, being more interested in socializing, keeping the door open, etc.) lead to customer satisfaction (Martin, 1996: 153-166; Wu, 2007: 1518-1522; Wu, 2008: 1507-1510).

It was revealed that disturbing incidents within the direct interactions originated from inconsiderate and rude behaviours and hostile behaviours of other tourists. In previous studies, it was found that other customers' hostile attitudes such as being distant, impersonal and arrogant (Grove & Fisk, 1997: 74), dirty and ethnic jokes (Martin, 1996: 153-166; Wu, 2007: 1522; Wu, 2008: 1507), verbal and physical abuse (Bitner, 1994: 97-100; Huang, 2008: 527), cursing (Grove & Fisk, 1997: 73; Huang, 2008: 527), the pushing and shoving (Grove & Fisk, 1997: 72) lead to customer dissatisfaction. Likewise, the guides have also confirmed that behaviours of other tourists such as being late, discriminating, pushing/bumping and cursing lead to tourist dissatisfaction or disturbance.

It has been revealed that satisfying or disturbing incidents within the indirect interactions originated from the other tourists' behaviours and appearances. The satisfying incidents within the indirect interactions are caused by considerate behaviours of other tourists (e.g., respecting people, wearing suitable clothes to the county culture, helping people, etc.). It has been found that disturbing incidents

within the indirect interactions are caused by other tourists' inconsiderate and rude behaviours, offensive behaviours, illegal and prohibited behaviours and disgusting behaviours. Similarly, in previous studies, it has been found that disturbing the order, making noise, drunkenness, unsupervised children, cursing, angry actions like kicking and hitting, smoking, quarrelling, complaining, smelling bad, and wearing dirty clothes caused the customer's dissatisfaction (Grove & Fisk, 1997: 71-78; Huang, 2008: 527; Martin, 1996: 153-166; Wu, 2007: 1522-1527; Wu, 2008:1507-1511). In the findings obtained from the guides, it has been approved that making noise, cutting the line, not controlling children, taking photos in public places, constantly taking photos in the environment, littering, cursing, complaining, not wearing clothes suitable to culture and environment and smelling bad lead to customer's dissatisfaction. In addition, it was revealed that not wearing shoes caused tourists' disturbance, and it was concluded that it was one of the incidents that would take place among the disgusting behaviours.

Indirect interactions that occurred as a result of the observation of other tourists and tourists' satisfaction and disturbance that occurred due to these interactions can be explained by social influence theory and social facilitation theories. According to social influence theory, other people affect an individual behaviorally and emotionally. This social impact can happen through many "social forces": (1) the number of other people (others), (2) temporal and spatial distance with others, and (3) the importance of other people (Kwon et al., 2016: 305). Social facilitation theory states that physical and cognitive performance is improved or impaired when an individual is being observed (Ahmad, 2016: 81). Social facilitation theory suggests that the presence of others will affect human behaviour (Kim & Choi, 2016: 387). From this perspective, tourists have an interaction with other tourists who share the same physical environment (surroundings) with them due to spatial proximity, and they feel satisfaction or disturbance by observing other tourists' behaviour and appearance. The presence of other tourists in the environment can cause tourists' satisfaction and disturbance and leads to positive and negative effects on their experiences.

Recommendations

Interactions between tourists can in general affect the service experience of tourists and their subsequent behavioural intentions. This situation is very important in terms of both the companies and the destination of delivering service. Uncomfortable behaviour of other tourists can cause negative behavioural intentions such as decreased tourists loyalty to the company, and negative word of mouth as they are dissatisfied with the service. However, if tourists are satisfied with the behaviour of other tourists, the opposite may be the case. Therefore, tourism researchers and

practitioners need to understand the nature of interactions by focusing more on T2T interactions and develop practices in this direction.

Considerate, friendly, hostile, inconsiderate and rude, illegal and prohibited, offensive, and disgusting behaviours have a great impact on the satisfaction or dissatisfaction of tourists in T2T interactions. Therefore, compatibility between tourists plays an important role in tourist interactions.

Tourists in the service area may find themselves compatible with some tourists or find incompatible with others and may be adversely affected by the behaviours of incompatible tourists. Therefore, tourism managers should act as police officers about other tourists' issues and warn customers about the rules of the settings.

In addition, the groups of tourists that are compatible with each other should be brought together and that are incompatible with each other should be prevented from coming together. (e.g., families with children-families without children, smokers-non-smokers, etc.). The physical environment can be used to encourage compatible groups of tourists to interact with each other. For example, smokers and non-smokers in the service environment can be kept in separate spaces. Similarly, families with children and children can be placed in separate places so that families without children cannot be disturbed by children's voices. Therefore, the physical environment should be organized in such a way that it allows positive interaction between tourists.

In the direct interactions between tourists, disturbances caused by situations such as prejudice and discrimination are especially important. Tourists should be warned of cultural differences and sensitivities in order to avoid situations, such as prejudice and discrimination and to prevent conflicts.

In interactions between tourists, the dressing of other tourists in accordance with the environment and country culture, their general appearance and their behaviour in the environment have a great effect on the satisfaction and dissatisfaction of the tourist. Therefore, in order to eliminate the problems arising from such situations, tourists should be informed about the culture, norms, customs and traditions of the countries where they go to or the general rules of the environment. In addition, some codes of behaviour specific to the environment should be identified and communicated to them (e.g., dress code, smoking, alcohol consumption and noise level, etc.).

Personnel working in the tourism industry should be trained and motivated to prevent conflicts between tourists. Service personnel should be encouraged to establish positive encounters between tourists. Personnel should be informed of interactions taking place between tourists and educated about when to interfere with interactions between tourists. Problematic tourist types should be identified, and tourists should be intervened during the service.

Limitations and future research

In future studies, the types of interactions that occur between tourists can be measured, and a scale can be developed regarding the interactions between tourists. For future studies, by using the findings of this study, the proposed interaction elements and typologies can be measured quantitatively and contribute to areas such as market segmentation, product quality, and physical environment design. For example, destination management organizations can design their destination and brand images according to their target audience, taking into account the findings of this study.

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