

TURİSTLERİN AKTİF KATILIMI VE UNUTULMAZ KÜLTÜREL DENEYİMLERİ ÖLÇEĞİNİN GEÇERLİLİK GÜVENİLİRLİK ÇALIŞMASI ⁽¹⁾

VALIDITY AND RELIABILITY STUDY OF THE SCALE OF ACTIVE PARTICIPATION AND UNFORGETTABLE CULTURAL EXPERIENCES OF TOURISTS

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Öz: Amaç: Bu çalışmada “Turistlerin Aktif Katılımı ve Unutulmaz Kültürel Deneyimleri Ölçeğinin” Türk dili ve kültürüne uyarlanması amaçlanmıştır. Ölçme aracı turizm etkinliğine en az bir kez katılan bireylerin yaşadıkları deneyim düzeylerini ölçmeye yönelik bir ölçme aracıdır. Bireylerin katıldıkları turizm faaliyetlerinde karşılaştıkları kültürel deneyimler konusunda bölümlendirme fırsatı sunmaktadır. Türkçe literatürde turizm deneyimleri üzerine olan çalışmaların kültür deneyimleri alanında eksik kalması nedeniyle turizm faaliyetlerine katılan bireylerin kültürel deneyimlerden ne denli etkilendiğini değerlendirebilecek bir ölçme aracı olmadığı için bu çalışmanın alana katkı sağlayacağı düşünülmüştür. **Yöntem:** Araştırma evrenini Eskişehir illinde kolayda örnekleme yöntemi ile seçilen toplam 402 kişi oluşturmaktadır. Ölçeğin yapısını test etmek için ve Doğrulayıcı Faktör Analizi (DFA) kullanılmıştır. Yapılan analiz sonucunda ortaya çıkan değerler ölçeğin alan yazında uyum için verilen değerlerin üstünde yer aldığı ve pozitif bir uyum içinde olduğu ortaya çıkarılmıştır. Aynı zamanda ölçeğin yapı geçerliliği test edilmiştir. 4 boyut 21 sorudan oluşan ölçeğin güvenilirliği için Cronbach Alpha (0.915) iç tutarlılık kat sayısı almyazında belirtilen değerlerin üstündedir. **Bulgular:** Elde edilen bulgulara göre “Turistlerin Aktif Katılımı ve Unutulmaz Kültürel Deneyimleri Ölçeğinin” geçerli ve güvenilir bir ölçme aracı olduğu tespit edilmiştir. **Sonuç:** Dolayısıyla Türk dili ve kültürü için gerekli psikometrik özellikleri gösteren ölçme aracının Türkiye’deki etkinlik katılımcılarına yönelik kullanılabilmesi sonucuna ulaşılmıştır.

Anahtar Kelimeler: Geçerlilik ve güvenilirlik, Deneyim, Turizm, Kültür, Katılım

Abstract: Aim: In this research, it is aimed to adapt the “Scale of Active Participation and Unforgettable Cultural Experiences of Tourists” to Turkish language and culture. The measurement tool is a measurement tool to measure the experience levels of individuals who have participated in a tourism event at least once. It offers the opportunity to compartmentalize the cultural experiences that individuals encounter in the tourism activities they participate in. Since the studies on tourism experiences in the Turkish literature are lacking in the field of cultural experiences, it is thought that this research will contribute to the field since there is no measurement tool that can evaluate how much the individuals participating in tourism activities are affected by cultural experiences. **Method:** The population of the research consists of 402 people selected by convenience sampling method in Eskişehir province. Confirmatory Factor Analysis (CFA) was used to test the structure of the scale. **Results:** As a result of the analysis, it was revealed that the values of the scale were above the values given for compliance in the literature and were in a positive harmony. At the same time, the construct validity of the scale was tested. The Cronbach Alpha (0.915) internal consistency coefficient for the reliability of the scale, which consists of 4 dimensions and 21 questions, is above the values specified in the literature. According to the findings, it has been determined that the “Tourists’ Active Participation and Unforgettable Cultural Experiences Scale” is a valid and reliable measurement tool. **Conclusion:** Therefore, it was concluded that the measurement tool, which shows the necessary psychometric properties for Turkish language and culture, can be used for event participants in Turkey.

Keywords: Validity and Reliability, Experience, Tourism, Culture, Participation

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INTRODUCTION

While the concept of experience, which was first written in the 1960s, is an extremely ambiguous expression referring to a certain formation that people have in daily life, the concept of experience entered the marketing literature in 1982 with the work pioneered by Holbrook and Hirschman. The study assumes that consumer behavior is not only based on information processing, but actively participates in the emotional consumption experience. This has led to the emergence of several different key concepts, including the experience economy of Pine and Gilmore, particularly in the 1990s. Pine and Gilmore (1999) codified the famous term experience economy and made one of the most important contributions that heralded a new era in marketing. The basic condition of experience is that consumers seek unforgettable experiences in connection with consumption and in the process of creating economic value (Erkan, et al., 2022). When the concept of experience was accepted as one of the greatest expressions of the 21st century (Smith, 2009), companies exposed to globalization, technological development and increasing competition had to find new ways to differentiate the products they offer (Pralhad & Ramaswamy, 2004). As a result, operators and researchers have agreed that customer experience is a determining factor in the success of brands, products and servi-

ces (Stickdorn, 2014). Although the material elements of tourism still exist today, the idea of experiential tourism has gained a clearer dimension at the same time as alternative tourism forms have become widespread (Erkan, et al., 2022). Although there is not much research to measure this growth trend, tourism publications and literature are changing their focus in response to this demand (Edgell et al., 2008).

AIM

For this reason, this research aims to address the unforgettable cultural experiences that tourists experience in the activities they participate in from a more comprehensive perspective. It is an undeniable fact that there are changes in customer perception, perceived value and felt emotions thanks to the developing technology (Erkan, et al., 2022). When considered in this context, measurements made with a measurement tool for the current perspective of tourists will give more up-to-date and consistent results. In recent years, there has been a large increase in studies carried out to measure the development of tourism areas, which have been revived with the end of the pandemic period. In order to support the increase that has started with a more reliable and up-to-date measurement tool and to enable businesses to make their strategic plans with more reliable data, the Turkish validity and reliability study of the scale of active parti-



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icipation of tourists and unforgettable cultural experiences has been revealed.

Literature Review

Intercultural Responsibility

Intercultural responsibility is an indispensable rule and binding importance of intercultural competence. Given universal considerations, Molz (2006) argued that from a cosmopolitan point of view, one can imagine “a sense of tolerance, flexibility, and openness to otherness that characterizes the ethics of social relations in an interconnected world.” Cultural responsibility, in another sense, emerges as an awareness that reveals cultural sensitivity and affects it positively. Donohoe (2011) used the term “cultural sensitivity” to refer to ecotourism that practices, supports and participates in ecotourism research. Ecotourists minimize impacts on the natural and cultural environments, foster intercultural awareness and respect, protect the built and living cultural heritage, promote the conscious participation and empowerment of local and indigenous peoples, and behave in a way that respects the sociocultural value systems of the host community. He put the environmental priority and the sustainable life of the local people on the timeline of ecotourism behaviors. Nowaczek and Smale (2010) developed the Ecotourist Vulnerability Scale to explain and evaluate the ecotourism pre-

disposition of its tourists. The results reveal that the predisposition of ecotourists includes an ethical dimension related to respect for the natural environment and local people, and responsibility in their travel choices, decisions and consumption. Intercultural responsibility therefore means the ability to act ethically, to respect local cultures, to maintain openness and tolerance towards others, and to encourage informed participation by local people (Donohoe 2011; Molz 2006; Nowaczek and Smale 2010).

Intercultural Understanding

Fundamentally, intercultural understanding is an indispensable precedent of intercultural responsibility. Destinations attracting increasing numbers of tourists today have become the main concerns of destination managers in the center of sociocultural sustainability and longer-term viability (Zhang et al., 2017). Cultural tourists are motivated by experiencing and learning about various cultures (Boyd 2002). At the same time, they have an important role in rewarding experience and cultural understanding (MM Su et al., 2016), cultural tourists have become key actors in cultural contacts with these characteristics. Moreover, cultural tourists not only pursue cultural experiences, but also take on the responsibility and obligation to preserve local culture and society (Featherstone 2002). Taking advantage of intercultural compe-



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tences, cultural conflicts or mutual understanding can be encouraged (Reisinger 2009; Tsaur, Yen, and Teng 2018; Ye, Zhang, and Yuen 2013). Possible interactions can have positive as well as negative outcomes. When tourists and hosts share different perceptions, conflicts can arise between stakeholders. Intercultural sharing is inevitable in order to establish an intercultural understanding, and cultural characteristics that are transferred accurately and consistently as a result of interaction will facilitate intercultural understanding and sharing.

Intercultural Action

It represents specific actions that tourists undertake to interact with local people. Tourists' understanding and appreciation of local culture can be facilitated by experiencing the local culture and interacting with the locals (McIntosh, 2004). Nowaczek and Smale (2010) conceptualized authentic cultural encounters as a dimension of tourists' predisposition to ecotourism. This includes learning about local customs and culture, participating in local traditions and activities, integrating with the local culture, interacting with the local people, and having new cultural experiences. McIntosh (2004) used experience as a way to understand tourist appreciation, including lifestyle, authenticity, personal interaction, and informal learning experiences.

Intercultural Appreciation

It can result from 'exotic' cultural experiences in a destination and interaction with local people (McIntosh 2004). Gnoth and Zins (2013) conceptualized 'interest in the other' as the focal point of cultural tourism and developed an indigenous measure. McIntosh (2004) gained an understanding of the appreciation of Maori culture by analyzing motivations, perceptions and experiences. Motivation refers to the extent of tourists' motivation to understand Maori culture; Perceptions refer to tourists' awareness, knowledge and images or impressions of that culture. In addition, as a global expert, curiosity towards different cultures, encounter with the 'other' and aesthetic pleasures are very important elements of cosmopolitan tourists (Molz 2006; Swain 2009; Urry 1995).

RESEARCH METHOD

Model of the Research

This research, which aims to adapt the "Tourists' Active Participation and Unforgettable Cultural Experiences Scale" into Turkish, is a descriptive study to determine the current situation. As the research method, a descriptive survey model in the type of survey was chosen.

In addition to tourism, studies examining tourist behavior and tourist experiences are



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among the main topics that have been discussed in the literature recently. The subject of measuring the experiences in tourist behavior is among the main issues that need to be researched. In this context, Fan, et al., (2022), it has become possible to examine the subject of experiences in tourist behavior, thanks to the “Active Participation and Unforgettable Cultural Experiences of Tourists” scale. With this study, it is aimed to contribute to the literature by adapting the scale to Turkish. Thus, it is aimed to create a starting point for similar studies to be conducted in Turkish literature.

Universe and Sample

In order to obtain a more cosmopolitan universe within the scope of the research, the population of the research consists of 402 individuals living in Eskişehir, a province rich in student care. Convenience sampling is based on the principle of choosing the most easily accessible participants on a voluntary basis until the sufficient number of samples is reached (Gürbüz and Şahin, 2018). Questionnaires created through Google Forms were distributed to the participants on digital platforms, and at the same time, they were applied face-to-face by hand-applied questionnaires.

For a healthy factor analysis, it is recommended that the number of participants be between 100 and 200 (Tabachnick, Vd., 2007) or a sample size of 10 times the number of items

used (Kline, 2014). As the sample size increases, better results can be obtained (Büyüköztürk, 2002; Gürbüz & Şahin, 2018; Ural, 2011). In this context, it is thought that 386 participants are sufficient for the adaptation study.

Data Collection Tool

In order to determine their experiences in tourist behavior, Fan, et al., (2022) developed by. The KMO value of the scale, which consists of 4 factors and 20 questions, was determined as 0.83. It is in the 5 point likert type of “Strongly Disagree (1), Disagree (2), Agree Slightly (3) Agree (4) and Strongly Agree (5).

Preparation of Data Collection Tool

The translation-back translation method of Brislin (1970) was used as a basis for the adaptation of the Tourists’ Active Participation and Unforgettable Cultural Experiences Scale into Turkish. First of all, permission was obtained from the researchers who developed the scale to adapt the scale into Turkish. Then, according to Brislin (1970), the scale items were prepared unaware of each other by two English Language and Literature faculty members who know Turkish and English very well and are familiar with both cultures. It has been translated into Turkish. After the translations were made, the differences in the translations were resolved by consensus with a study in which 2 experts

who made the translations were brought together. Then, the translated items were converted into scale format and presented to the opinions of 7 field experts for their evaluation. In this evaluation, the intelligibility and cultural appropriateness of the scale items were reviewed. The Turkish scale obtained as a result of the evaluation was translated back into English by two faculty members working in the English Language and Literature

Department, who are familiar with both cultures and who know Turkish and English languages very well. The English scale, which was translated again, was compared with the original scale and presented to 3 experts for final evaluation. After the expert evaluations, the final version of the scale was decided and made ready for use in the research. The final version of the scale on which all studies were carried out is shown in Table 1.

Table 1. Tourists' Active Participation and Unforgettable Cultural Experiences Scale Sub-Dimensions

Dimensions	Scale Sub-Dimensions and Total Number of Items
1- Intercultural Responsibility	6
2- Cross-Cultural Understanding	5
3- Intercultural Appreciation	5
4- Intercultural Action	5
Total: 4	21

As seen in Table 1, the 'Tourists' Active Participation and Unforgettable Cultural Experiences Scale' covers a total of 4 dimensions. These are: Intercultural Responsibility Dimension 6 statements, Intercultural Understanding Dimension 5 statements, Intercultural Appreciation Dimension 5 statements, and Intercultural Action Dimension 5 statements, covering a total of 21 scale questions.

Analysis of Data

SPSS 26 and Amos 21 Package programs were used in the analysis of the data obtained

from the research. In the interpretation of the data, percentage (%), frequency and reliability analysis were used to determine the Cronbach alpha values for the information about the participants, and Confirmatory Factor Analysis (CFA) analyzes were used to determine whether the scale was compatible with our language.

Demographic Findings

The demographic characteristics of the research participants were arranged and given in Table 2.

Table 2. Participant Demographics Characteristics

Variables	Catagories	N	F (%)
Gender	Woman	189	47
	Man	213	53
Marital Status	Married	150	37.3
	Single	252	62.7
Age	18 - 22	221	55
	23 - 27	75	19.3
	28 - 32	71	17
	33+	35	8.7
Education Status	Lise ve altı	43	10.7
	Ön Lisans ve Lisans	273	67.9
	Lisans üstü	86	21.4
Montly Salary Income	5500 - 6000	29	7.2
	6001 - 8000	46	11.4
	8001 – 10.000	35	8.7
	10.000 +	221	17.7

In the survey, we see that the individuals (53) 213 are men and that men participate more. On the other hand, we can say that 189 women (47) participated.

When the marital status of the individuals participating in the survey is examined, it is seen that the majority of the participants (62.7) are 252 singles and the remaining (37.3) 150 people are married.

When we look at the age groups of the participants in the survey (55), we see that 221 people are between the ages of 18-22. If we need to look at the age groups of the partici-

pants in general terms, it was determined that (19.3) 75 people were between the ages of 23-27, (17) 71 people were between the ages of 28-32 and (8.7) 35 people were 33 years old and over.

When the monthly household incomes of the participants are examined, it is seen that (55) 221 people have an income of 10.000 TL and more (17.7) 71 people have a monthly household income between 8000-10.000TL, while the other participants (27.3) have a monthly average income of 110 people. It is seen in the analysis that it is below 8000TL.



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Since Eskişehir was chosen as the application area of the survey and the literacy level of the individuals living in these provinces is high, it was determined that 273 people (67.9) had Associate Degree/Undergraduate Education and (21.4) 86 people had Postgraduate status. It is seen in Table 2 that 43 people marked high school and below education level.

Confirmatory Factor Analysis (DFA)

The Confirmatory Factor Analysis (CFA) technique is used as an indicator of whether the relationship patterns with a predetermined structure are confirmed or not. In this context, CFA is used to test and evaluate construct validity in studies of adapting a predetermined measurement tool to another culture. Exploratory Factor Analysis (EFA) should be used when the results of confirmatory factor analysis do not have a significant value

(Hair, et al., 2010). In this direction, CFA was conducted to examine the harmony of the structure of the scale of active participation of tourists and unforgettable cultural experiences. With this analysis, evidence was obtained to confirm whether the structure of the scale of active participation and unforgettable cultural experiences of tourists and to evaluate the construct validity. In the study, data were collected from 402 participants for confirmatory factor analysis and the analysis was carried out. The demographic characteristics of the participants are presented in Table 2. It was observed that the data showed normal distribution and SPSS AMOS 21 (Analysis of Moment Structures) analysis program was used. The path diagram of the factorial model and factor-item relationship obtained by the confirmatory factor analysis technique is given in Figure-1 below.

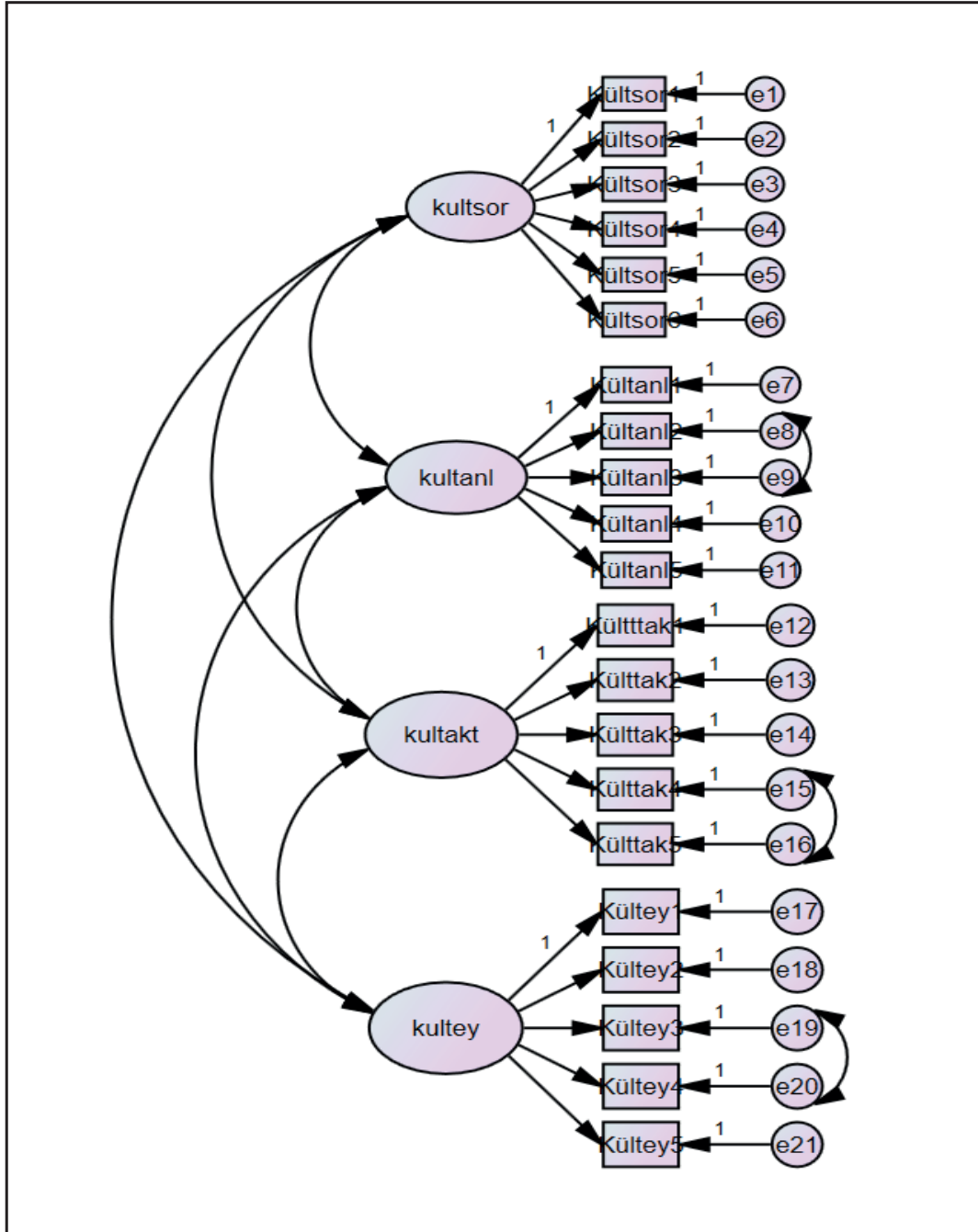


Figure 1. Path Diagram of the Scale of Active Participation and Unforgettable Cultural Experiences of Tourists

In this study, some modifications were made in the questions of some dimensions. The values before and after the modifications are given in Table 3 below. The values consid-

ered in the DFA analysis are; χ^2/sd (CMIN/DF), RMSEA, CFI, GFI and IFI values (Ye at al., 2014 cited: Hu & Bentler, 1999).

Table 3. Confirmatory Factor Analysis Results of the Scale of Active Participation and Unforgettable Cultural Experiences of Tourists

RAPPORT INDEX	STTUEIBSAD Before Modification	Scale Sub-Dimensions and T	STTUEIBSAD After Modification
X2/sd	2.945		2.480
RMSEA	0.70		0.61
CFI	0.891		0.919
GFI	0.878		0.898
IFI	0.892		0.920

Table 4. Acceptable Goodness of Fit Ranges of Structural Equation Model

RAPPORT INDEX	Good Fit	Scale Sub-Dimensions and T	Acceptable Fit Value Ranges
X2/sd	$\chi^2/sd \leq 3$		$\chi^2/sd \leq 5$
RMSEA	$0 \leq RMSEA \leq 0.05$		$0.00.05 \leq RMSEA \leq 0.08$
CFI	$0.90 \leq CFI \leq 1.0$		$0.90 \leq CFI \leq 0.97$
GFI	$0.90 \leq GFI \leq 1.00$		$0.85 \leq GFI \leq 0.99$
IFI	$0.95 \leq IFI \leq 1$		$0.90 \leq IFI \leq 0.95$

Source: Ye at al., 2014 cited in Hu & Bentler, 1999

As a result of confirmatory factor analysis (CFA), when the goodness of fit values in the model were examined, it was found that χ^2/sd : 2,480 RMSEA: .061 CFI: .919 GFI: .898 IFI: .920. It is seen that these values are very close to the limits accepted in the literature (Hu and Bantler, 1999). When the modification indices are examined, it is seen that

many values have acceptable fit values, but a modification was made between the items e8 and e9, e16 and e16 and finally e19 and e20 in order to provide better fit. The fit values before and after the modification process are shown in Table 3. Other than that, acceptable goodness-of-fit ranges are given in Table 3.

Table 3 shows the fit values obtained from the CFA results. The value in Table 3 is in Table 4

When compared with the acceptance levels explained, it is concluded that χ^2/sd (CMIN/DF) values are well-matched for DFA, while other values are at an acceptable level of agreement. In this context, CFA analysis was sufficient and exploratory factor analysis was not required because the results obtained were of acceptable significance (Hair, et al., 2010). In summary, it is possible to state that the scale was validated by showing compatibility with the DFA result. This situation also provides evidence for the construct validity of the scale's adaptation to Turkish culture.

Findings Regarding the Reliability of the Scale of Active Participation and Unforgettable Cultural Experiences of Tourists

In scale development and adaptation studies, the reliability of the scale should be exam-

ined after validity analysis. The reliability of the scale of active participation of tourists and unforgettable cultural experiences was examined by calculating internal consistency coefficients. Internal consistency is interpreted with the help of the Cronbach Alpha coefficient (DeVellis, 2003). Whether the expressions in the scale are in a consistent relationship and whether they measure the same structure can be determined by the Cronbach Alpha coefficient (Yaşlıoğlu, 2017). Generally, it is stated in the literature that the Cronbach Alpha value of a research should be 0.7 and above (Yaşlıoğlu, 2017; Karakoç & Dönmez, 2014). Pai and Chary (2013) state that the Cronbach Alpha coefficient should be greater than 0.6 for scale reliability. Table 3 shows the Cronbach Alpha values of the tourists' active participation and unforgettable cultural experiences scale.

Table 3. Cronbach Alpha Values of the Scale of Active Participation and Unforgettable Cultural Experiences of Tourists

Dimensions	Cronbach Alpha Value	N
1- Intercultural Responsibility	.743	6
2- Cross-Cultural Understanding	.700	5
3- Intercultural Appreciation	.813	5
4- Intercultural Action	.838	5
Total: 4	.915	21

Table 3 shows the Cronbach Alpha values of the scale dimensions and the overall scale. It is seen that the dimension of intercultural

responsibility consisting of 6 items is 0.743, the dimension of intercultural understanding consisting of 5 items is 0.700, the dimension



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of intercultural appreciation consisting of 5 items is 0.813, and the dimension of intercultural action consisting of 5 items is 0.838. In addition to the dimensions, the Cronbach Alpha value of the scale, which is calculated holistically, is 0.915. In line with these values, it is understood that the scale of active participation and unforgettable cultural experiences of tourists shows internal consistency with the reliability analysis and has a high reliability.

Interpretation of the Scale

The Turkish version of the scale of active participation and unforgettable cultural experiences of tourists has a 4-factor structure consisting of 21 items as a result of the analysis, and the response options to be given to the scale items are “Strongly Disagree (1), Disagree (2), Agree Slightly (3) Agree (4) and Strongly”. I agree (5) in the form of 5-point likert type. There is no item to be reverse scored in the scale. The total points to be obtained from the scale will be calculated on the basis of dimensions, and the lowest score will be 6 and the highest 30 point will be possible on the basis of the 1st dimension. From the remaining dimensions, the lowest 5 points and the highest 25 points can be obtained. In this direction, when evaluating the scale scores, it should be interpreted that as the scores of the individuals increase, the effects and support rates of the relevant dimension will increase,

or as the scores decrease, the effects and support rates will decrease.

DISCUSSION

The aim of this study is to adapt the “Scale of Active Participation of Tourists and Its Impact on Unforgettable Cultural Experiences” into Turkish language and culture. In the adaptation process, primarily linguistic equivalence was ensured, content validity was calculated, and construct validity analyzes were performed. This includes validity, validity-reliability and confirmatory factor analyses, and the process was completed using internal consistency reliability. As a result of the analysis, considering the factor loading threshold and predicted fit indices, it was seen that the structural model and measurement model fit Turkey and the original factor structure at an acceptable level. Scale match. The Cronbach Alpha value of the scale was calculated as 0.915 and this value coincides with the original version. This indicates high internal consistency. Inter-item consistency of a scale shows reliability in terms of internal consistency and it is seen that the scale meets this condition. As a result, “The Scale of Active Participation of Tourists and Its Impact on Unforgettable Cultural Experiences” is a valid and reliable Turkish language and culture scale with 14 items and a 4-dimensional structure, which emerged as a result of validity and reliability studies.



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To summarize, Fan, et al. (2022) developed the tourism experience levels of individuals living in China for the scale, the scale explained in 4 dimensions and 14 questions, When it was adapted to the Turkish language and culture, the 4 dimensions remained as 21 questions, but it was revealed in the analyzes that many dimensions fit the Turkish culture more. When these data are examined, it is revealed that “The Scale of Active Participation of Tourists and Its Impact on Unforgettable Cultural Experiences” is compatible with Turkish culture.

Considering all these criteria, appropriate structural reliability values were obtained in all dimensions forming the scale. The findings obtained as a result of the analyzes revealed that the unforgettable inspection dimensions of tourism can be measured in 4 dimensions. As a result of the study, it has been proven that the “Scale of Active Participation of Tourists and Its Impact on Unforgettable Cultural Experiences” is a valid and reliable measurement tool and the purpose of the research has been achieved.

CONCLUSION

In future studies, using the probabilistic sampling method, an in-depth examination of local effects on acculturation can provide the opportunity to deeply understand the sociological structure and expectations both to

the tourism community and to the academic environment. However, thanks to these studies, the tourism community can increase the attractiveness of the regions in question by making the acculturation process more effective and attractive for tourists by using these measurement tools. In addition, by emphasizing the importance of ecotourism and increasing this and similar studies, cultural understanding and tolerance can be improved. The sensitivity shown to the region and its people can create awareness among tourists.

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EXTENDED ABSTRACT

Introduction: While the concept of experience, which was first written in the 1960s, is an extremely ambiguous expression referring to a certain formation that people have in daily life, the concept of experience entered the marketing literature in 1982 with the pioneering work of Holbrook and Hirschman. The study assumes that consumer behavior is not only based on information processing, but actively participates in the emotional consumption experience. This led to the emergence of several different key concepts, including the experience economy of Pine and Gilmore, particularly in the 1990s. Pine and Gilmore (1999) codified the famous term experience economy and made one of the most important contributions that heralded a new era in marketing. Their basic proposition is that consumers seek unforgettable experiences in connection with consumption and in the process of creating economic value (Erkan, et al., 2022). When the concept of experience was accepted as one of the greatest expressions of the 21st century (Smith, 2009), companies exposed to globalization, technological development and increasing competition had to find new ways to differentiate the products they offer (Prahalad & Ramaswamy, 2004). As a result, operators and researchers have agreed that customer experience is a determining factor in the success of brands, products and services (Stickdorn, 2014). Although the material elements of tourism still exist today, the idea of experiential tourism gained a clear dimension in the mid-1990s, which coincided with the spread of alternative forms of tourism (Erkan, et al., 2022). Although there is not much research to measure this growth trend, tourism publications and literature are changing their focus in response to this demand (Edgell et al., 2008). For this reason, this research aims to address the unforgettable cultural experiences that tourists experience in the activities they participate in from a more comprehensive perspective. It is an undeniable fact that there are changes in customer perception, perceived value and felt emotions thanks to the developing technology (Erkan, et al., 2022). When considered in this context, measurements made with a measurement tool for the current perspective of tourists will give more up-to-date and consistent results. **Aim:** In recent years, there has been a large increase in the studies carried out to measure the development of tourism areas that have been revived especially with the end of the pandemic period. In order to support the increase that has started with a more reliable and up-to-date measurement tool and to enable businesses to make their strategic plans with more reliable data, the Turkish validity and reliability study of the scale of active participation of tourists and unforgettable cultural experiences has been revealed. **Method:** In order to obtain a more cosmopolitan universe within the scope of the research,



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the population of the research consists of 402 individuals living in Eskişehir, a province rich in student care. Convenience sampling is based on the principle of choosing the most easily accessible participants on a voluntary basis until the sufficient number of samples is reached (Gürbüz and Şahin, 2018). SPSS 26 and Amos 21 Package programs were used in the analysis of the data obtained from the research. In the interpretation of the data, percentage (%), frequency and reliability analysis were used to determine the Cronbach alpha values for the information about the participants, and Confirmatory Factor Analysis (DFA) analyzes were used to determine whether the scale was compatible with our language. **Results and Conclusion:** As a result of confirmatory factor analysis (CFA), when the goodness of fit values in the model created were examined, it was found that χ^2/df : 2,480 RMSEA: .061 CFI: .919 GFI: .898 IFI: .920. It is seen that these values are very close to the limits accepted in the literature. (Hu and Bantler, 1999). When the modification indices are examined, it is seen that many values have acceptable fit values, but a modification was made between the items e8 and e9, e16 and e16 and finally e19 and e20 in order to provide better fit. The fit values before and after the modification process are shown in Table 3. When we look at the Cronbach Alpha values of the scale dimensions and the overall scale, it is seen that the intercultural responsibility dimension consisting of 6 items is 0.743, the intercultural understanding dimension consisting of 5 items is 0.700, the intercultural appreciation dimension consisting of 5 items is 0.813, and the intercultural action dimension consisting of 5 items is 0.838. In addition to the dimensions, the Cronbach Alpha value of the scale, which is calculated holistically, is 0.915. In line with these values, it is understood that the scale of active participation and unforgettable cultural experiences of tourists shows internal consistency with the reliability analysis and has a high reliability. To summarize, Fan, et al. (2022) developed the tourism experience levels of individuals living in China for the scale. When these data are examined, it is revealed that “The Scale of Active Participation of Tourists and Its Impact on Unforgettable Cultural Experiences” is compatible with Turkish culture.