



## Reasons of Tourists' Preference of All-Inclusive System

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### Introduction

Behaviors of consumer involve physical activities such as assessment, seeking, buying, using and disposing of product and services which individuals think that those are going to satisfy their and/or others needs and decision-making processes that affect these activities (Bozkurt, 2004, p.92). Factors affecting behaviors of consumer is divided into three categories. These factors are individualistic factors which comprise age, sex, educational level, intelligence level etc.; psychological factors which comprise belief, attitude, perception, personality, learning etc.; social factors which comprise reference groups, social class, culture etc. (Kocabaş, Elden and Yurdakul, 1999, pp.105-125).

All inclusive system is a kind of package tour that is identified the whole activity which includes compounding separate components of a travel (such as transportation, accommodation, food-beverage and leisure) and selling them as a sole product and in a sole price (Heung and Chu, 2000, p.52). By 2000s, especially thanks to improving and being popular of mass tourism, interest to all inclusive system that is a part of package tour has increased (Alaeddinoğlu and Can, 2007, p.52).

It is shown that the most important reason of inclining hospitality facilities to all inclusive system is that it increases occupancy rate. In their study, Demir and Demir (2001) has concluded that after hospitality facilities had started to use all inclusive system, their occupancy rate has raised.

In a study that was applied on hotel and holiday village personnel, questioning the affects of all inclusive system to kitchen of hotel and holiday village, when asked the opinions of kitchen managers about all inclusive system, especially it was seen that they agree expressions of “it increases usage of technology”, “it requires to employ many personnel in kitchen” and “it raises consuming food” (Özdemir, 2001).

In his study that comprises managers of hospitality and travel facilities and of other touristic facilities and tourist, Gürkan (2002) examined the affects of all inclusive system to Turkish tourism sector. In the conclusion of study, it was reached that positive affects of all inclusive system for hospitality facilities by ensuring some advantages such as operational simplicity in facilities, saving personnel costs, decreasing per tourist

costs and fetching to a great deal of sector excluded tourism sector by wholesale purchase in the framework of all inclusive system.

In her study that comprises hospitality facilities in Antalya and examined the affects of all inclusive system to cost and profitability, Demir (2004) showed the reasons of usage of all inclusive system by hospitality facilities as increasing of profitability and decreasing of costs in parallel with occupancy rate.

In research made by Örucü, Aydılek and Bulut (2004) in Marmaris and İçmeler onto contribution of all inclusive system to profitability of facilities and national tourism sector, it has been emphasized that especially lately Turkey with its natural beauties and historical values has become a big market for European Travel Agencies which arrange mass tourism, but supplying these touristic product as package tour in a single price under the name of all inclusive system affects tourism sector negatively.

Wong and Kwong (2004) in their study made in Hong Kong have specified 30 statements to determine why tourists prefer all inclusive package tours on their vacation when they go abroad. With respect of results, it is seen that tourist attach the most importance to “safety of package tour” among 30 statement. In the study, “quarantined departure” and “service quality supplied by hotels and travel agencies” are ranked other more important statements.

### **Methodology**

In this study, questionnaire technique has been used to collect data. Tourists accommodated in five star hotels and holiday villages in all inclusive system in Antalya are sample population of study. So far as data of 2008, 4.853.744 tourists has accommodated in five star hotels and holiday villages in Antalya. In accordance with data from 30 hotels’ managers and 10 holiday villages’ managers in these facilities, it was determined that approximately %70 of these tourist has accommodated in all inclusive system. When %70 and 4.853.744 was multiplied, it was reached to 3.397.620 tourist who accommodated in all inclusive system and was population of study. It was reached that 385 tourist who was sample of study when it was assumed the level of %95 reliability and %5 sampling error. In questionnaire applied to sample of study, 43 questions asked that consist of 13 demographic and 30 close-ended statements.

### **Results and Conclusion**

In the context of study, when statements are raked according to importance level by responses of tourists, statement of “guaranty of tour” is the most important statement while tourist has purchased all inclusive package tours. Statement of “price of travel” is the second most important criteria to prefer all inclusive system. In conjunction with to price of tour, statement of “Items included in the tour price” third most important selection criteria for all inclusive system with a near degree to the statement of “price of travel”.

It is seen that criteria of “Time for traveling”, “Visiting a theme park & amusement park” and “Flight Schedule” would affect tourist decisions fewer than other criteria when they prefer all inclusive system. Thus, results of this study has parallels with other studies, factors such as guaranty, price and quality which are important criteria for tourists to prefer all inclusive system were also revealed prominently in this study.

The most important point according to tourists while they prefer all inclusive system, was the guaranty of not to cancel of tour. Travel agencies should do a good

planning while they sell all inclusive system package tours and they shouldn't delay the date of tour and cancel tour aiming satisfaction of tourists even if their foresight isn't come true in respect to number of participants.

While facilities appoint all inclusive system package tours' prices, they should determine a price level that both will affect tourists' preferences positively and won't decrease their income. Because, when these two criteria don't coexist, one of parties definitely starts to complain from this system. Despite it is not a significant matter for tourists who have low-level income, tourists who have high-level income may not prefer these travel agencies and hotels. Hence, facilities, don't want to damage their prestige, shouldn't follow extremely low price policy. Travel agencies and hotels should extend and strengthen collaboration in order to supply a more innovative touristic product for tourists.