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Visitors' Experiences Towards Sustainability Challenges in Archaeological -Heritage Sites: A Netnographic Study on Ancient City of Knidos, Turkey

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ABSTRACT

This study used netnography to explore the sustainability challenges in visitors' experiences in the Knidos archaeological site, located on the southern coast of Mugla, Turkey. Data was obtained from visitors' narratives posted on TripAdvisor. A total of 638 narratives between 2016 and 2021 were retrieved. Thematic content analysis was used. Qualitative data analysis software was employed for compiling and coding data, creating main and sub-themes, defining code frequencies, determining the relationships between codes, and creating code maps. As a result, five main themes were revealed: attractions, place perception, sustainability challenges, place attachment, and behavioral intention. The complex code configurations revealed that visitors had positive place perceptions, strong behavioral intentions, and high place attachment despite the site's sustainability challenges. Furthermore, attractions, place attachment, and place perception are the important antecedents of positive recommendation intention. The study makes a substantial contribution to the literature on sustainable development and visitors' behavior by providing a deep understanding of the sustainability challenges and visitor experiences narrated about a specific archaeological city through online user-generated content (UGC).

KEYWORDS

Sustainable tourism; Place perception; Place attachment; Behavioral intention; Tourist behavior; Netnography; User-generated content.

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1. INTRODUCTION

Visitors to heritage sites contribute to the economic empowerment of local communities (Enseñat-Soberanis et al., 2019). Archaeological sites are seen as convenient visit places for several tourism types with their historical significance as well as their attractiveness. By merging, institutions and universities preserve heritage with tourism. However, preservation, protection, and promotion are crucial to ensuring the sustainability of these protected places. Therefore, the focus is on preserving heritage sites as scarce resources that should be maintained for future generations, rather than expanding tourism. Heritage sites help to create social value for local society. According to del Hoyo et al. (2019), "the social value of cultural heritage derives from its utility for users and should be considered as the aggregate of different components of varying nature". They described these components are "direct use value" and "bequest value for future generations regardless of its use" (del Hoyo et al. 2019). It can be said that tourism creates social value by using cultural heritage in the recreational and aesthetic senses. However, these sites can be preserved through tourism if tourist behavior is sustainable and responsible. Indeed, previous studies (Lazarevıć et al., 2022) indicate stated that the sustainability of archaeological sites opened to tourism is under threat.

From the visitors' insights, heritage sites may also face challenges that negatively affect the visitor experience. These challenges can often be identified from visitor narratives (Kenterelidou and Galatsopoulou, 2021; Sop et al., 2020; Şahin and Şad, 2018), which is an effective way to evaluate visitor satisfaction (Aylan, 2019) and visitor behavior (Sert and Karacaoğlu, 2018). Identifying these challenges through online narratives and carrying out the necessary improvement work is essential for customer satisfaction (Mancı and Tengilimoğlu, 2021).

The present study examines sustainability challenges and visitor experiences at Knidos archaeological site on Turkey's southern coast. The research was carried out using netnography to evaluate visitor experiences to identify archaeological sites' challenges and ensure their sustainability. Furthermore, such an investigation of sustainability challenges and visitor experiences can improve visitors' behavioral intentions and the visitability of heritage sites like Knidos. Thematic analysis of user-generated content was used to reach the key conclusions, while a code relationship browser was used to explore the relationships between the codes.

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2. BACKGROUND

2.1) *SUSTAINABILITY CHALLENGES IN ARCHAEOLOGİCAL HERITAGE SITES*

Archaeological heritage sites are carefully researched sources of rich historical information that bring the past to the present through their tangible assets. Shaped by great labor and creative intelligence, they are sometimes regarded as sacred (Ahunbay, 2010). Archaeological cultural heritage is threatened by both natural and human-caused destruction. Natural factors like wind, rain, and snow can cause physical, and chemical deterioration due to fluctuating temperature and humidity conditions as well as natural disasters, animal activity, and various plants and their root systems. Human factors include lack of protection, neglect, vandalism, terrorism, wars, theft, and plunder (Kuşçuoğlu and Murat, 2017). A shortage of disability access to heritage sites is a protection deficiency (Orbaslı and Woodward, 2009). Given that historic sites are integral to tourism, these challenges can negatively impact visitor experiences. Their surroundings can affect visitors' experience and behavior (Kempiak et al., 2017: 378). Accordingly, the research questions are as followings to examine the relationships among sustainability challenges, visitors' place perceptions, place attachment, and behavioral intentions:

RQ1: What is the relationship between sustainability challenges and visitors' place perceptions?

RQ2: What is the relationship between sustainability challenges and place attachment?

RQ3: What is the relationship between sustainability challenges and visitors' behavioral intentions?

The following sections discuss the literature related to further research questions.

2.2) *VISITORS' PLACE PERCEPTIONS*

Place perception, which forms the core of visitor experiences, is influenced by personal and social factors (Kalali, 2015: 221). More specifically, it has both descriptive and emotional aspects because it is both the subjective perceptions of people about their environment and their conscious feelings about it. Place perceptions are also

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dynamic and fluid and depend on the perceived attributes of a place (Govers et al., 2007). Thus, it is both a psychological and physical concepts (Hashemnezhad et al., 2013: 7).

Place perceptions also refer to the relationship between people and a place. According to Kemmis (1990), for example, place attachment is embedded in visitors' perception of the place. Therefore, some researchers suggest that further research is needed regarding the relationship between place perception and place attachment (Brehm et al., 2006; Stedman, 2003). People attach meaning and value to a place based on their social and cultural experiences in it (Shamai and Ilatov, 2004; Brown and Brabyn, 2012). As a result, they develop an emotional bond with their physical features (Brehm et al., 2006; Hidalgo and Hernandez, 2001; Scannell and Gifford, 2010; Stedman, 2003). For tourism specifically, the visitors' positive perceptions of a place due to its physical environmental characteristics increase their place attachment and positive behavioral intentions (Brehm et al., 2006; Marcouyeux and Fleury-Bahi, 2011; Stylidis, 2018). Thus, visitors' subjective experiences and behavioral intentions are both influenced by their perceptions of the place, which can be described in terms of characteristics like excellent, pleasant, fascinating, and impressive (Mancı and Tengilimoğlu, 2021).

These findings suggest the following research question:

RQ4: What is the relationship between place perceptions and visitors' behavioral intentions?

2.3) *PLACE ATTACHMENT*

According to attachment theory, place attachment is defined in various ways, such as "a positive connection or relationship between a person and a certain place" (Williams and Vaske, 2003: 831), a positive relationship between people and their physical environments (Brown et al., 2003; Debenedetti et al., 2014), and the influence of a place (Jiang et al., 2017). Because place attachment is based on emotions and feelings (Tonge et al., 2015), it also determines their emotional attitude towards a place (Dwyer et al., 2019) and creates an emotional bond between people and the places where they tend to stay more (Hidalgo and Hernandez, 2001). Place attachment is thus, complicated as it includes the interaction of feelings, knowledge, and attitudes about a place, as well as behaviors and actions (Low and Altman, 1992; Chow and Healey,

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2008). Emotional attachment requires establishing feelings for a place and attributing specific meaning to it (Ramkissoon et al., 2012). Place attachment also depends on a place's ability to satisfy an individual's needs (Suntikul and Jachna, 2016). Place attachment is determined by a place's physical characteristics and attractions (Kaplanidou et al., 2012; Prayag and Ryan, 2012). In tourism specifically, visitors' intentions are significantly determined by their thoughts and feelings about a heritage site (Beeho and Prentice, 1997; Cho, 2021; Han et al., 2019). Tourists' place perceptions affect their future visits (Poria et al., 2006), Ramkissoon et al. (2013) also demonstrated place attachment is an antecedent of behavioral intention (Han et al., 2019). Thus, we suggest the following research question:

RQ5: What is the relationship between place attachment and visitors' behavioral intention?

2.4) *ATTRACTIONS OF KNIDOS ARCHAEOLOGİCAL-HERITAGE SITE*

The city's main residential district was built on terraces on the northern hill of an island, which now forms part of the southern end of Datça Peninsula. The city's steep terraced hillsides rise above two picture-perfect bays with turquoise and emerald waters. The Knidians themselves joined the island to the peninsula by filling in the sea to create a promontory called Cape Krio and two harbors. The small harbor in the northwest was used as a naval base, while the larger one in the southeast was mainly used for commercial sea traffic (www.smie.co, 2022).

Knidos, which played an important role in the Hellenic world from the 6th century BC, was a well-developed trade center, particularly well-known for its wines, which it also exported. The city's most prominent structures are the Corinthian temple, the Apollon temple, the round temple, the Demeter sanctuary, seven churches, a frescoed villa, the Dionysos terrace, and the stoa (mugla.ktb.gov.tr, 2022).

Because the city is situated at the intersection of the Aegean and Mediterranean Seas, visitors can explore the protected site while also enjoying nature by swimming in the sea. Another popular activity is viewing the breathtaking sunset from the lighthouse at the peninsula's tip. As a result, visitors come not only to see the historical and cultural ruins but also to enjoy the unique natural attractions.

These characteristics suggest the following research questions:

RQ6: What is the relationship between a place's attractions and place perceptions?

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RQ7: What is the relationship between a place's attractions and place attachment?

RQ8: What is the relationship between a place's attractions and visitors' behavioral intentions?

2.5) *BEHAVIORAL INTENTION*

The term behavioral intention describes the planned behavior brought on by one's satisfaction or discontent with their use of goods and services. Several studies have demonstrated that satisfaction is an antecedent of both behavioral intention and loyalty. Satisfied visitors are more likely to recommend to others and return (Beeho, and Prentice, 1997; Bigné et al., 2001; Chen and Tsai, 2007; Hui et al., 2007) whereas unsatisfied tourists are unlikely to return to a destination (Alegre and Garau, 2010) and more willing to spread negative comments about it (Chen and Chen, 2010). Generally, positive behavioral intentions include saying positive things about the company or brand, recommending it to others, remaining loyal to it, repurchasing, and being willing to pay more for its products or services. In tourism, these intentions are expressed as an intention to revisit, communicate positive messages, and remain loyal to the destination (Souiden et al., 2017: 62). Negative behavioral intentions, on the other hand, refer to actions like complaining about the product (or destination) and not repurchasing (or visiting). Therefore, we evaluated behavioral intentions in this study: recommend (negative/positive) and revisit (negative/positive).

3. METHOD

To investigate visitor experiences, this study used netnography, also known as online ethnography. Netnography is a relatively new research technique developed in the 1990s by Kozinets for online marketing research (Dwivedi, 2009; Kozinets, 2006; Morgan, 2008). Kozinets (2002:62) describes netnography is "a new qualitative methodology that involves ethnographic research techniques and allows the study of culture and communities through computer-assisted communication tools". It provides an effective method for assessing online content created by visitors and can track and analyze a community's behavior in a digital environment. Within tourism research, netnography is increasingly used to examine tourist and visitor experiences through content on travel websites, blogs, and social media (Le et al., 2019; Mkono and

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Markwell, 2014; Rageh and Melewar, 2013). This method allows researchers to predict behavior patterns by closely monitoring customer, tourist, or visitor behaviors and experiences using user-generated content-UGC (Kozinets, 2002). Netnography was preferred for the present study because it allows an in-depth investigation of user-generated content using a large data set. To access the user-generated content, we preferred TripAdvisor allowing users to share their experiences (Miguéns et al., 2008; Zuheros et al., 2021). TripAdvisor is considered a trustworthy site for presenting real rather than fake visitor narratives. Thematic content analysis was used. Besides, a field trip was also conducted to validate the findings from the netnography analysis by observing the sustainability challenges of Knidos in situ.

3.1) *RESEARCH SITE*

The research site was Knidos, an ancient coastal city located on the tip of Datça Peninsula on the southern coast of Turkey (Figures 1A and 1B). Transportation is challenging because the city is located 35 km from the center of Datça, with the last 8 km of the road having only a stabilized surface. This may discourage visitors and make the site unsuitable for some. On the other hand, visitors who wish to see Knidos must accept this challenge, which ensures that the data is valid and reliable. Sea transportation is also provided by excursion boats and yachts during the tourist season.

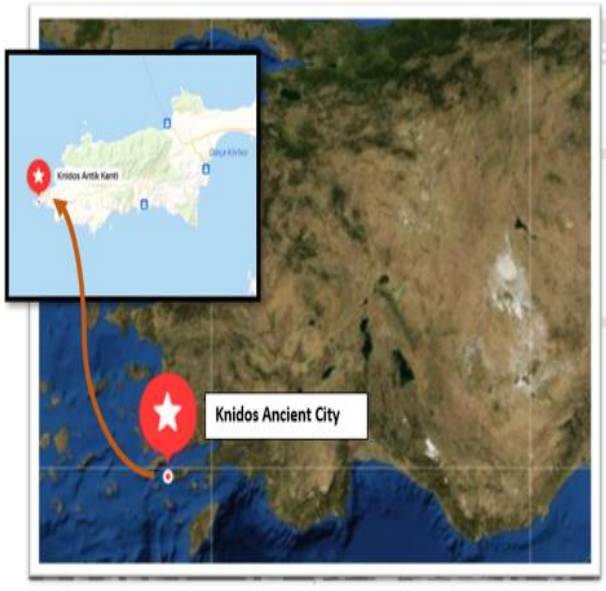

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Figure 1A. Satellite map location
Source: Generated by Yandex Map

Figure 1B. Photographs of Knidos city
Source: Taken by authors

3.2) *DATA COLLECTION*

Data were obtained from the visitors' narratives as user-generated content about Knidos Ancient City on TripAdvisor (www.tripadvisor.com, 2022). A total of 1,076 narratives for all times were retrieved from TripAdvisor as of 16 October 2021. However, only 638 narratives (559 in Turkish and 79 in English) from 2016 to 2021 were included in the final sample to ensure that the information was up-to-date (Figure 2).

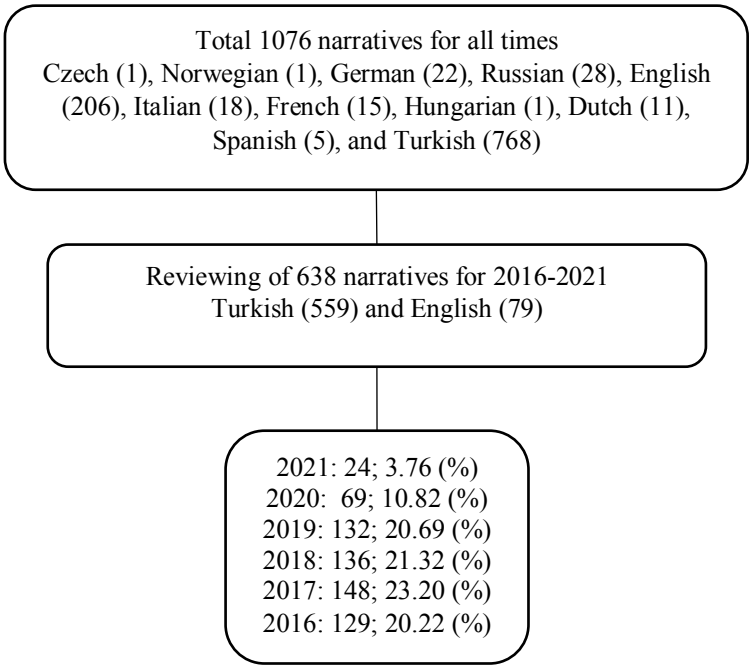

Figure. 2. Research data retrieved from TripAdvisor

Between 2016 and 2019, Knidos was visited by about 40,000 people annually (DÖSİMM, 2021). Most recent visitor rates are difficult to determine because no official statistics are available for 2020 and 2021. However, the number of narratives decreased sharply after 2020, probably due to the Covid-19 pandemic, which began in 2019. On April 16, 2022, a four-hour field trip with 17 students (one of them was a disabled person) in the tourism guidance department guided by the researchers was conducted to visit the Knidos. During the visit, the researchers observed and noted the current situation regarding the site's sustainability challenges.

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3.3) *DATA ANALYSIS*

The narratives were retrieved automatically without any alteration and uploaded to MAXQDA to generate the main and sub-themes, identify code frequencies, determine code relationships, and create the code map. The purpose of using this software was to reduce subjectivity and make data analysis more effective (Oliveira et al., 2014: 73). As Houghton et al. (2013) note, the use of software can ensure methodological rigor of qualitative research, i.e., its credibility, dependability, confirmability, and transferability. Using qualitative data analysis software to aid thematic content analysis speeds up the process, improves rigor, enables more flexible data analysis from different perspectives, facilitates data exchange and reproduction, and allows the researcher to reflect in greater depth by reducing operational activities (Bardin, 2011; cited by Oliveira et al., 2014:74). The MAXQDA was employed for compiling and coding data, creating main and sub-themes, defining code frequencies, determining the relationships between codes, and creating code maps. By creating a coding system, MAXQDA offers a summary of key points (MAXQDA, 2021). It also enables describing relationships between the codes by complex code configurations. Complex code configuration is rarely seen in qualitative research and thus, is thought to be an important contribution to future studies. In this case, the main and sub-themes were determined inductively to analyze the netnographic data from visitor experiences of Knidos City. The code relationship analysis, code map, and complex code configuration analysis were used to investigate the relationships between the themes.

4. RESULTS

From a total of 20,566 words, the word frequency analysis identified 7,664 word groups. The most frequently repeated words were “Knidos” (338), “Datça” (226), “sea” (160), “historic” (144), “Aegean” (134), and “excellent” (129).

4.1) *MAIN AND SUB-CODE FREQUENCIES IN VISITORS’ EXPERIENCES*

A total of 1,687 codes were grouped as five main codes and 23 sub-codes (Figure 3). The themes were created based on the criteria in Appendix 1a and 1b. The visitors’

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narratives were explained by five themes: attractions (40.6%), place perceptions (24.5%), behavioral intention (18.5%), sustainability challenges (14.6%), and place attachment (1.9%).

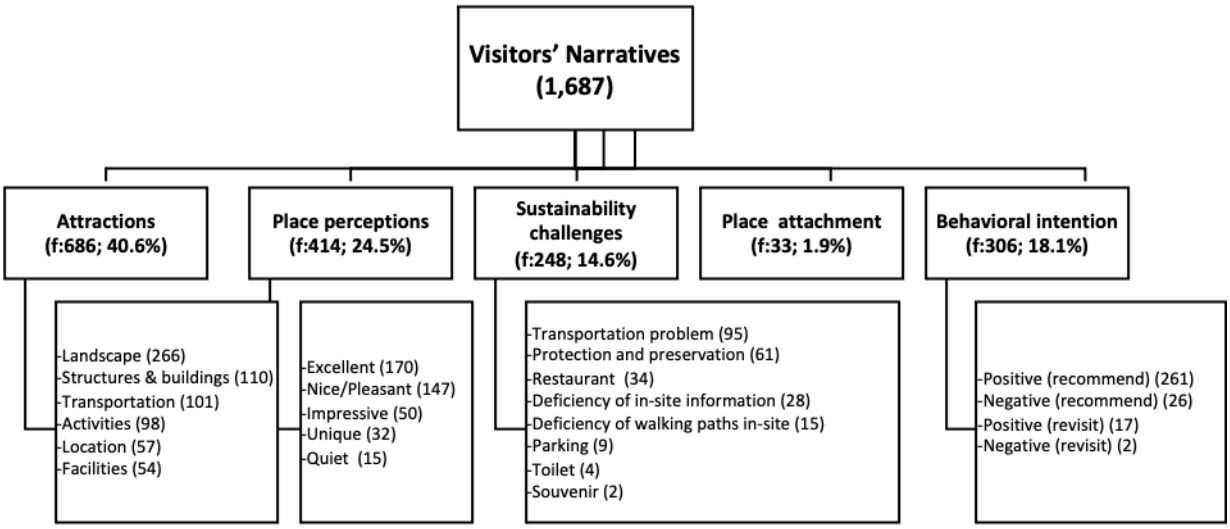

Figure 3. Main and Sub-Themes of Visitors' Reviews

Table 1 presents the sub-code frequencies ordered from highest to lowest. The most frequently repeated sub-codes were landscape (15.7%), positive recommendation (15.4%), excellent (10.0%), nice/pleasant (8.7%), structures & buildings (6.5%), and transportation (5.9%) while the least frequently repeated subcodes were negative revisit (0.1%), souvenir (0.1%), toilet (0.2%) and parking (0.5%).

Sub-codes	**f**	**%**
Landscape	266	15.77
Positive (recommend)	261	15.47
Excellent	170	10.08
Nice/Pleasant	147	8.71
Structures & buildings	110	6.52
Transportation	101	5.99
Activities	98	5.81
Transportation problem	95	5.63
Protection and preservation	61	3.62
Location	57	3.38
Facilities	54	3.20
Impressive	50	2.96
Restaurant	34	2.02
Place attachment	33	1.96
Unique	32	1.90
Deficiency of in-site information	28	1.66
Negative (recommend)	26	1.54
Positive (revisit)	17	1.01
Quiet	15	0.89
Deficiency of walking paths in-site	15	0.89

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Parking	9	0.53
Toilet	4	0.24
Negative (revisit)	2	0.12
Souvenir	2	0.12
Total	**1687**	**100.00**

Table 1. Sub-code frequencies

4.1.1) ATTRACTIONS

The site's main attractions identified by the visitors were landscape (38.8%), structures and buildings (16%), transportation options (14.7%), activities like trekking and swimming (14.3%), location (8.3%), and facilities (7.9%). Most visitors remarked on sunset. For example, "*The sunset view is excellent in the lighthouse* (P391)". The second attraction is the buildings and structures, such as "*[the] theatre, Odeon, Dionysus temple, stoa, altar, fountain, etc*." (P403). Because the site is located on the seaside, offers both sea and road access: "*We went by car … tour boats also stop by; the view may be more beautiful by boat*" (P267). The site is appropriate for activities like swimming, trekking, and diving: "*… swimming in the sea is like an aquarium*" (P61). The location is also an attraction: "*location is excellent*" (P341). Visitors also commented positively about facilities like restaurants, markets, and parking areas: "*There is also a nice restaurant to have snacks at sunset in the evening*" (P553).

4.1.2) VISITORS' PLACE PERCEPTIONS

Regarding place perceptions, various descriptive adjectives were searched for, such as "beautiful", "nice", "dream", "amazing", "wonderful", "unique", and "quiet" (Souza et al., 2020). The visitors' perceptions of the place fell under five sub-themes: excellent, nice/pleasant, impressive, unique, and quiet. The excellent sub-theme (41.1%) consisted of expressions related to "*a perfect ancient city*" (P120). Knidos city was described as nice/pleasant (35.5%), for example, "*The ancient city is very nice*" (P478) and impressive (12.1%). Visitors also mentioned that the city provides a special experience (7.7%): "*the beauty of the sea and nature offers you a unique experience*" (P26). Some visitors (3.6%) also described the ancient city as "*a quiet place*" (P320). Overall, visitors described the site as excellent, amazing, pleasant, and beautiful.

4.1.3) VISITORS' BEHAVIORAL INTENTIONS

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Visitors' behavioral intentions were classified into four sub-themes: positive recommendation, negative recommendation, positive revisit, and negative revisit. Most visitors positively recommended the city to others (85.3%), with comments like *"It is worth visiting"* (P571), "*You should come, by the way, this is my recommendation" (P197), and* "*Do not return without seeing it. Otherwise, you will be missing*" (P530). Conversely, some visitors indicated that they would not recommend it (8.5%): "*it is not worth going*" (P333) and "*not worth going all that way, not necessary*" (P278). Some visitors expressed their intention to revisit (5.6%): "I *would like to go again*" (P137) or "*A place to come again and again*" (P17). Finally, very few visitors indicated that they had no intention to revisit (0.7%): "*I had better expectations for all that road. It was disappointing for me ... I will not go again*" (P504).

4.1.4) SUSTAINABILITY CHALLENGES

Sustainability challenges were categorized under eight themes: transportation problem (38.5%), protection and preservation (24.7%), restaurant (13.8%), deficiency of in-site information (11.3%), deficiency of walking paths in-site (5.7%), parking (3.6%), toilet (1.6%), and souvenirs (0.8%). The most frequently perceived challenge was the transportation problem. As discussed earlier, although the site can be accessed by sea or land, the road is considered dangerous because it is narrow, twisting, and badly lit: "*The only problem is that if you plan on driving, you should reconsider. The road is very bad, narrow, and a cliff on one side*" (P469); "*The road is terrible; there are no signs and no verge*"; (P526) "*there is no barrier on the cliff*" (P295), and "*Road transportation is a challenge because the road is narrow and winding. Do not leave your trip late; it can be difficult in the dark*" (P313). Visitors also stated that the site is not adequately protected while the artifacts unearthed during archaeological excavations are poorly exhibited: "*Some parts of the city have rubbish. Unfortunately, the city, which has a nearly 5000-year history, does not receive the essential care and preservation*" (P524) and "*the excavations proceed, but the artifacts are not well displayed*" (P506).

Some visitors complained that the restaurant is expensive and inadequate: "*The inadequacy and high cost of social facilities and restaurants are the most common issues* (P478)". Similarly, there was a lack of in-site information: "*More information should be provided; to be honest, I did not receive much information about any of the*

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locations I visited" (P514) and "*As if the ancient city had been abandoned. There were no city-specific directions or information signs*" (P524). Because of insufficient walking paths, the site does not offer equal access opportunities for all visitors. Other accessibility issues noticed by visitors included inadequate planning for pregnant women, the elderly, and the disabled. For example, "*The walking paths should be improved since they are bumpy; the elderly and pregnant visitors cannot go up*" (P25). "*Not suitable for a stroller. You cross stones and bumps as you walk*" (P587) and "the *parking lot is highly congested*" *(P46)*. A few tourists also highlighted unclean toilets or high prices for souvenirs.

4.1.5) PLACE ATTACHMENT

Knidos visitors' place attachment (1.8%) fell under one theme with 33 coding. Expressions of tourists' feelings for a specific place are evidence of place attachment (Souza et al., 2020). Knidos visitors expressed their attachment with phrases like "*as if on a historical journey*" (P21) and "*as if in a mystical atmosphere*" (P422), or phrases like "*feeling special" and "exceptional*" (P361).

4.2) *COMPLEX CODE CONFIGURATIONS*

The code relations browser was used to identify code intersections in the code co-occurrence model and map the relationships between all sub-codes. In this study, complex code configuration analysis was used to create a code map and investigate relationships between two and more codes in detail (Figure 4). The complex code configuration analysis shows the strength of the relationships and correlations between two or more codes (MAXQDA, 2021). In the map, relationship intensity is represented by the line thickness, so bold lines indicate a high correlation or intersection.

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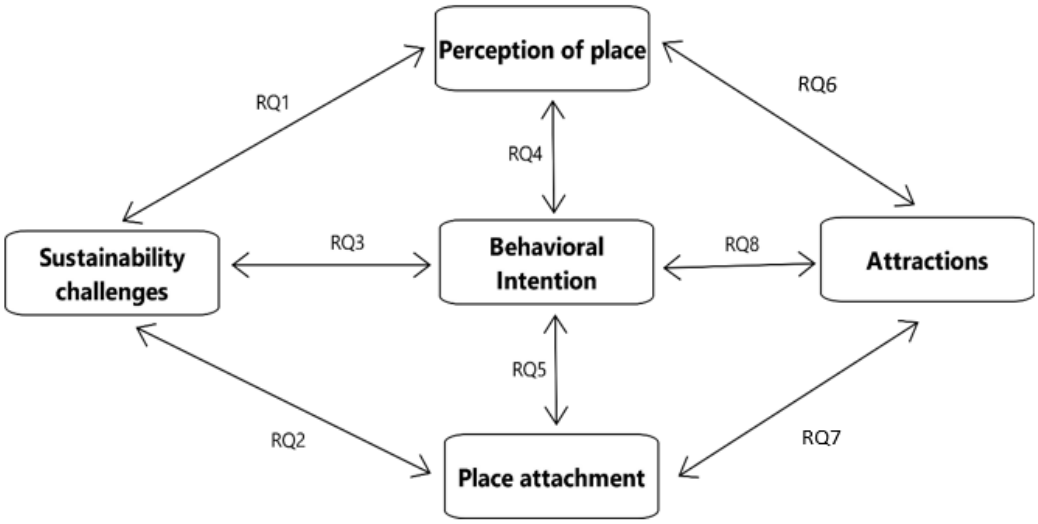

Figure 4. Summary of complex code configurations

The code relations browser identified 4,194 intersections for the relationships among the five main codes and 23 sub-codes (Appendix 2). These mainly occurred in the following code pairs: attractions/landscape (618), behavioral intention/positive recommend (552), place perception/perfect (389), place perception/nice-pleasant (378), attractions/structures & buildings (280), attractions/transportation (258), attractions/activities (246), and sustainability challenges/transportation problems (243). In the code map showing the intensity relationships between codes and sub-codes, the minimum intersection frequency was five, so only relationships with at least this intensity are evaluated in the complex code maps.

4.2.1) SUSTAINABILITY CHALLENGES AND PLACE PERCEPTION

The code relation browser identified 140 intersections between sustainability challenges and place perception with at least five and over segments in the complex code map. The complex code configurations created 25 combinations, with the most frequent intersections and correlations occurring between transportation problems, protection, and preservation, and deficiency of in-site information for sustainability challenges and excellent, nice-pleasant place perceptions (Figure 5).

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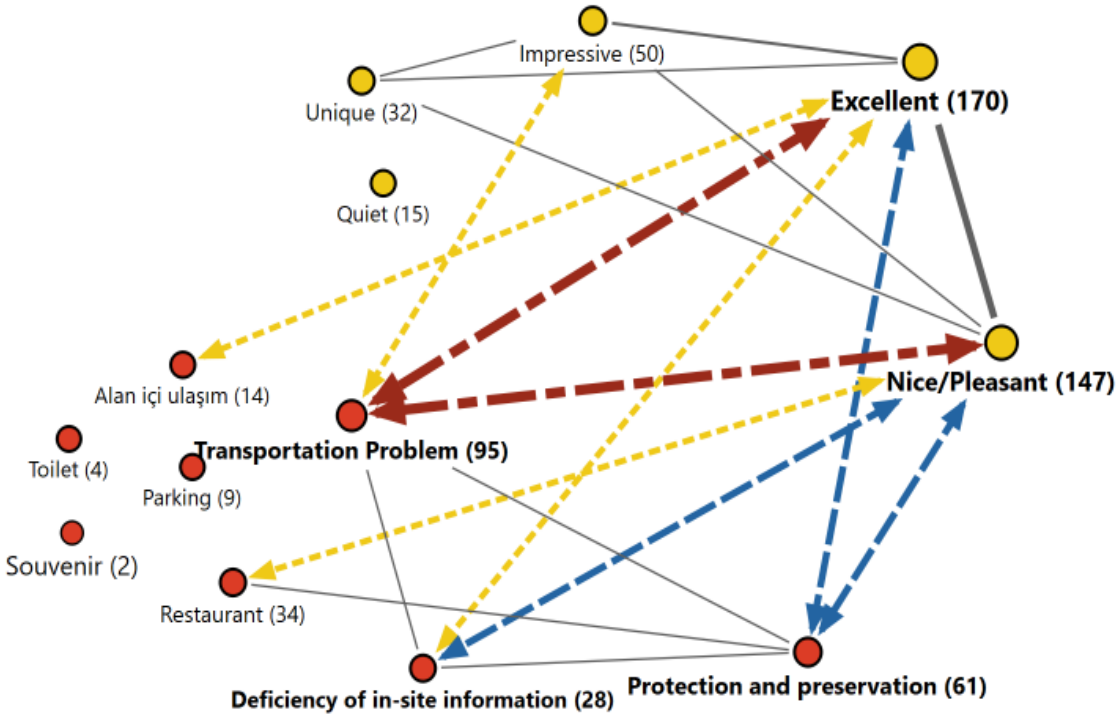

Relationship intensity (High to low): I. Layer: 20≤; II. Layer: 11-19; III. Layer: 5-10; IV.Layer : ≥4

	f	%
Excellent <-> Transportation problem	23	16.43
Nice/Pleasant <-> Transportation problem	21	15.00
Nice/Pleasant <-> Protection and preservation	15	10.71
Excellent <-> Protection and preservation	11	7.86
Nice/Pleasant <-> Deficiency of in-site information	11	7.86
Nice/Pleasant <-> Restaurant	9	6.43
Excellent <-> Deficiency of in-site information	6	4.29
Impressive <-> Transportation problem	5	3.57
Excellent <-> Deficiency of on-site walking paths	5	3.57

Total: 140 intersections, 25 combinations

Figure 5. Relationship between sustainability challenges and place perception

Visitors particularly mentioned several sustainability challenges, namely transportation problems, protection and preservation, and deficiency of in-site information, while acknowledging that Knidos is an excellent and beautiful/pleasant site. For example, several narratives showed a relationship of excellent and nice/pleasant with transportation problems: "*The road is bad, but the sea is magnificent*" (P135), "*Nice place … The road is a little dangerous. It is one lane, one side cliff, and no barrier on the cliffside*" (P28). Furthermore, despite protection and preservation problems and deficiency of in-site information, visitors reported an excellent and pleasant perception of Knidos: "*It was a very nice experience. The ancient city is not very well maintained. There are problems such as markings and explanations are missing*" (P10). This result

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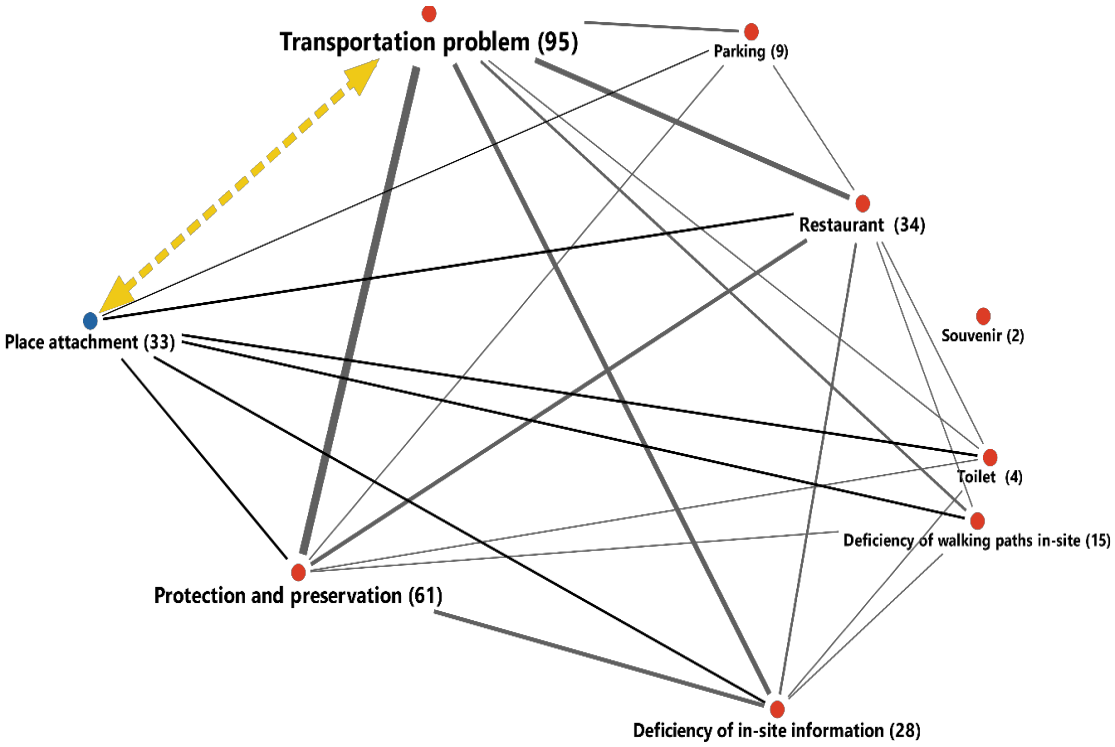
responded to the RQ_1 that these visitors had a positive perception of the site despite noticing the sustainability challenges.

4.2.2) SUSTAINABILITY CHALLENGES AND PLACE ATTACHMENT

The code relation browser identified 11 intersections in five combinations between sustainability challenges and place attachment (Figure 6). Place attachment, which was defined by a single code, mostly intersected with transportation problems (54.5%) among the sub-themes of sustainability challenges. The intensity was low, but this result responded to RQ_2: there is visitors' attachment to Knidos despite transportation problems.



Relationship intensity (High to low): I. Layer: 20≤; II. Layer: 11-19; III. Layer: 5-10; IV.Layer : ≥4

	Place attachment	
	f	**%**
Sustainability Challenges\Transportation problem	6	54.4
Sustainability Challenges\Protection and preservation	2	18.1
Sustainability Challenges\Restaurant	0	0
Sustainability Challenges\Deficiency of in-site information	1	9.09
Sustainability Challenges\Deficiency of walking paths in-site	1	9.09
Sustainability Challenges\Parking	1	9.09
Sustainability Challenges\Toilet	0	0
Sustainability Challenges\Souvenir	0	0

Total: 11 intersections, 5 combinations

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Figure 6. Relationship between sustainability issues and place attachment

Several visitors expressed a relationship between transportation problems and place attachment: "*It has a fascinating and mystical atmosphere; you feel strange while traveling. … One side is the Mediterranean; the other side is the Aegean ... The road is very bad, especially the last 5-6 km part of it is dangerous"* (P422). Others mentioned a relationship between protection and preservation and place attachment: "*a place where you will never want to leave, where you breathe in the historical air with plenty of oxygen in every breath you take … However, the harsh and disrespectful attitudes of the box office attendants, to whom you apply to buy tickets at the entrance of the ruins, lead to unsystematic and unplanned protection. (!), the fact that all sides are covered with garbage and food residues*" (P547).

4.2.3) SUSTAINABILITY CHALLENGES AND BEHAVIORAL INTENTIONS

There were 138 intersections in 17 combinations between sustainability challenges and behavioral intention. Figure 7 shows the relationship intensities for those with five and more complex code configurations among the sub-codes. Many visitors reported different challenges: transportation problems (31.3%), protection and preservation (20.4%), deficiency of in-site information (11.6%), restaurant (5.8%), and deficiency of walking paths in-site (3.6%). Nevertheless, they gave positive recommendations about visiting the site. However, others recommended it negatively because of the deficiency of in-site information (7.3%) and transportation problems (4.3%).

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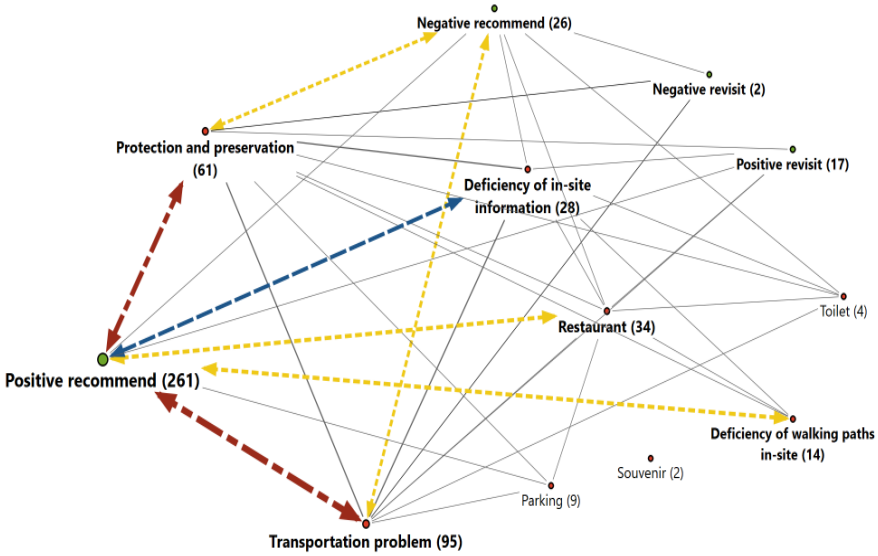

Relationship intensity (High to low): I. Layer: 20≤; II. Layer: 11-19; III. Layer: 5-10; IV.Layer : ≥4

	f	%
Transportation problem <-> Positive (recommend)	43	31.39
Protection and preservation <-> Positive (recommend)	28	20.44
Deficiency of in-site information <-> Positive (recommend)	16	11.68
Protection and preservation <-> Negative (recommend)	10	7.30
Restaurant <-> Positive (recommend)	8	5.84
Transportation problem <-> Negative (recommend)	6	4.38
Deficiency of walking paths in-site <-> Positive (recommend)	5	3.65

Figure 7. Relationship between sustainability challenges and behavioral intentions

Visitors described the road to Knidos as dangerous because it is twisting, narrow, and inadequate, yet positively recommended it to others to visit: "*A must go and see. They said that the sunset is very beautiful, but it is a bit difficult to turn around in the dark*" (P104); "*It is one of the must-see places. But the road is very curvy and narrow*" (P182). Similarly, despite Knidos' protection and preservation problem, visitors recommended it: "*An untidy and neglected but valuable point worth seeing*" (P317). Others did not recommend it because of protection and preservation, and transportation problems: "*The signboards of historical artifacts are insufficient. Cafeteria management is very bad. Do not go in vain*" (P258); "*It is a beautiful historical place; I don't know if it is worth going that far just to see it*" (P134). Thus, regarding the relationships between sustainability challenges and behavioral intentions responded to RQ_3 that the visitors mainly recommended positively, despite sustainable challenges.

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4.2.4) PLACE PERCEPTIONS AND BEHAVIORAL INTENTIONS

The complex code configuration analysis generated 12 combinations between the place perceptions and behavioral intentions while the code relation browser determine 192 intersections in these combinations. This indicates that the relationships between place perceptions and behavioral intention were intense. Figure 8 shows relationships with at least five and over intersections among the codes. The most frequent intersections between place perceptions and intention to positively recommend were excellent (39.0%), nice/pleasant (26.0%), unique (10.9%), and impressive (9.3%).

As seen in the code map (Figure 8), all sub-codes of place perception except for quiet were related to recommending behavior in the first and second layers. Visitors who narrated their perception of the place as excellent, expressed their intention to recommend it: "*magnificent. In addition to the ancient city, the unique sea view is wonderful, it is one of the must-see places*" (P2) and "*Excellent ... I recommend those who go to Datça not to return without stopping by here*" (P213). However, some visitors would not recommend a revisit (5.2%) or did not intend to visit themselves (5.2%) despite having a nice/pleasant perception of the site: "*It is very beautiful because it is by the sea, but I don't think it is worth going that far"* (P333); *"It is a place where the smell of thyme, warm breezes, and the sunset can be watched most beautifully. I was very happy here, I returned to Istanbul with my energy increased. It is a place that I would like to see again and again*" (P145). RQ_4 was responded as that visitors with a positive place perception have the intention to recommend positively.

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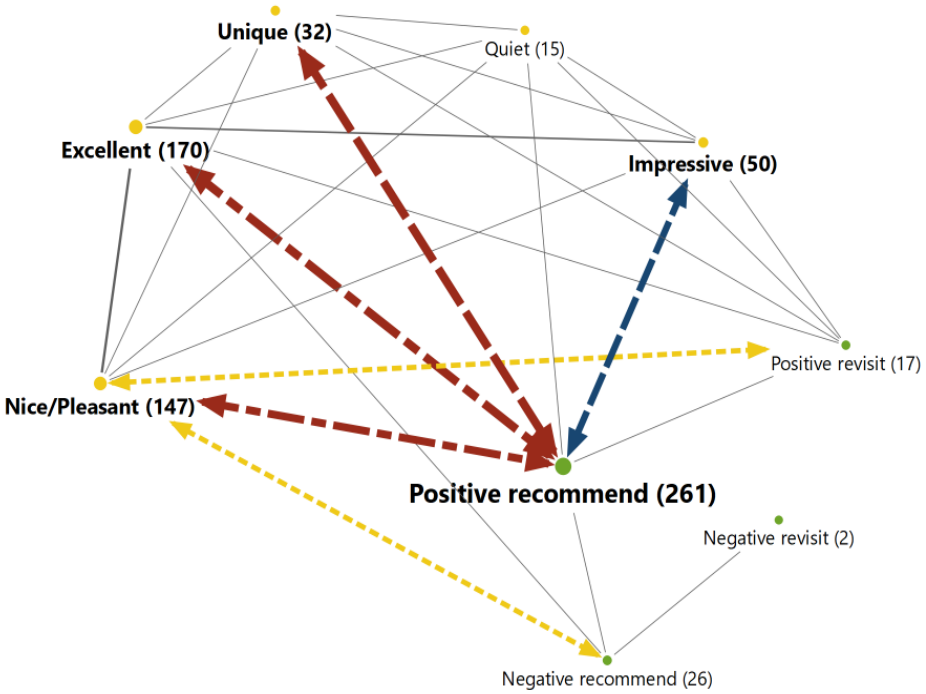

Relationship intensity (High to low): I. Layer: 20≤; II. Layer: 11-19; III. Layer: 5-10; IV.Layer : ≥4

	f	%
Excellent <-> Positive (recommend)	75	39.06
Nice/Pleasant <-> Positive (recommend)	50	26.04
Unique <-> Positive (recommend)	21	10.94
Impressive <-> Positive (recommend)	18	9.38
Nice/Pleasant <-> Negative (recommend)	10	5.21
Nice/Pleasant <-> Positive (revisit)	6	3.13

Total: 192 intersections, 12 combinations

Figure 8. Relationship between place perceptions and behavioral intentions

4.2.5) PLACE ATTACHMENT AND BEHAVIORAL INTENTION

The relationships between place attachment and behavioral intention formed 17 intersections in two combinations. All the relationships were between intention to recommend, intention to revisit, and place attachment.

Figure 9 shows that almost all (94.1%) visitors who felt an emotional attachment to Knidos positively recommended Knidos to others: *"a place with an interesting aura. I guess it has to do with being at the very tip of the nose and imagining a city lying on both sides of the sea. I don't know, it affected me a lot … It would be unfair to our history not to go to Datça and not see it.*" (P249); "*Make sure to go … As you examine each of the ruins, you will get lost in them. … we fell in love with the location*" (P516).

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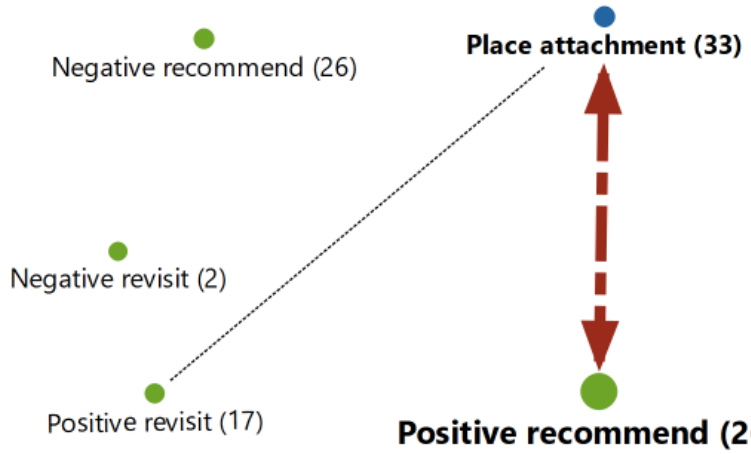
RQ_5 was responded as that positive recommendation intention is indicated by visitors who feel a place attachment.



Relationship intensity (High to low): I. Layer: 20≤; II. Layer: 11-19; III. Layer: 5-10; IV.Layer : ≥4

	Place attachment	
	f	**%**
Behavioral Intentions	0	0
Behavioral Intentions\Positive recommend	16	94.1
Behavioral Intentions\Negative recommend	0	0
Behavioral Intentions\Positive revisit	1	5.9
Behavioral Intentions\Negative revisit	0	0

Total: 17 intersections, 2 combinations

Figure 9. Relationships between place attachment and behavioral intentions

4.2.6) ATTRACTIONS AND PLACE PERCEPTIONS

For attractions and place perception, there were 494 intersections in 28 combinations (Figure 10). The most frequent relationships were between excellent and landscape (17.8%), followed by the relationships between nice/pleasant and landscape (14.5%), transportation (6.4%) and structures and buildings (6.2%).

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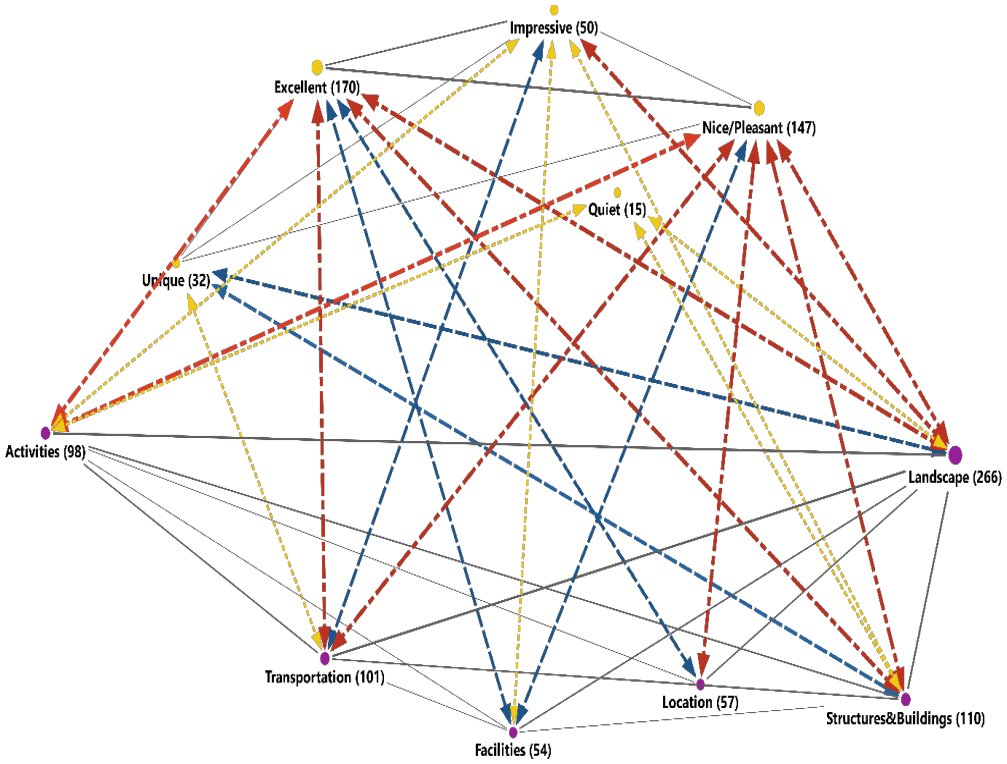

Relationship intensity (High to low): I. Layer: 20≤; II. Layer: 11-19; III. Layer: 5-10; IV.Layer : ≥4

	f	%
Landscape <-> Excellent	88	17.81
Landscape <-> Nice/Pleasant	72	14.57
Transportation <-> Nice/Pleasant	32	6.48
Structures & Buildings <-> Nice/Pleasant	31	6.28
Structures & Buildings <-> Excellent	25	5.06
Landscape <-> Impressive	24	4.86
Transportation <-> Excellent	22	4.45
Activities <-> Excellent	22	4.45
Activities <-> Nice/Pleasant	21	4.25
Location <-> Nice/Pleasant	20	4.05
Landscape <-> Unique	17	3.44
Location <-> Excellent	17	3.44
Facilities <-> Excellent	14	2.83
Transportation <-> Impressive	12	2.43
Facilities <-> Nice/Pleasant	11	2.23
Structures & Buildings <-> Unique	10	2.02
Structures & Buildings <-> Impressive	8	1.62
Activities <-> Impressive	7	1.42
Transportation <-> Unique	6	1.21
Facilities <-> Impressive	6	1.21
Landscape <-> Quiet	5	1.01
Activities <-> Quiet	5	1.01
Structures & Buildings <-> Quiet	5	1.01

Total: 494 intersections, 28 combinations

Figure 10. Relationship between attractions and place perception

Place perceptions, which visitors described as excellent and pleasant, were particularly affected by Knidos' landscape characterized by sunsets and the sea: *"the sea view is great" (P2)*; *"we went for the sunset, it was a perfect place*" (P34). Regarding the transportation alternatives, comments included "*You can think of it as a beautiful village that you can come by boat*" (P229) and "*you can come by boat or*

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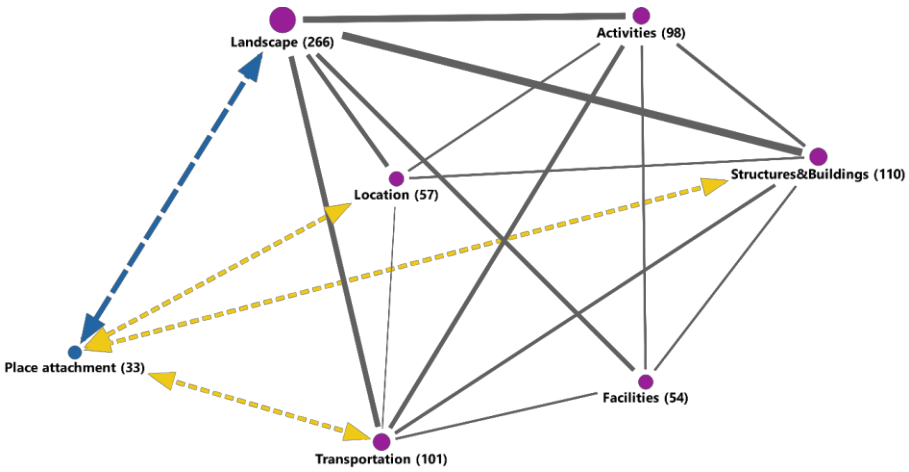
vehicle … a beautiful ancient city" (P441). Regarding structures and buildings, visitors commented, "*a beautiful historic site … Harbor, lighthouse, theater"* (P125) and "*a beautiful place where sea and history meet. ... The sundial caught my attention"* (P178). This result responded to RQ_6 as that visitors' positive place perceptions are affected by the place's attractions.

4.2.7) ATTRACTIONS AND PLACE ATTACHMENT

We determined 44 intersections in six combinations between attractions and place attachments (Figure 11). All the attractions sub-codes intersected with place attachment, with the highest correlation for landscape and place attachment (43.1%).



Relationship intensity (High to low): I. Layer: 20≤; II. Layer: 11-19; III. Layer: 5-10; IV.Layer : ≥4

	Place attachment	
	f	**%**
Attractions\Landscape	19	43.1
Attractions\Structures & Buildings	6	13.6
Attractions\Transportation	8	18.1
Attractions\Activities	4	9.0
Attractions\Location	5	11.3
Attractions\Facilities	2	4.5

Total: 44 intersections, 6 combinations

Figure 11. Relationship between attractions and place attachment

Visitors positively affected by Knidos' landscape showed strong place attachment, through comments like "*It is a place with a perfect landscape and a perfect sea on its shores, which will make you feel like you are in paradise"* (P388) and "*Knidos fascinated*

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me. Thousands of years of civilization are very impressive. Everyone said you should watch the sunset. We watched it too and were very impressed" (P14). The attachment was also increased by transportation alternatives. As P143 stated, "*My favorite ancient city …. Every year, I sometimes go by land and sometimes by boat tour*" and P519, "*You should try both ways land and sea*". Knidos' location and its structures and buildings also affected place attachment: "*It is a very special place because one side faces the Aegean Sea, and the other side faces the Mediterranean*" (P402); "*Examining the ruins makes one travel through history. The theater part is magnificent"* (P21). We responded to the RQ_7 as that a place's attractions affect visitors' place attachment.

4.2.8) ATTRACTIONS AND BEHAVIORAL INTENTION

The complex code configurations showed 308 intersections in 19 combinations for the relationship between attractions and behavioral intention (Figure 12). The most frequent relationships were between positive recommend intention and landscape (34.7%), structures and buildings (13.7%), activities (11.8%), and transportation (10.8%).

Visitors impressed by the sunset view had positive recommending intentions: "*You should watch the sunset in Knidos, … it's a must-see place*" (P38); "*An ancient city that must be seen. The Aegean Sea on one side and the Mediterranean on the other. If you have time, walk to the lighthouse at the tip of the Datça Peninsula and watch the sunset from here*" (P100).

Visitors' intentions to recommend Knidos were also influenced by the ancient structures and buildings: "*The circular Doric temple, Stoa and Temple of Dionysos, Temple of Apollo, Boulakrates Fountain, and the small theater with a capacity of approximately five thousand that first greets visitors are the main ruins in the city, which offers a long excursion trail to its visitors. In summary .... a very important ancient city that must be visited*" (P90); "*An ancient city worth seeing with its well-preserved small theater and the circular Doric temple"* (P165).

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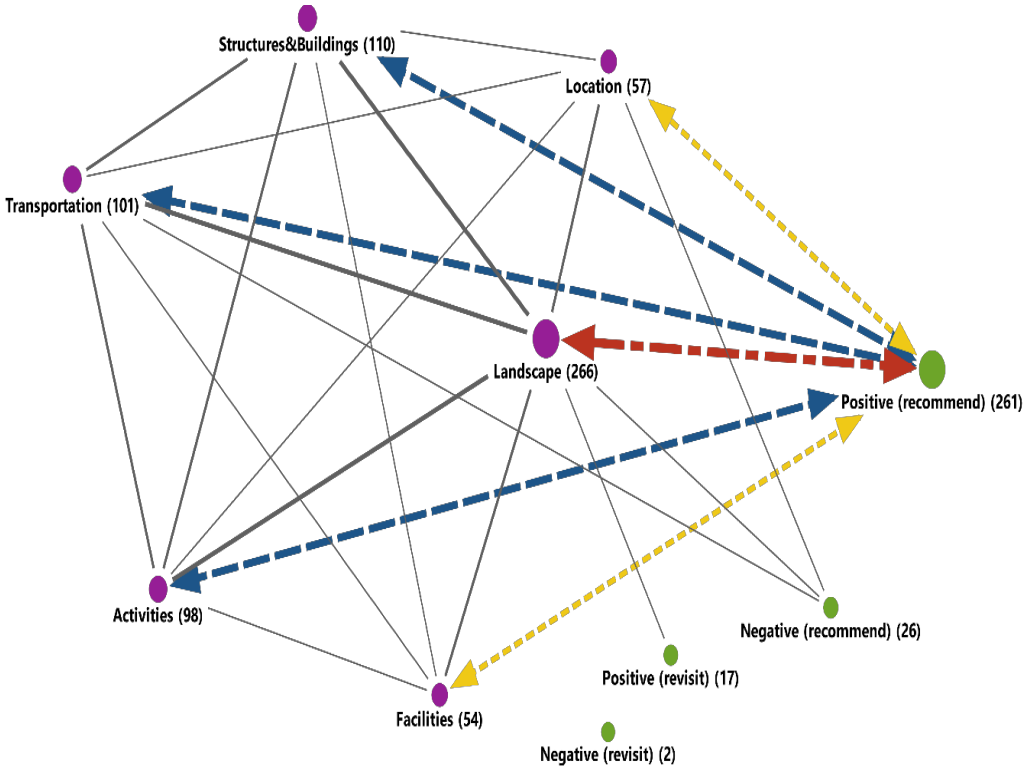

Relationship intensity (High to low): I. Layer: 20≤; II. Layer: 11-19; III. Layer: 5-10; IV.Layer : ≥4

	f	%
Landscape <-> Positive (recommend)	106	34.75
Structures & Buildings <-> Positive (recommend)	42	13.77
Activities <-> Positive (recommend)	36	11.80
Transportation <-> Positive (recommend)	33	10.82
Location <-> Positive (recommend)	24	7.87
Facilities <-> Positive (recommend)	19	6.23
Landscape <-> Positive (revisit)	9	2.95
Landscape <-> Negative (recommend)	6	1.97
Transportation <-> Negative (recommend)	6	1.97
Location <-> Negative (recommend)	5	1.64

Total: 308 intersections, 19 combinations

Figure 12. Relationship between attractions and behavioral intention

Visitors also intended to recommend Knidos because of its convenience for swimming, diving, pleasant trekking among the ruins on the sea-side terraces, and taking landscape and sunset photos: "It *should definitely be seen, the ancient city should be visited, swum on the bay, and watched sunset*" (P61); "*go to see it … You can take extraordinary photos, especially from the place where Temple of Apollo used to be"* (P401).

Visitors also recommended Knidos for its two different transportation options: "*a must-see, by boat or car"* (P270); "*If it is not in your program, include it somehow and stop by this city; whether by boat or by car"* (P343). These results responded to RQ_8 that a place's attractions have a positive effect on visitors' recommendation intentions.

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4.3) *FIELD TRIP OBSERVATION NOTES*

According to observations made during the field trip, Knidos still faces sustainability challenges. While a route has been designed for individual walking tours, there is no prominently placed route plan sign in the city, other than the printed brochure. There are also no direction signs where archaeological excavations are continuing, even though there are information signs. This may make visitors abandon the walk. In addition, there are still problems with insufficient paths, insufficient parking, and transportation problems. One visitor in the group with a walking disability abandoned her tour halfway through. Indeed, walking is difficult in Knidos because of its hillside terraced settlement layout with badly organized paths. Finally, while the city is accessible by both land and sea, parking is quite limited and there are no traffic warning signs although the road has been widened somewhat.

5. DISCUSSION

Knidos has faced various sustainability challenges, particularly, transportation problems, lack of protection and preservation, expensive restaurants and souvenirs, deficiency of on-site information, walking paths, and parking capacity, and dirty restrooms. Some of these findings support previous research on Göbeklitepe (Mancı and Tengilimoğlu, 2021), which reported expensive restaurants and shops, parking problems, and inadequate signage. Inadequate parking services particularly negatively affect visitors' satisfaction and intentions (Şahin and Şad, 2018; Mancı and Tengilimoğlu, 2021).

By identifying the factors that impair or enhance the visitor experience, tourism authorities can increase visitor satisfaction (Aylan, 2019) and make recommendations to potential tourists about visiting heritage sites (Sert and Karacaoğlu, 2018). As with Mancı and Tengilimoğlu (2021), the high number of positive attributions associated with attractions (686), place perceptions (414), and sunset views (266) in the present study indicates that tourists have satisfying experiences in Knidos. The site's attractiveness thus increases visitors' positive place perceptions and strengthens their place attachments and positive behavioral intentions. Similarly, Mancı and Tengilimoğlu (2021) found that Göbeklitepe's attractiveness due to its ambiance influenced both place attachment and behavioral intention.

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The present study thus confirmed the importance of ancient city attractions in generating visitor experiences. It also showed that this depends on the visitors' experience and sustainability challenges. Although visitors stated that Knidos had sustainability challenges, their place perceptions (RQ_1), place attachment (RQ_2) and behavioral intentions (RQ_3) all remained positive. Despite transportation problems, visitors describe the city as “excellent” and “nice” (31.4%) and demonstrate emotional attachment to the city (54.4%). They also positively recommend it to others despite the transportation problems and lack of protection and preservation (51.7 %). Visitors give mostly positive recommendations (65.1%). The findings revealed a strong relationship between positive recommending behavior, place attachment, transportation problems, landscape beauty, and the attribute of excellence. Furthermore, place attachment was related to positive recommendation intention (94.1%). Visitors’ place attachment is affected by attractions and also positively affects behavioral intention (RQ_5). Place perception, place attachment, and behavioral intention levels were associated with physical environment-centered attractions ($RQ_{6,7,8}$). Knidos' place perception, owing to its attractiveness, strongly influences behavioral intention (RQ_4). Brehm et al. (2006) and Marcouyeux and Fleury-Bahi (2011), found that the more positively visitors perceive a place’s physical environmental features, the more attached they are to it. According to Parthasarathy et al. (2020), scenery attractions are frequently used as a sign of commitment to visitor experiences. Thus, the attractions had the most frequent relationships. People develop attachments to places based on their physical assets, such as the natural environment and climate (Lewicka, 2011).

Archaeological sites have a changing dynamic structure (Mancı and Tengilimolu, 2021). As installations and road arrangements are made, opinions change. Thus, older comments complained that the road to Knidos was bad, and the information signs were insufficient, it was seen that works were carried out to improve roads and transportation in the field study. Identifying and reducing problems in protected areas reveals a destination's ability to develop sustainable tourism. A well-managed tourism industry aids in the reduction of problems and threats. Consequently, sustainable tourism development not only implies the conservation of the natural and cultural resources of the destination and the minimization of possible negative impacts but also intends to offer a mechanism for the destination to become a qualitative reference for visitors (Silveira et al., 2021).

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6. CONCLUSIONS

This study offers both theoretical contributions and practical implications. The study offers a framework for analyzing the sustainable challenges and visitor experience in archaeological heritage sites. This framework represents a significant theoretical advance by explaining visitors' place perception, place attachment, behavioral intentions, and sustainability challenges in a heritage site. Natural, local, and historical sites account for a large portion of tourism (Ismail et al., 2014). However, to protect cultural heritage, sustainability challenges must be resolved. The study reinforces the literature on sustainable heritage management by highlighting how tourist experiences are connected to sustainability challenges and attractions. Visitors' place perceptions and behavioral intentions are higher among those who have positive perceptions of the ancient city's attractions. Despite the sustainability challenges, tourists' perceptions of the place and behavioral intentions are positive. This relationship, however, is not as intense as attractions. On a practical level, heritage site managers and destination managers need to expand their operations and collaborate on strategies to address sustainability challenges. The adaptation of an accessible and sustainable management approach is also necessary for this collaboration. This also helps to reduce sustainability challenges and ensure that visitors who come to the site for attractions leave with positive emotions and positive behavioral intentions. Given the unique characteristics of each ancient city, this study can be easily adapted and applied in other protected areas.

6.1) *THEORETICAL CONTRIBUTIONS*

Our research makes three specific contributions to the literature. First, the study showed that the relationship between sustainability challenges and visitor experiences can be explained qualitatively rather than quantitatively. This is an important contribution to future studies. Second, sustainability challenges may not be significant for visitors if they have positive experiences with the site. When attractions are perceived positively, sustainability challenges may not be perceived as serious. Finally, attractions, place attachment, and place perception are the important antecedents of positive recommendation intention.

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6.2) *PRACTICAL IMPLICATIONS*

The study provides managerial recommendations, assisting destination managers and planners to (a) minimize the sustainability challenges in the archaeological heritage site; (b) effectively enhance the attractions of the site and make it more attractive to both its external and internal visitors; and (c) ensure accessibility for disabled people. First, the most basic challenge, the road, should be addressed in this context. The road is narrow and not well-lit, even though visitors can travel by land or sea. The positioning of traffic signboards is supposed to make perilous road travel safer. Second, given the insufficiency of the site tour path's routing, it is proposed that attention be paid to routing boards. It's worth noting that the site's aesthetic appeal takes precedence over its archaeological relevance. The archaeological and cultural value of the site is obscured because of this situation. By focusing on promotional activities relating to ancient city structures, the archaeological importance of the site is expected to be better known. Finally, the heritage site lacks accessible pathways for the disabled, pregnant, and elderly. Visitors can have equal access to heritage sites if accessible heritage site management is approved and executed.

6.3) *RESEARCH LIMITATIONS AND DIRECTIONS FOR FUTURE RESEARCH*

The research has three main limitations. The primary limitation of this study is its qualitative approach, which investigates sustainability issues in archaeological heritage sites but does not provide a comparative assessment of these issues by considering multiple ancient cities. To compare the findings, it is recommended that the visitor experiences of the Ancient City of Knidos be re-examined and researched in the coming years. Another limitation, as a type of netnographic research, is that the sample only includes narratives of the last six years. As a result, narratives made in 2016 and later were scrutinized. Ignoring the 2015 and earlier narratives is a limitation set by the researchers for the study. The research findings express visitor experiences obtained from TripAdvisor but do not include visitor experiences expressed on other Web 2.0 platforms or blogs. Therefore, it is expressed as a limitation of the research. Finally, relationship analysis was used in the study, but the findings are special to this study and cannot be generalized.

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Appendix 1a. Criteria of main and sub-codes in English

Code system	Keywords
Attractions (6)	
Landscape	"landscape", "sunset" ,"sea"
Structures&Buildings	"Aphrodite", "lighthouse", "theatre" ,"sundial", "temple"
Transportation	"boat" ,"car" ,"bus"
Activities	"swimming", "trekking", "photo"
Location	"location", "place"
Facilities	"restaurant", "market", "parking", "cafe" (food-beverage)
Place perception (5)	Narratives including "place", "ancient city", and "protected area", which are described together with qualifications such as "beautiful", "dream", "amazing", "wonderful", "nice" that characterize the protected area.
Excellent	"excellent", "amazing", "great", "outstanding"
Nice/Pleasant	"beautiful", "pretty"
Impressive	"impressive", "fascinating", "fascinated"
Unique	"unique"
Quiet	"quiet", "calm"
Behavioral intention (4)	
Positive (recommend)	"value", "recommend", "must"
Negative recommend)	"not worth it", "lousy", "recommend"
Positive (revisit)	"again", "I will visit", "for sure"
Negative (revisit)	"not worth the visit"
Sustainability challenges (8)	
Transportation problem	"danger", "road"
Protection and preservation	"untidy", "neglected"
Restaurant	"restaurant"
Deficiency of in-site information	"signboard", "information", "direction", "board", "audio guide"
Deficiency of walking paths in-site	"path"
Parking	"car park"
Toilet	"toilet"
Souvenir	"souvenir"
Place attachment	Expressions containing emotional connection and psychological well-being, such as "in love" "feel" "special" "aura" "feeling".

Appendix 1b. Criteria of main and sub-codes in Turkish

Code system	Keywords
Attractions (6)	
Landscape	"manzara" "günbatımı" "deniz"
Structures&Buildings	"Afrodit" "deniz feneri" "tiyatro" "güneş saati" "tapınak"
Transportation	"tekne"
Activities	"denize gir" "yüzme" "yürüyüş" "fotoğraf"
Location	"konum" "yer"
Facilities	"restoran" "market" "otopark" "kafe" (yiyecek-içecek/tuvalet/otopark)
Place perception (5)	"güzel", "hayal", "inanılmaz", "harika", "hoş" gibi ifadelerle birlikte "yer", "sit alanı", "antik kent" kelimeleri ile nitelendirilen anlatılar
Excellent	"mükemmel" "muhteşem" "harika" "muazzam" "inanılmaz" "olağanüstü"
Nice/Pleasant	"güzel" "güzellik" "hoş"
Impressive	"etkileyici" "büyüleyici" "büyüle"
Unique	"eşsiz" "özgün" "benzersiz"
Quiet	"sessiz" "sakin"
Behavioral intention (4)	
Positive (recommend)	"değer" "tavsiye" "mutlaka"
Negative recommend)	"değmez" "berbat" "tavsiye"
Positive (revisit)	"tekrar" "ziyaret edeceğim" "mutlaka"
Negative (revisit)	"ziyaret etmeye değmez"
Sustainability challenges (8)	
Transportation problem	"tehlike" "karayolu" "yol"
Protection and preservation	"düzensiz" "bakım" "bakımsız"
Restaurant	"restoran"
Deficiency of in-site information	"tabela" "bilgilendirme" "yönlendirme" "pano" "sesli rehber"
Deficiency of walking paths in-site	"patika"
Parking	"otopark"
Toilet	"tuvalet"
Souvenir	"hediyelik eşya"

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Place attachment	"kendi" "aşık" "hisset" "özel" "aura" "duygu" gibi duygusal bağlantı ve psikolojik iyi olma hissi içeren ifadeler.

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Appendix 2. Code Configurations

Sub-codes	Excellent	Nice/Pleasant	Impressive	Unique	Quiet	Landscape	Structures & Buildings	Transportation	Activities	Location	Facilities	Transportation problem	Protection and preservation	Restaurant	Deficiency of in-site information	Deficiency of walking paths in-site	Parking	Toilet	Souvenir	Positive (recommend)	Negative (recommend)	Positive (revisit)	Negative (revisit)	Place attachment	Total
Perception of place\Excellent	0	36	16	6	4	88	25	22	22	17	14	23	11	4	6	5	1	0	0	75	2	1	0	11	389
Perception of place\Nice/Pleasant	36	0	10	7	2	72	31	32	21	20	11	21	15	9	11	4	2	1	0	50	10	6	0	7	378
Perception of place\Impressive	16	10	0	8	1	24	8	12	7	4	6	5	3	3	4	1	0	1	0	18	0	2	0	3	136
Perception of place\Unique	6	7	8	0	1	17	10	6	2	4	1	3	2	0	1	2	0	0	0	21	0	3	0	9	103
Perception of place\Quiet	4	2	1	1	0	5	5	3	5	0	0	1	0	0	0	0	1	0	0	2	0	2	0	1	33
Attractions\Landscape	88	72	24	17	5	0	43	36	38	26	27	43	19	7	15	8	6	3	1	106	6	9	0	19	618
Attractions\Structures&Buildings	25	31	8	10	5	43	0	18	21	14	12	10	12	5	4	7	2	0	0	42	3	2	0	6	280
Attractions\Transportation	22	32	12	6	3	36	18	0	25	8	13	13	8	5	4	2	0	1	0	33	6	2	1	8	258
Attractions\Activities	22	21	7	2	5	38	21	25	0	11	13	16	5	6	3	1	3	1	0	36	2	4	0	4	246
Attractions\Location	17	20	4	4	0	26	14	8	11	0	2	10	7	2	3	0	0	0	0	24	5	2	0	5	164
Attractions\Facilities	14	11	6	1	0	27	12	13	13	2	0	12	4	8	3	1	1	0	0	19	1	2	0	2	152
Sustainability Challenges\ Transportation problem	23	21	5	3	1	43	10	13	16	10	12	0	9	4	8	0	5	1	0	43	6	3	1	6	243
Sustainability Challenges\ Protection and preservation	11	15	3	2	0	19	12	8	5	7	4	9	0	7	11	2	1	1	0	28	10	2	1	2	160
Sustainability Challenges\Restaurant	4	9	3	0	0	7	5	5	6	2	8	4	7	0	3	1	1	2	0	8	3	1	0	0	79
Sustainability Challenges\Deficiency of in-site information	6	11	4	1	0	15	4	4	3	3	3	8	11	3	0	2	0	2	0	16	3	2	0	1	102
Sustainability Challenges\Deficiency of walking paths in-site	5	4	1	2	0	8	7	2	1	0	1	0	2	1	2	0	0	0	0	6	0	0	0	1	43
Sustainability Challenges\Parking	1	2	0	0	1	6	2	0	3	0	1	5	1	1	0	0	0	0	0	4	0	0	0	1	28
Sustainability Challenges\Toilet	0	1	1	0	0	3	0	1	1	0	0	1	1	2	2	0	0	0	1	0	1	0	0	0	15
Sustainability Challenges\Souvenir	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	2
Behavioral Intentions\ Positive (recommend)	75	50	18	21	2	106	42	33	36	24	19	43	28	8	16	5	4	0	0	0	2	4	0	16	553
Behavioral Intentions\ Negative (recommend)	2	10	0	0	0	6	3	6	2	5	1	6	10	3	3	0	0	1	0	2	0	0	1	0	61
Behavioral Intentions\ Positive (revisit)	1	6	2	3	2	9	2	2	4	2	2	3	2	1	2	0	0	0	0	4	0	0	0	1	48
Behavioral Intentions \Negative (revisit)	0	0	0	0	0	0	0	1	0	0	0	1	1	0	0	0	0	0	0	0	1	0	0	0	4
Place attachment	11	7	3	9	1	19	6	8	4	5	2	6	2	0	1	1	1	0	0	16	0	1	0	0	103
Total	389	378	136	103	33	618	280	258	246	164	152	243	160	79	102	43	28	15	2	553	61	48	4	103	**4194**