

EVALUATION OF COMMUNICATION SKILLS OF HISTORICAL BAZAAR TRADESMEN: A RESEARCH ON FOREIGN TOURISTS VISITING EDİRNE

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Abstract: Tourism sector is a people-oriented sector. Communication, which is an important element in this sector, plays an important role for the tourists coming to the country to prefer the visited destination again. This research aims to determine how foreign tourists evaluate the communication skills of the tradesmen active in the historical bazaars of Alipaşa, Arasta and Bedesten in Edirne. For this purpose, survey data collected from 283 foreign tourists has been analyzed in SPSS 22.0 statistics program. As a result of the study, it has been found that the level of evaluation of the communication skills of the foreign tourists was good and also the evaluation of the communication skills of the foreign tourists had an effect on the satisfaction level of the communication skills of the tradesmen.

Key words: Communication skills, satisfaction, foreign (Bulgarian and Greek) tourist, Edirne

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INTRODUCTION

Developing customer relationships are critical components in the success of service marketing (Kang and Hyun, 2012). Although communication is an important concept for all sectors, it is more critical in the human-oriented tourism sector for success (Erkuş and Günlü, 2009). Providing service not only requires skilfulness in dealing with the customer to leave good impression but also requires communication skills in dealing with the problems (Masa'deh et al., 2019). Communication skills in the dialogues established by individuals regardless of the unit of the tourism sector may affect tourists positively or negatively against that destination.

Nowadays, there is an increase in innovative research that helps to provide insight into the motivation and satisfaction levels of tourists (Hui et al., 2007). The increase in these researches and the way they are conducted show us the link between communication, tourism and customer satisfaction. Good communication skills of the people who produce and market tourist products in a destination can affect the increase in the satisfaction level of tourists and the desire to visit the province again (Olçay and Giritlioğlu, 2014). With a total of six border crossings opening to Greece and Bulgaria through both railway and highway, Edirne is a province that has the qualifications of a boundary province adjacent to Europe (Kar, 2012). The cultural and historical riches it contains make it a museum city (Akay et al., 2017). However, Edirne is one of the cities where tourism is developing slowly despite its cultural background and natural beauties. In this context, the aim of this study is to determine how the foreign tourists visiting Edirne perceive the communication skills of tradesmen operating in Ali Pasha Bazaar, Bedesten Bazaar and Arasta Bazaar. The study is important in that no similar research has been conducted in Edirne.

LITERATURE REVIEW

Communication Concept- Communication Elements and Methods

Communication is the driving force of the human being who is a social creature (Parlayan and Dökme, 2016) by introducing and communicating with other living things (Johnson, 1999). At the center of communication, which is the means of connecting people with each other, is the process of belonging, sharing and connecting (Collier et al., 2010). Communication is the desire of the person who starts or communicates to convey his/her feelings, thoughts and knowledge effectively and to be understood (Baltaş and Baltaş, 2004). Thayer (1961) considers communication as a thought and states that communication and thought processes form an inseparable integrity. Ruesch and Bateson (1951) have included feeling to Thayer's (1961) definition, noting that communication, thoughts and emotions are connected with each other. Shannon and Weaver (1949) describe communication as the procedure by which words and various symbols are used to influence and change other people around us, one mind affecting another. Communication, which is at the beginning of people's revolutionary discoveries, has the basic meaning of humanity at its center (Pearce, 1989).

The concept of communication, which has been systematically examined since antiquity (Littlejohn and Foss, 2011), has become an important issue with the development of technology across continents (Brown, 2005). The most general definition of communication is that a sender who has the ability to write or speak conveys verbal or written messages to any recipient who has the characteristics of listening or reading and this message being decoded by the recipient (Uzuntaş, 2013). The communication process consists of four basic elements: sender, message, receiver and channel (Bolat, 1996). The sender or the source, as the other definition in the literature, is the one who decides how and in which ways the message to be sent to the recipient will be sent (O'Hair et al., 2005). Examples of senders include teachers who teach in class, people who broadcast television or radio (Sezgin and Akgöz, 2009). The message element is the message that acts as a bridge between the sender and the receiver and determines the successful communication (Gökçe, 2006).

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The message is shaped as verbal and non-verbal, from the words the transmitter wants to tell, to the clothes s/he wears, even as his/her walking and laughing (DeVitto, 2004). Channel is the physical means by which signals and messages are transmitted in the communication process (Fiske, 1996). The person or groups who understand and interpret the message sent by the sender through the channel are the recipients. The receiver, students in class listening to the class, people watching television or listening to the radio can be given as an example (Gökçe, 2006). Communication takes place in three different ways: verbal, non-verbal and written (Boone and Kurtz, 1978). During the daily encounters, individuals mostly communicate by verbal way of speaking (Lazar, 2001). When communication takes place with words, it is regarded as verbal. Although verbal or nonverbal communication is interdependent, nonverbal communication is used to support or change verbal communication (Johnson, 1999). Verbal communication is a natural process due to the parallel development of sound and language since the existence of humanity. Verbal communication is the most commonly used form of communication in every field of communication, in our daily relations, in professional fields and in diplomacy (Erdönmez, 2019).

Nonverbal communication supports the real meaning of verbal communication, the perception of the meanings expressed by the words and what they tell (Gökçe, 2006). Nonverbal communication is a type of communication that is carried out only by body language movements without using a word (Mısırlı, 2007). Body language, which stands behind nonverbal communication (Poon Teng Fatt, 1998), provides a clue in analyzing characters as a personal signature (Davis, 1983). Written communication is the transmission of emotions, thoughts, wishes and events in an effective way in writing (Deniz, 2003). In written communication, the content plan is prepared in accordance with the purpose of the text and the thoughts are transferred to the text in accordance with this plan (Hamzadayı and Cetinkaya, 2011) and includes special or official reports, letters, telegrams, bulletins, informative reports showing the results of organizational activities and decisions (Tutar et al., 2003). Additionally soft skills are basic fundamental of an important skill in human's lives (Sugito et al., 2017). Soft skills include interpersonal and personal attributes that enhance an individual's interactions, job performance and career prospects (Vasanthakumari, 2019). Soft skills should be given precedence as these play an important role in the tourism industry (Shabir and Sharma, 2019). In addition, it can affect relationships in effective and ineffective behaviors in communication. These behaviors that affect communication may be psychological factors stemming from the individuals or groups involved in the communication process, as well as the means of communication, communication channels and technical factors for message (Bolat, 1996).

Relationship between Communication Skills and Satisfaction

Customer satisfaction concept is the effect and emotion of the purchased product or service to the buyer (Cadotte et al., 1987). Many factors, including personal experiences, daily life and social values of customers (Mavis et al., 2010), affect the perception of a product or service, purchasing behavior and customer satisfaction (Yılmaz and Çatalbaş, 2007). As a natural result of meeting the customer expectations with the services and products they offer, customer satisfaction (Cronin and Taylor, 1992) helps to provide competitive advantage in terms of business (Day, 1994). In order to increase the profitability of enterprises, customer satisfaction should be ensured as a priority case study (Stewart et al., 1998). The poor communication is perhaps the most common problem among service businesses (Krishnan and Wesley, 2013). Customer satisfaction, which is at the forefront of service businesses (Jones and Sasser, 1995), helps businesses gain new customers by positively affecting their perceived image (Zairi, 2000). With the development of technology, customers share their experiences with each other about the products and services offered (Briggs et al., 2007).

The service-oriented sector of tourism products and services produced to meet the needs of tourists in a quality way plays an important role in ensuring tourist satisfaction (Bahar and Kozak, 2005). Since human relations are at the forefront in tourism enterprises (Günlü, 2001), effective and accurate communication provides an increase in customer satisfaction levels.

Edirne Province and Its Tourism Potential

Edirne province was founded on the fertile soils where Arda (Arpessos), Tunca (Tonzos) and Meriç (Herbos) rivers meet by the Thracians who migrated from Central Asia in the 5th century BC (Edirne Province Yearbook, 2005). It is located at a key point between Central Europe and the main road descending to the Bosphorus from the earliest times up to today (Mansel, 1993). The city, which was first named Uscudama and Oreistias by the Thracians, was taken under the patronage of Rome in 124 AD and had its changed name to Hadrianopolis (Eyice, 1993). Until its conquest by the Ottoman Empire in 1361, it remained under the rule of the Roman and Byzantine Empires, respectively (Gizerler, 2004). It served as the capital of the Ottoman Empire for approximately 92 years and until the conquest of Istanbul in 1453, it was among the cultural centers as the center of science, culture and art of the empire (Erdogan and Kuter, 2010).

Examples of civil architecture such as religious, socio-cultural, educational and minority structures are among the components of the city's artificial identity (Mısırlı et al., 2019). Edirne is a city that still exhibits some of its cultural and historical riches and hosts many people from different cultures and races for centuries (Can and Bilar, 2009). The mindset that the province follows in terms of culture differs considerably compared to the mindset of other Anatolian cities (Usal, 2006). Although Edirne has lost most of its historical monuments it still has the characteristics of a museum city (Akay et al., 2017). Selimiye Mosque and Complex, which was included in the World Heritage List by UNESCO World Heritage Committee in 2011 (Bilar, 2015), is regarded as the masterpiece of Sinan the Architect and is among the most remarkable buildings in the city with its elegance (Taylor, 1998). Another remarkable structure of Edirne, which is the pioneer of modern hospitals and has been serving as a health museum since 1997, is Sultan Bayezid II Complex (Heybeli, 2009).

In addition to the architectural and historical artifacts, historical Kırkpınar Greased Wrestling is organized every year for 657 years in Edirne (Küçükaltan et al., 2005). With its addition to UNESCO Intangible Cultural Heritage of Humanity by Turkey in 2010 (Ministry of Culture and Tourism, 2019), many domestic and foreign participants visit the event (Küçükaltan et al., 2005). In addition, the Directorate of Culture and Tourism and Edirne Municipality organize "Traditional Homemade Food" competitions every year at the Historical Kırkpınar Festivals. In the competition, almond paste, liver pan, liver wrap and deva-i musk paste are among the local delicacies of the city (Gizerler, 2004). Another festival held every year in Edirne is the Pavli fair. The festival, which has been held in Pehlivan köyü since 1910 for commercial purposes, became an entertainment center for the Marmara region. Many visitors from outside the province come to the fair held in September (Erbay, 2016). At the International Band and Liver Festival, which has been a celebration since 2010, the most famous gastronomic product of Edirne is served to the guests, and many band members who participate in the festival offer music feasts to the festival participants (Edirne Municipality, 2019). The villages inhabited by the Turkish population migrating from various Balkan countries to Edirne at different dates offer charm in terms of their cultural values and rural tourism (Ceylan, 2009). Edirne is a city open to many domestic and foreign tourists with its tourism potential (Boyacıoğlu, 2014). In terms of domestic tourism, summer houses, tents and camping areas also serve sea tourism. It is expected that more foreign tourists will come to Enez district and its vicinity with the opening of Enez Yacht Harbor and Fisherman's Shelter and Thessaloniki, Alexandroupolis ports and mutual yacht tourism.

MATERIALS AND METHODS

Purpose, Importance and Limitations of the Research

The main purpose of this study is to determine how foreign tourists coming to Edirne evaluate the communication skills of the tradesmen operating in Ali Pasha Bazaar, Bedesten Bazaar and Arasta Bazaar. Another aim of the study is to determine whether there are significant differences in the perception of the communication skills of the tradesmen and the demographic characteristics of the foreign tourists visiting Edirne in 2019. In addition, the relationship between the foreign tourists' evaluation of the communication skills of the tradesmen and their satisfaction with the tradesmen's communication will be discussed in the study.

The research is important in terms of revealing how foreign tourists coming to Edirne evaluate the communication skills of tradesmen in historical bazaars and whether there are significant differences according to demographic characteristics. It is also important in the literature since it is the first study conducted in Edirne to evaluate the communication skills of the tradesmen.

There are some limitations in this research, as in every research in the field of social sciences. This study is limited to foreign tourists who visited the historical Ali Paşa Bazaar, Bedesten Bazaar and Arasta Bazaar in Edirne between 25 May 2019 and 15 July 2019. Apart from this, due to time and cost problems, foreign tourists could only be reached during these periods.

The population and Sample of the Research

The population of this research is foreign tourists coming to Edirne. As a result of the 2018 data obtained from the Edirne Provincial Directorate of Culture and Tourism, the number of foreign tourists who come to Edirne city center and spend at least one night is 375.926. In this respect, while the number of required samples should be 384 for the population (Yazıcıoğlu and Erdoğan, 2004), as observed in several researches due to research limitations such as time constraints (Kline, 2011), it is deemed sufficient that the number of statements used in the scale should be at least more than 10 times. The number of statements used in the survey is 25 and the minimum number of surveys to be collected from foreign tourists should therefore be 250. In this study, the number of surveys collected from foreign tourists is 300 and the number of surveys which are not available is 17 and the remaining 283 questionnaires are analyzed. The number of surveys ($283 > 250$) in this case shows that the sample is sufficient.

Research Problem and Hypothesis

Tradesmen offering tourist products in tourism and tourists who receive tourist product service are also human. If human relationships are strong and based on trust, the level of mutual satisfaction will increase. The communication skills of tradesmen marketing local products such as souvenirs, which are an important sector in the tourism market, must be extremely good in the eyes of the tourists and as a result of this situation, the image of the destination is provided in a positive direction. Edirne, which has recently become an important center of attraction for Greek and Bulgarian tourists, has to be protected and developed for the future to be transferred to the future due to the cultural heritage and attractive shopping opportunities it offers in the historical bazaars. In this context, how the communication skills of tradesmen producing or presenting touristic products are evaluated by tourists is very important (Sojkin et al., 2012). In this respect, it is necessary to conduct a research on how the communication skills of tradesmen are evaluated by foreign tourists.

There are some similar studies in the literature, although it is not the same as how foreign tourists evaluate the communication skills of tradesmen. According to Kuosuwan (2016), communication skills of tourism workers in Bangkok were found to be low. With the idea that foreign tourists perceive the communication skills of tradesmen and that these perceptions have an effect on the satisfaction of the tradesmen's ability to communicate with them, the hypothesis "*H₁: There is a relationship between the evaluation of the foreign tourists of the tradesmen's communication skills and the satisfaction of the tradesmen with their ability to communicate with them.*" has been created.

There are some studies in the literature suggesting that there are differences according to demographic characteristics in individuals' evaluation of communication skills. Accordingly, it has been observed that there are significant differences in the evaluation of persons' communication skills based on gender in the studies by Korkut (2005), Gölönü and Karıcı (2010), Mirzaei and Heidari (2012); based on age in the studies by Timcheva (2017), Sugito et al., (2017), Karalar (2018); based on education status in the studies by Karalar (2018) and based on the monthly income status in the study by Karalar (2018). In line with these results in the literature, the following hypotheses have been formed in order to analyze whether foreign tourists differ in their evaluation of the communication skills of tradesmen according to gender, marital status, country of residence, education level, age, monthly income and professional status.

- *H₂: There is a significant difference in the evaluation of the communication skills of tradesmen by foreign tourists according to their gender.*

- *H₃: There is a significant difference in the evaluation of the communication skills of the tradesmen by foreign tourists according to their marital status.*

- *H₄: There is a significant difference in the evaluation of the communication skills of the tradesmen by foreign tourists according to the country of residence.*

- *H₅: There is a significant difference in the evaluation of the communication skills of the tradesmen according to their educational status.*

- *H₆: There is a significant difference in the evaluation of the communication skills of tradesmen by foreign tourists according to their income status.*

- *H₇: There is a significant difference in the evaluation of the communication skills of tradesmen by foreign tourists according to their age.*

- *H₈: There is a significant difference in the evaluation of the communication skills of the tradesmen by foreign tourists according to their professions.*

Reliability and Normality of Research

Reliability of a study can be measured using various methods such as Cronbach's Alpha (α) coefficient (Nakip, 2006). As a result of the reliability analysis, the general reliability coefficient of Cronbach's Alpha has been determined as $\alpha=0,832$ for the evaluation of communication skills of foreign tourists, which revealed that the scale is highly reliable (Özdamar, 2015).

Within the scope of the research, each statement of the scale, which measures the opinions of foreign tourists about the communication skills of tradesmen, has been subjected to normality test. Tabachnick and Fidell (2013) have stated that skewness and kurtosis values should change between -1.5 and +1.5 in order for the data to show normal distribution. When the skewness and kurtosis values of the obtained data are examined, it has been observed that they are between -1.5 and +1.5 and it has been understood that the scale questions used in the study showed normal distribution (Table 2).

RESULTS AND DISCUSSIONS

In the results part of the study, the demographic characteristics of the foreign tourists participating in the survey, the evaluation of the foreign tourists regarding the communication skills of the tradesmen and whether these evaluations differ according to the demographic variables and the effect of these evaluations on satisfaction have been determined. When the demographic characteristics of the participants in Table 1 are examined, it is observed that the majority of the foreign tourists are 159 people and women (56.2%). The majority of the tourists, (199-70.3%), are married. When the age ranges are analyzed, it is observed that 70 people (24.7%) are in the age range of 45-54 and 69 are in the age range of 35-44 (24.4%), which constitute the majority of tourists. When education level is examined, it is observed that there are 112 people (39.6%) tourists mostly from university graduates. In terms of monthly income, 139 people have a monthly income of EUR 2001-3000 (49.1%). It is understood that the tourists are mostly private sector employees with 76 people (26.9%). When the residence status is analyzed, it is seen that 63.6% of the foreign tourists (180 persons) come from Bulgaria.

Table 1. Demographic characteristics of foreign tourists

Gender	Frequency (f)	Percentage (%)	Educational Status	Frequency (f)	Percentage (%)
Female	159	56,2	Primary School	21	7,4
Male	124	43,8	High School	93	32,9
Marital Status	f	%	University	112	39,6
Married	199	70,3	Postgraduate	57	20,1
Single	84	29,7	Income Status	f	Percent (%)
Country of Residence	f	%	No income	33	11,7
Bulgaria	180	63,6	2001-3000 Euro	139	49,1
Greece	103	36,4	3001-4000 Euro	75	26,5
Age	f	%	Over 4001 Euro	36	12,7
18-24	30	10,6	Occupation	f	%
25-34	42	14,8	Private sector	76	26,9
35-44	69	24,4	Civil Servant	69	24,4
45-54	70	24,7	Tradesmen	25	8,8
55-64	36	12,7	Retired	53	18,7
65 and above	36	12,7	Student	19	6,7
Total	283	100,0	Other	41	14,5

Table 2. Evaluation of foreign tourists on communication skills of tradesmen and results of normal distribution test

Statement Items	A. Avg.	Std. Deviation	Skewness	Kurtosis
Tradesmen have trouble communicating their thoughts to me.	2,73	1,266	,439	-1,016
Tradesmen feel comfortable during the conversation.	3,90	1,092	-1,257	1,187
Tradesmen pay attention to whether I am open to the proposal.	3,59	1,026	-,454	-0,368
Tradesmen establish effective eye communication when speaking to me.	3,73	0,989	-,782	0,242
Tradesmen are trying to understand my feelings by empathizing with me.	3,19	1,052	-,102	-0,582
Tradesmen pay attention to me during shopping.	3,55	1,052	-,560	-0,234
Tradesmen give me enough time to listen to what I want to say.	3,66	1,128	-,981	0,289
Tradesmen show that they don't like criticism	2,63	1,139	,215	-0,733
When I communicate with tradesmen, I can easily deal with them	3,05	1,194	-,216	-0,984
Tradesmen are impatient during communication.	2,59	1,089	,356	-0,447
I feel that tradesmen are bored when they listen to me.	2,77	1,275	,269	-1,058
Tradesmen are making statements to disrupt communication.	2,65	1,236	,358	-0,948
At the end of the discussion, tradesmen can accept that their arguments are wrong.	2,95	1,212	,016	-0,933
When the tradesmen speak to me, they make good sentences.	3,37	1,111	-,351	-0,592
Tradesmen respect my ideas even if they don't share the same opinion.	3,52	1,099	-,364	-0,633
Tradesmen do not listen to my words even though they look at me.	2,75	1,098	,340	-0,503
Tradesmen judge my contradictory feelings.	3,09	1,222	-,041	-0,900
I'm happy to trust tradesmen.	3,59	1,086	-,592	-0,240
Tradesmen give me the right to speak.	3,69	1,012	-,649	0,024
Tradesmen repeat things that I do not understand with new words.	3,81	0,997	-,834	0,264
Tradesmen try to understand me.	3,96	0,981	-1,094	1,204
Tradesmen try to control people.	3,18	1,129	-,233	-0,820
Tradesmen listen to my suggestions.	3,62	1,029	-,597	0,100
Tradesmen do not hurt my feelings when criticizing.	3,55	1,158	-,700	-0,306
<i>General arithmetic average of all statements</i>		3,30		

When Table 2 is examined, it is observed that the arithmetic average of all items related to the evaluation of the communication skills of the foreign tourists by the tradesmen is 3.30. It is understood that the statement which has the highest arithmetic average in the perception of foreign tourists towards the communication skills of the tradesmen is "Tradesmen are trying to understand me" and with an arithmetic average of 3.96, followed by "Tradesmen make me feel comfortable during the meeting" with an arithmetic average of 3.90. The scale item with the lowest arithmetic average is "Tradesmen behave impatiently during communication" with an arithmetic average of 2.59.

Table 3. Correlation Analysis

		Evaluation of communication skills of tradesmen	Satisfaction from communication
Evaluation of communication skills of tradesmen	PearsonCorrelation	1	,392**
	Sig. (2-tailed)		,000
	N	283	283
Satisfaction from communication	PearsonCorrelation	,392**	1
	Sig. (2-tailed)	,000	
	N	283	283

Correlation analysis was performed to determine the relationship between foreign tourists' point of view of the communication skills of tradesmen and their satisfaction with the ability of tradesmen to communicate with tourists (Table 3).

When Table 3 is analyzed, it is observed that there is a positive and moderate relationship between the perception of foreign tourists about the communication skills of the tradesmen and the satisfaction from tradesmen's skill to communicate with them (Kalaycı, 2010). Regression analysis has been conducted to determine whether there is any significant effect of the perception of foreign tourists on the communication skills of the tradesmen and the satisfaction with the communication skills of the tradesmen. Before starting the analysis, the arithmetic averages of the 24 statements asked about the perception of foreign tourists about the communication skills of the trades were reduced to a single dimension and then regression analysis was started.

Table 4. Regression Analysis Results

Independent variables	β	t	p
Perceptions of foreign tourists on the communication skills of tradesmen	,815	7,148	,000*
$R^2=0,151$ $F=51,094$ $p=0,000$ $*p<0,01$			
*The dependent variable: Satisfaction with the communication of tradesmen			

The result of the regression analysis done to determine the effect of the perceptions of foreign tourists on the communication skills of the tradesmen indicate that, as observed in Table 4, R value is 0,392, R2 value is 0,154 and corrected R2 value is 0,151. Since the R2 value is closer to zero, it can be said that there is a relationship between the perception of foreign tourists about the communication skills of the tradesmen and the satisfaction from the communication of tradesmen. In addition, the F value of 51,094, such as the value of "P" probability value is less than 0.05 can be said to be a significant relationship between the components of the model. As a result of the analysis, the explanatory power of the model is 0,15 and it shows that 15% of the variation of satisfaction from the communication of tradesmen can be explained by the perception of foreign tourists about the communication skills of tradesmen. The t-test and one-way ANOVA analyses have been conducted in order to determine whether the evaluations of the foreign tourists regarding the communication skills of the tradesmen differed according to their demographic characteristics. As a result of significant differences, Tukey test has been performed post-hoc. In addition, eta square (η^2) values have been calculated by using effect size analysis for significant differences.

Table 5. T-test analysis of foreign tourists for evaluating the communication skills of tradesmen

		Gender	N	Average	Standard Deviation	F	p*	t
Gender	Evaluation of foreign tourists on the communication skills of tradesmen	Female	159	3,3071	0,493	0,025	0,686	0,425
		Male	124	3,2826	0,522			
Marital Status	Evaluation of foreign tourists on the communication skills of tradesmen	Married	199	3,29	0,555	9,773	0,919	,102
		Single	84	3,30	0,359			
Country of Residence	Evaluation of foreign tourists on the communication skills of tradesmen	Bulgaria	180	3,28	0,502	,169	0,408	-,829

The t-test analyses have been conducted to determine whether there are significant differences in the evaluation of foreign tourists' tradesmen's communication skills according to gender, marital status and country of residence (Table 5). As a result of the analyses, it has been determined that there was no significant difference between the evaluations of foreign tourists regarding the communication skills of trades according to gender, marital status and country of residence and accordingly, H₂, H₃ and H₄ hypotheses have been rejected.

Table 6. One-way ANOVA analysis for foreign tourists to evaluate the communication skills of tradesmen

One Way ANOVA						Tukey test				
Educational Status, Income Status, Age, Occupation	N	Average	St. Dev.	F	p	(I)	(J)	p	η^2	
Evaluation of foreign tourists on the communication skills of tradesmen	Primary School	21	3,76	0,436	7,623	,000	Primary School	High School	0,00	0,076
	High School	93	3,29	0,495				University	0,00	
	University	112	3,21	0,510				Postgraduate	0,02	
	Postgraduate	57	3,31	0,448						
Evaluation of foreign tourists on the communication skills of tradesmen	I have no income	33	3,46	0,382	3,865	,010	2,001-3000 Euro	Over 4001 Euro	,043	0,040
	2001-3000	139	3,24	0,560						
	3001-4000	75	3,24	0,470						
	Over 4001 Euro	36	3,48	0,367						
Evaluation of foreign tourists on the communication skills of tradesmen	18-24	30	3,45	0,448	3,457	0,05	65 and above	35-44	0,08	0,059
	25-34	42	3,26	0,396				45-54	0,27	
	35-44	69	3,18	0,661						
	45-54	70	3,22	0,466						
	55-64	36	3,34	0,329						
	65 and above	36	3,53	0,447						
Evaluation of foreign tourists on the communication skills of tradesmen	Private sec.	76	3,28	0,547	3,291	0,07	Retired	Civil Servant	0,23	0,056
	Civil Servant	69	3,20	0,536				Tradesman	0,11	
	Tradesmen	25	3,08	0,581						
	Retired	53	3,49	0,432						
	Student	19	3,28	0,324						
	Other	41	3,38	0,394						

As can be observed in Table 6, one-way ANOVA analysis has showed that there are significant differences in the evaluation of the communication skills of the trades according to their education, income, age and professional status. Tukey test has been used to determine which education level this difference was between. According to the Tukey test, there were significant differences between the graduates of primary education and high school, university and graduates regarding their communication skills and this difference is in favor of primary education graduates. According to the Tukey test made between income levels, there are significant differences in the evaluation of

communication skills of tradesmen with income between 2001-3000 Euro and 4001 Euro and above, and this difference is in favor of those with income between 2001-3000 Euro. As a result of the Tukey test made between the ages, it has been found that there are significant differences in the evaluation of the communication skills of tradesmen between the ages of 65 and over and between the ages of 35-44 and 45-54, and this difference is in favor of those aged 65 and over. According to the Tukey test made between occupational status, there are significant differences between retired and civil servants and tradesmen in terms of their communication skills and this difference is in favor of retired foreign tourists. Because of all these results, H_5 , H_6 , H_7 and H_8 hypotheses have been accepted.

In addition to these results, in order to determine the relationship level of the foreign tourists in Table 6 regarding the communication skills of tradesmen and demographic characteristics (education, income, age and occupation) variables, effect size analyses are performed. According to Cohen (1988), if the effect size is between $0.01 < \eta^2 < 0.06$, it means minor, if it is between $0.06 < \eta^2 < 0.14$, it means moderate and $0.14 < \eta^2 < 1$ means broad effect. As a result of the evaluation of the foreign tourists' communication skills, the eta square value of education level (762) is found to be 0.076 and the effect area is found to be moderate. Again, with the evaluation of communication skills of foreign tourists, monthly income status eta square value (η^2) is found to be 0.040 and the effect area is found to be minor. In addition, with the evaluation of communication skills of foreign tourists, the eta square value (η^2) of the age is found to be 0.059 and the effect area is found to be minor. Finally, with the evaluation of communication skills of foreign tourists, eta square value (η^2) of occupations is found to be 0.040 and the effect area is found to be small.

CONCLUSION AND SUGGESTIONS

Communication is a concept that continuously increases its importance from past to present because communication is essential in life. In the same way, the person transfers his/her thoughts and feelings to the other person through communicating (Atan, 2016). Since it is a people-oriented area in the tourism sector, the concept of communication is extremely important. As a result of the good relations established by the employees in the sector with the tourists, the satisfaction of the customer increases and as a result, the profit of the company increases with long term customer loyalty, advice to others (WOM, e-wom, etc.) and desire to spend more.

In the literature, several researches have been made to measure the communication skills of university students (Pelit and Karaçor, 2015), vocational high school teachers (Küçükşüleymanoğlu and Çetinkaya, 2014), teaching staff (Keçeci and Taşocak, 2009), hotel business employees (Olçay et al., 2014), hotel business managers (Erol, 2006), tour guides (Alshatnawi, 2014) and managers' effective leadership (Barker, 2011). In this research, foreign tourists' evaluations regarding the communication skills of tradesmen are discussed.

56.2% of the foreign tourists participating in the survey are women and 70.2% are married. It is observed that 49.1% of foreign tourists consist of middle-aged people aged 35-54, 39.6% are university graduates, almost half (49.1%) has monthly incomes of 2001-3000 Euro and 26%, 9 of them are private sector employees. It has been found that 26% of the foreign tourists are mostly employed in the private sector and 63.6% of them reside in Bulgaria. According to the results of the study, it has been determined that the level of communication skills of foreign tourists is good. This is similar to the studies of Karalar (2018) and Olçay et al., (2014). In addition, it has been found that the evaluation of the communication skills of the foreign tourists by the tradesmen has an effect on the satisfaction of the communication skills of the tradesmen. Again, it has been found that the evaluation of the communication skills of the tradesmen by foreign tourists does not differ according to gender, marital status and country of residence. This result found by gender does not correlate with the studies of Korkut (2005), Gölönu and Karcı (2010), Mirzaei and Heidari (2012), Timcheva (2017), Sugito et al., (2017); while it correlates with the studies of Küçükşüleymanoğlu and Çetinkaya (2014). According to the marital status, this result is not similar to the result of Karalar (2018).

The other important results of the study are that there are significant differences in the evaluation of communication skills of the foreign tourists according to their education, age, income and professional status. In the light of these results, there are similar studies based on age (Karalar, 2018), based on educational background (Erol, 2006; Mocu and Deaconu, 2017; Karalar, 2018) and based on their monthly income (Karalar, 2018) in which similar results have been obtained. In addition, the effect size of the groups with different education, income, age and occupational statuses has been examined for eta (η) eta square (η^2) values and it has been found that the educational level was moderately effective for other groups (income, age and occupational status). As a result of the research, it is useful to present a number of suggestions to professionals and researchers. The population of the study consists of foreign tourists coming to Edirne province. In cities where the tourism sector is more intense and the sample can be increased more, it may be suggested to conduct studies to measure the communication skills of the employees with the tourists. In the following researches, it can be done to measure the communication skills of tradesmen operating in the historical Alipaşa Bazaar, Bedesten Bazaar and Arasta Bazaar in Edirne.

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