

THE CURRENT APPROACHES IN TOURISM

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PREFACE

Tourism, which is one of the most important phenomena of the modern age, has an important place in our lives. Tourism is one of the largest service sectors with its enormous economy and is one of the most important elements of today's world with its sociological and human effects. Internet and mobile technologies, which are the two most important motivators of the digitalization process, have affected the whole world in the last two decades. The tourism sector also took its share from this change. Tourism movements have entered into a process of change from mass to individuality. Tourism actors who want to comprehend individual tourism movements and the new tourism conception that has emerged, have to master some issues of the new age.

Our book, which we think will help to understand the changing tourism trends, consists of important titles selected from modern tourism topics. Topics covered in this book include new way to understand tourist requests “online comments”, the unchanging reality of training tourism industry experts “tourism and gastronomy education”, equivalent to sustainability “nature-based tourism”, tourism and environmental relations, “human resource management” which is the biggest support for the efficient work of tourism employees, “special interest tourism” one of the most popular tourism types of recent years, new financing techniques in tourism enterprises, “cyberloafing” one of the problems of the modern era , chain of events unchanged since first tourism movement “tourism and local public

interaction”. We think that these issues, which are carefully addressed by authors who are proficient in their fields, will be beneficial to both the academic world and the business world.

January 2020

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CHAPTER 1:

**EVALUATION OF CUSTOMER COMPLAINTS OF
RESTAURANTS IN TRIPADVISOR: THE CASE OF KONYA
PROVINCE***

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* This study was presented at “Annual 2nd Symposium on Business, Technology and Social Sciences Interventions” congress held in Manila, Philippines between 23-24 May 2019 and has been published as a summary in the proceedings. This study was supported by Selçuk University Scientific Research Projects Coordination Unit.

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INTRODUCTION

With the development of smart phones and applications, people have begun to share their experiences on this platform day by day. These shares, which are on a platform where the businesses that are the subject of the comments cannot provide direct control, have a significant effect on the preferences of other consumers. The comments made on platforms such as Tripadvisor, Foursquare, Google Maps, Booking, AirBnb take into account not only by tourists but also by local people. When evaluated in this context, it is seen that online interpretations are of great importance in the efforts of creating a touristic destination image.

In today's modern world where tourism activities have developed at a great rate, restaurants in a region have become an important element of attraction for tourists coming to the region as well as the aim of providing services to local people. Comments and ratings from various social media applications have an important role in shaping tourist holiday experiences. In this study, it was aimed to classify and evaluate the negative customer comments with the help of descriptive analysis on tripadvisor.com about the restaurant in the centre of Konya. Within the scope of this objective, restaurants that scored one and two points over five of the 246 restaurants in Konya province were analysed with the MAXQDA program. Restaurant customers mostly complain about price, taste, overall quality of service, personnel behaviour and hygiene.

1.1. Social Media and Online Comments

It is generally believed that restaurant reviews can influence consumers' decisions in choosing a restaurant. Restaurant reviews are traditionally viewed as connoisseur reviews, which depend on the unique skills and experience of a single reviewer, a connoisseur. These reviews are credible cultural objects shaped by the interaction of food critics, restaurateurs, and consumers. Media, typically in newspapers, lifestyle magazines, and guidebooks such as Michelin Guide and Gault Mila, have a team of food inspectors or critics, who anonymously evaluate restaurants against proprietary standards (Qiwei et. al, 2016:3).

Social media are known as the most prominent vehicles for advertisement and promotions in the restaurant industry. According to a study by Ipsos MediaCT on behalf of Groupon and the National Restaurant Association (eMarketer, 2013), word-of-mouth is a process that allows consumers to share information and opinions about a specific product, brand, or service in order to direct buyers toward or away from the product, brand or service (Hawkins and Mothersbaugh, 2010: 636-637). Customers are enabled to collaborate and spread eWOM via a variety of platforms, such as blogs, electronic bulletin board systems, forums, online communities, and review websites. In particular, this fast-growing channel on the internet where consumers create and share their own content is identified as “consumer-generated media,” or CGM (Yang, 2017:94). Today, anyone can post restaurant reviews online, in principle opining as credibly as anyone

else about the quality of a chef's food, an establishment's customer service, and the ratio of a meal's financial cost to its aesthetic value. These mobile critics have real influence on both producers and consumers (Zukin et al., 2017:463).

In particular, the rapid expansion of online social media advancements has provided the restaurant industry extensive opportunities. There are an ever increasing number of customers today who rely heavily on CGM-for example, restaurant review websites, discussion forums, personal blogs, etc.-as the primary source of restaurant information. Customers use the new form of media to search and collect the restaurant information before dining out, and to disseminate their experiences afterwards. Online comments today have the power to direct customers toward and away from specific restaurant services (Yang, 2017:94).

Easy access to online reviews due to the rapid adoption of smart phone and other mobile technology expedites the substitution of more traditional forms of reputation evaluation. The large volume of online restaurant reviews also yields an invaluable resource for restaurants to examine their customers' dining experiences in a more complete and up-to-date manner, build up guest loyalty through online interaction, and reach out to potential patrons to win their business (Qiwei et. al, 2016:1).

The complicated role of online restaurant reviewers in the contemporary capitalist economy can be captured by thinking of them

as discursive investors. The first step, as Zukin et al. have said, is that they produce texts that influence individual restaurants to provide more of the cuisines they crave. In this sense, the reviewers are investing their labour in improving these restaurants' business model (Zukin et al., 2017:461).

1.2. Electronic Customer Complaints

The meal experience is key to customer satisfaction and profitability of restaurants. The meal experience refers to a series of tangible and intangible events a guest experiences when eating out (Kotschevar and Withrow, 2008:22) in the literature related to online comments about restaurants, a lot of studies have been started in recent years. Some of these studies are given below.

Pantelidis' (2010) research is about content analysis of 2,471 customer comments regarding three hundred London restaurants on an online restaurant guide. The main purpose of the study was to identify the factors that are most salient in a guest's evaluation of a restaurant. According to the results of the study, restaurant managers who respond successfully to comments in electronic forums can turn an unsatisfied customer to a loyal one (Pantelidis, 2010:483).

Kwok and Yu's (2013) research findings of content-based message popularity prediction and message-type analysis indicate that it is possible to develop a better defined typology for Facebook messages initiated by restaurants. By observation, some nouns that describe menu items, special occasions, a company's social responsibility, and

certain action verbs and adverbs appear to be more popular than the words that are used in a sales or marketing campaign or promotion. A more defined typology of Facebook messages would assist restaurants in developing more specific social media strategies to effectively communicate with Facebook users (Kwok and Yu, 2013:92).

Chinsha and Shibily (2014) aimed to implement an aspect based opinion miner for tourism domain, which automatically finds important features or aspects (e.g., food, service of restaurants etc.) and its opinion (i.e. opinion on food, service like aspects are how much positive, negative and neutral). They tried to create a sentiment profile of each restaurant, which can be further used to compare and select restaurants at a particular location by a traveller. The goal of their aspect opinion mining algorithm is to detect aspect words, aspect opinion and their sentiment orientation (Chinsha and Shibily, 2014:1).

Zukin et al. (2017) aimed to sort discursive themes according to three levels of generality which from most general to most specific, these levels refer to discourses, ideologies, and frames. They took 1056 reviews of the 10 “most reviewed” restaurants in both neighbourhoods directly from the Yelp website. According to research results, most online reviewers have positive feelings about the White neighbourhood, where they consider the traditional Polish restaurants “authentic” and “cozy,” while they have negative feelings about the Black neighbourhood, which they criticize for a dearth of dining options and an atmosphere of dirt and danger (Zukin et al., 2017:474-475).

1.3. Methodology

In order to ensure the tourism development of the city of Konya, which could not use its existing potential as expected, complaints regarding restaurants were selected as the research subject. Within this scope, firstly the platform where the data will be obtained is selected and the research method has been determined.

TripAdvisor, the world's largest travel site, enables travellers to unleash the full potential of every trip. With over 760 million reviews and opinions covering the world's largest selection of travel listings worldwide-covering approximately 8.3 million accommodations, airlines, experiences, restaurants and cruises-TripAdvisor provides travellers with the wisdom of the crowds to help them decide where to stay, how to fly, what to do, where to eat and how to cruise. TripAdvisor-branded sites are available in 49 markets, and are home to the world's largest travel community of 490 million average monthly unique visitors, all looking to get the most out of every trip (<https://tripadvisor.mediaroom.com/US-about-us>). Due to these features, it was decided to use the TripAdvisor comments about Konya's restaurants in the research.

Analysis of written documents and documents is an information gathering method used to support the information obtained from observation in qualitative research (Yıldırım and Simsek, 2006: 10). Qualitative research is a research approach that focuses on depicting events and phenomena within their natural environment,

understanding and reflecting the perspectives of participants through an inductive approach. Other important features of qualitative research methods are being sensitive to the natural environment, having a participatory role of the researcher, having a holistic approach, providing the perceptions and the flexibility of the research design (Çokluk vd., 2011: 96). The information gathered in the qualitative research also varies. The information collected may be in the form of observation notes, interview records, documents, pictures and other graphical presentations, and the coding, analysis and interpretation of the various types of information collected by these methods requires a systematic approach (Coffey and Atkinson, 1996; Wolcott, 1994).

1.3.1. Measurement

To achieve the study objective, restaurants that scored one and two points over five of the 246 restaurants in Konya province were analysed with the MAXQDA program. The comments that used as research data were obtained from comments made on TripAdvisor website between 2012-2019 years.

For the classification of complaints, four restaurant complaints categories were identified based on the literature review (Jang and Namkung, 2009; Ryu and Han, 2011; Jeong and Jang, 2011). These four categories are “food quality complaints”, “service quality complaints”, “atmosphere complaints” and “price fairness complaints”. The comments were classified and analysed according to the four categories identified.

1.4. Findings

TripAdvisor has reviews of 841 negative comments for Konya restaurants. Only 6 of these comments are in a foreign language. These comments consist of 34.408 words in the Turkish language. This language distribution shows that local tourists are mostly served from restaurants.

Table 1: Distribution of Complaints According to Codes

Code	Frequency	Percentage
Food Quality Complaints	622	33,73%
Service Quality Complaints	596	32,32%
Price Fairness Complaints	339	18,38%
Atmosphere Complaints	287	15,57%
TOTAL COMPLAINTS	1844	100%

As seen in Table 1, the most complained issue is food quality. In second place there are complaints about service quality, third place price complaints and lastly complaints about restaurant atmosphere. It is understood that the average of each comment is complaining about two different topics when 841 reviews were compared with 1844 different complaints. Complaints about the quality of food include expressions related to the food being tasteless, oily, fragrant and dirty. Complaints about the quality of service include statements related to

the fact that the waiters are rude, indifferent, smelly, slow and less knowledgeable. Complaints about prices include expensive, exorbitant, and only related to the possibility of cash payment. Complaints about the atmosphere include smelly, dirty, and small areas. The restaurants complaining are mostly around Mevlana Museum, which is considered to be Konya's tourist region.

Picture 1: Word Cloud of Complaints for Konya Restaurants



As a result of the word cloud analysis of comments on 34408 words using 10769 different words in TripAdvisor, the word “taste” with 248 frequencies is the first. The most highlighted other words were etliekmek, high, tirit, kebab, Konya, disappointment, Mevlana, waiter, expensive and price.

CONCLUSION

As in all the different sectors around the world, there is a digital transformation based on mobile technologies in all tourism producing

and consuming parties. Traveling individuals are now able to produce their own solutions through these components in the form of a professional travel agency employee, guide or an intermediary role of a tourism sector stakeholder, with applications in their smart devices. One of the greatest help in decision-making on complex digital platforms where individual solutions are tried is the comments made by previous users. These comments provide mutual benefits to the individual who is a tourist, who is a service consumer, and to the tourism companies which are the service producers. In this sense, it is of great importance to organize, manage, store and analyse online interpretations that provide this mutually win-win relationship.

Konya, which has all the world-known touristic values such as Mevlana Museum and Çatalhöyük, could not reflect its tourism potential to the number of tourists. The main reasons for this problem are publicity problems, lack of touristic product diversification, national tourism problems. In order to overcome these problems, tourism elements should be managed on digital platforms. Eating and drinking, which is an important component of the tourism experience, can cause great losses for Konya tourism if not managed well.

As a result of the research, it was concluded that the most important problems of Konya restaurants are food quality. In order to solve the complaints about the restaurants which mainly serve local dishes, it is necessary to use better quality ingredients and to pay attention to hygiene. Business owners, especially waiters, need to be polite and informative in communicating with customers. It is known all over the

world that the prices are high in the tourist regions, but it is unacceptable that this difference is at the levels that will abuse the customer. It does not normalize whether a place is traditional or shabby or dirty. Restaurants that are dirty enough to affect the health of customers should take immediate measures in this regard. The dimensions of this complaint have a huge impact on the customer experience as a whole. Restaurants should produce solutions with a holistic approach to these issues.

In order to prevent these complaints, it is necessary to provide public inspections and after that, professional organizations and restaurants provide training to employees. In addition, comments on restaurants should be followed and complaints must be managed on shared platforms such as TripAdvisor, Google Maps and Foursquare.

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CHAPTER 2:

**EXAMINATION OF LEASING TRANSACTIONS IN
TOURISM ENTERPRISES WITHIN THE SCOPE OF
TURKISH FINANCIAL REPORTING STANDARD (TFRS) 16***

Ph. D. Haci Arif TUNCEZ¹

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INTRODUCTION

In recent years, tourism is one of the fastest growing sectors in the world economy. Tourism sector is a labour intensive sector and has a dynamic structure. This dynamism is primarily based on the satisfaction of the target audience.

The aim of tourism enterprises is to ensure continuous customer satisfaction. The main difference that separates tourism businesses from other businesses is that the service is abstract. Each guest has its own requests (Walker, 2010).

Tourism is one of the most important sectors affecting the economies of the country in the globalization process. Tourism covers the activities of individuals for reasons such as recreation, entertainment, education, health, sports, religion and culture within a certain period of time.

Tourism enterprises, temporary displacement resulting from accommodation and other needs are the units for the elimination.

Tourism activities contribute to countries in many ways, such as social, cultural and political. But its biggest contribution is its positive impact on the economy. Developments in technology have increased the need for financing to make new investments in tourism sector as in every sector.

Businesses can meet their financing needs through different methods. One of these methods is the leasing method. Today, businesses operating in the tourism sector can obtain significant financial convenience by leasing their assets.

IFRS 16 Leases standard, a lease, "For a fee, the right of use of an asset is a part of the contract that has been transferred for a certain period of time". This standard addresses the accounting policies and disclosures that should be applied by the lessee and the lessor in relation to all leases. Leasing arrangements are an effective and flexible solution in acquiring property without the risk of ownership in many cases. The purpose of this study is to examine tourism enterprises within the scope of IFRS 16 standard.

Developments in technology, as in every sector in the tourism sector in order to make new investments have increased the financing requirement (Gunluk ve Ceken, 2003). Businesses can meet their financing needs through different methods. One of these methods is the leasing method. Businesses operating in the tourism sector can obtain significant financial convenience by leasing their assets (Barutcugil, 1989).

The IFRS 16 Standard addresses the accounting policies and disclosures to be applied by the lessee and lessor with respect to all leases.

2.1. Leasing in Tourism Enterprises

Tourism enterprises create new employment areas for countries and it makes important contributions to the country's economy. Tourism enterprises can be classified as follows (Icoz, et al., 2007):

- *Accommodation Enterprises:* It is the enterprises that meet the temporary accommodation, food, entertainment and other social needs of the tourists.
- *Travel Enterprises:* Tourism sector in the market provides the flow of tourists is businesses.
- *Food and Beverage Enterprises:* Enterprises producing goods and services in order to meet the needs of eating and drinking (Sokmen, 2010).

One of the biggest problems of many enterprises operating in different sectors is the lack of funding sources. Tourism sector is one of the sectors suffering from this problem (Gunluk ve Ceken, 2003).

The need for financing in tourism enterprises arises in the main three stages. These can be summarized as follows (Barutcugil, 1989).

1. Investment stage period. During this period, tourism enterprises need funds for the purchase of land suitable for the establishment of accommodation facilities, preparation of investment projects and construction of facilities.

2. The period of expansion of the physical capacity of tourism facilities. In this period, the needs of the fund in case of renovation of buildings.
3. In order to pay the capital expenditures outside tourism period, they also need financing.

Companies operating in the tourism sector can obtain significant financial convenience by providing their assets through leasing.

Leasing a property is transferred to someone else in exchange for a specific lease (Grenadier, 1996). There are three sides in the leasing process. These:

- *Lessee*: All persons authorized to take legal action can be tenants.
- *Supplier*: The leasing company, the leased property, leasing company to the leasing party.
- *Lessor*: It is the party that has transferred the rights of use to the lessee at a certain cost by purchasing the goods determined by the investor at the request of the investor.

The most notable benefits arising from commercial leasing to tourism operators were the provision of quality visitor experiences and the maintenance and sustainable use of on-park infrastructure. These benefits to protected-area managers are similar to those found by other researchers, who note that having private operators provide visitor services frees up time for parks' agencies to manage their core

activities such as administration, conservation fire control, weed management and track maintenance (Wilson et al., 2009:280-281).

3.1. Leasing within TRFS 16

The most important improvement by TFRS 16 is the necessity of indicating the operating leases within the balance sheet. The aim of the study is explaining the accounting of leasing process due to leaser and lessee within the framework of TFRS 16 Leases Standard (Gokgoz, 2019:318).

Leasing transactions are dealt with in the TFRS 16 standard. Explain the accounting policies to be applied by the lessee and lessor under TFRS 16 (Akbulut, 2013). Leasing is defined as a modern form of financing, within specific accounting options. Leasing arrangements are an effective and flexible solution in obtaining the property without the risk of ownership.

This standard sets out the principles for the recognition, measurement, presentation and disclosure of leases in the financial statements. The objective of the standard is to provide the tenant and the lessee with the necessary information by showing these transactions in a fair manner (TFRS 16, m., 1).

The lessee reflects the existence of a right of use and a lease obligation to the financial statements at the date the lease is commenced. The lessee measures the right to use at the date when the lease actually begins.

In the income statement, the lessee presents the interest expense related to the lease liability separately from the depreciation charge related to the existence right of use (TFRS 16, m., 49). The lessee discloses the lease information in the financial statements in a single footnote or in a separate section.

The lessor shall present the assets held as part of the lease on the balance sheet data (TFRS 16, m., 67). The lessor transfers the rent income from the leases to the financial statements. The lessor presents the assets subject to the lessor in the balance sheet by nature.

RESULT

In parallel with the rapid change in technology, in order for tourism enterprises to adapt to innovations and make new investments, renting in the resource allocation is very important for tourism investments which are scarce in terms of financing resources.

When the financing of tourism investments is effectively utilized, the macroeconomic gap will decrease and the investment capacity will be increased. On the micro level, tourism enterprises will be able to increase their funding and reduce their financial problems.

It would be advantageous for tourism enterprises to prefer leasing because the asset structure is generally composed of fixed assets. Tourism enterprises need to follow the technology very closely in order to protect their assets in the competition market. Since technology develops very rapidly and changes very quickly, tourism

enterprises will be easier to renew if they prefer leasing rather than buying them while providing the assets they need. Tourism enterprises can expand funding areas and provide the vast majority of their capital through leasing. Lessee and lessor tourism companies recognize leasing transactions under TFRS 16.

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CHAPTER 3:
CYBERLOAFING LEVELS OF HOTEL EMPLOYEES: A
RESEARCH IN KONYA *

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INTRODUCTION

The Internet has become an important tool that changes the way businesses work. With the increasing use of the internet, the use of information technologies has become widespread in organizations. Nowadays the Internet and Internet resources are an important part of the workplace and are used to improve business performance in various ways (Whitty & Carr, 2006). In the last quarter century the internet is the technology that has the most impact on people and workplaces. The impact of the Internet in the workplace has been an important issue to be investigated in organizational behaviour.

Information technologies are used for business in organizations, but sometimes they can be used out of purpose, such as surfing the internet and following social media. The internet has many benefits to organizations. In addition to these benefits, non-business internet use of employees is also increasing. Using non-work related internet can reduce employee productivity. With the increasing use of the Internet has emerged a new kind of deviant behaviour in the workplace. This new type of deviant workplace behaviour has been labelled “cyberloafing” (Zoghbi Manrique de Lara, 2007: 464). Cyberloafing is the IT way of idling on the job and it is defined as the acts of employees who use the internet access of their companies for personal purposes during working hours (Lim, 2002: 675).

3.1. Cyberloafing

Cyberloafing consists of two parts: "loafing" and "cyber". "Loafing" is extracted from "loafer" and it means a person who wastes his/her time. "Cyber" is as a prefix for phrases based on computer sciences in which computers were used as tools. For this reason, cyberloafing is the wasting of an employee's time by taking action based on computers and the Internet. If someone wastes his or her time for the personal affairs rather than the business affairs through the space provided by the Internet, it means cyberloafing (Moody, 2011).

Browsing non-work related websites (e.g. social media, sports, news and entertainment), checking and sending personal e-mails, online shopping and online gaming are the examples of cyberloafing. Cyberloafing is a common phenomenon in today's organizations because companies have high-speed Internet access required for research, execution and communication (Lim & Teo, 2005).

In a survey conducted in 2005 revealed that 61% of American workers are engage with the cyberloafing various forms. In a research conducted in 2006, it was found that American employees spend 24% of their working hours by cyberloafing. This means 10 hour per week per employee wastes his/her time for non-work related internet activities (Lim & Chen, 2012: 343). It is also estimated that 90% of employees spend time surfing entertainment websites and 84% of employees send non-work e-mails (Sharma & Gupta, 2004).

As access to the Internet has become more widespread for employees, the tendency to use the Internet for entertainment and other non-business purposes is also increasing. Cyberloafing research should not focus on eliminating cyberloafing. Rather, it should focus on understanding cyberloafing to help organizations to balance employees' productivity and needs (Zoghbi Manrique de Lara, Tacoronte, & Ding, 2006).

Cyberloafing can put the organization at risk if the employee creates an abusive environment by displaying or sending offensive material or engages in illegal online activities (Blanchard & Henle, 2008: 1068). Personal use of business technology by employees may overflow into computing resources, which can clog bandwidth and reduce system performance (Sipior & Ward, 2002).

3.1.1. Dimensions of Cyberloafing

Some researchers describe cyberloafing as completely negative and time-consuming. A group of researchers argue that cyberloafing is not always harmful. Cyberloafing may help develop important skills and knowledge which could make more valuable to the organization. There are many classifications in the literature regarding cyberloafing dimensions. Blanchard and Henle (2008) divide cyberloafing behaviours into two main categories. These are minor and major cyberloafing. Minor cyberloafing behaviours are e-mailing and reading news. Major cyberloafing behaviours are gambling, visiting adult websites, downloading music, updating one's own webpage and

engaging in social media chatrooms. Minor and major behaviours differ in their effects and degrees. Visiting adult websites is not the same as reading news. They have different rates. Lim (2002) found that only 5% of participants are visiting and viewing adult websites. And the rate of participants who reported receiving non-work related emails is 85%. That is, while the most harmful forms of cyberloafing can be quite rare, more harmless forms can be much more common. Employees who engage in minor cyberloafing do not believe that they are acting improperly or deviant. However, employees engage in major cyberloafing realize that it is perverted and cannot be ignored at work (Warren, 2003).

Ramayah (2010) introduced another dimension of cyberloafing which consists of four activities. These are;

- Personal communications,
- Access to personal information,
- Personal downloads, and
- Personal e-commerce.

Doorn (2011) has defined four different behaviours of cyberloafing. These behaviours are;

- Development behaviour: learning ability of Cyberloafing
- Recovery behaviour: viewed cyberloafing as a way to recover from learning activities.
- Deviant behaviour: considered the engagement in cyberloafing to avoid learning activities.

- Addiction behaviour: related to the compulsory use of cyberloafing activities

3.2. Method

The sample of the study consists of employees working in 4 and 5 star hotels operating in Konya/TURKEY. As a result of the interviews conducted to determine the sample frame, the total number of employees was found to be 757. It was calculated that the sample size should be approximately 256 in a mass where the population is 757, the confidence level is 95% and the confidence interval is 0.05. In this context, 300 questionnaires were distributed by simple random sampling method. Forty surveys were omitted because participants did not meet the eligibility criteria, which resulted in a final sample of 260. Data were gathered using questionnaires in Turkish. In this research, cyberloafing scale which was developed by Lim (2002) and then developed by Blanchard and Henle (2008) was used. 5-point Likert-type scale (1 = Never, 5 = Very often) was used for cyberloafing variables.

The reliability of the scale was determined by calculating the Cronbach's alpha coefficient and the obtained .964 coefficient was acceptable. For each scale item, the mean and standard deviation were computed. Independent sample t test was used to investigate differences in cyberloafing behavior according to some demographic variables.

3.3. Results

Demographic information revealed that 50% of the respondents were older than 30 years old, 56,9 % were male 43,1 % were female 55,8% were married, 46,5% were in secondary education, 32,3% were working for 4 to 6 years.

Table 1: Demographics of Participants

		n	%
Age	30 below	127	48,8
	31 above	133	51,2
Gender	Male	148	56,9
	Female	112	43,1
Marital Status	Married	145	55,8
	Single	115	44,2
Education	Primary	35	13,5
	Secondary	121	46,5
	Bachelor's degree	92	35,4
	Master's degree	12	4,6
Experience	0-1 year	24	9,2
	1-3 years	63	24,2
	4-6 years	84	32,3
	6-9 years	56	21,5
	10+ years	33	12,7

The findings of the relationship between gender and cyberloafing behaviours of the participants are given in Table 2.

Table2: Relationship between Gender and Cyberloafing

	Gender	n	Mean	s.d	t	Sig. (p)
Cyberloafing	Male	148	2,59	0,92	0,037	0,761
	Female	112	2,63	0,77		

Independent sample t-test analysis was performed to determine whether cyberloafing levels differ according to gender. According to the results of the analysis, no significant difference was found between the male and female employees in terms of their cyberloafing levels ($p>0.005$). According to results, cyberloafing average of female employees is higher than male employees.

The findings of the relationship between age and cyberloafing behaviours of the participants are given in Table 3.

Table 3: Relationship between Age and Cyberloafing

	Age	n	Mean	s.d	t	Sig. (p)
Cyberloafing	30 and below	127	3,03	0,63	-3,12	0,001
	31 and above	133	2,76	0,57		

Independent sample t-test analysis was performed to determine whether cyberloafing levels differ according to age. When the table is examined, it is seen that there is a significant difference between cyberloafing and age ($p<0,005$). Employees under the age of 30 exhibit more cyberloafing behavior than employees over the age of 30.

The findings of the relationship between marital status and cyberloafing behaviors of the participants are given in Table 4.

Table 4: Relationship between Marital Status and Cyberloafing

	Marital Status	n	Mean	s.d	t	Sig. (p)
Cyberloafing	Married	148	2,12	0,61	3,792	0,001
	Single	112	2,84	0,71		

Independent sample t-test analysis was performed to determine whether cyberloafing levels differ according to marital status. When the table is examined, it is seen that there is a significant difference between cyberloafing and marital status of employees ($p < 0,005$). The average cyberloafing of single employees is higher than that of married employees.

The findings of the relationship between education level and cyberloafing behaviors of the participants are given in Table 5.

Table 5: Relationship between Education and Cyberloafing

	Education Level	n	Mean	s.d	t	Sig. (p)
Cyberloafing	Primary	35	2,72	0,69	8,49	0,001
	Secondary	121	2,87	0,62		
	Bachelor's degree	92	3,26	0,53		
	Master's degree	12	3,25	0,44		

One way ANOVA was used to determine the relationship between cyberloafing and education level. According to the results of the analysis, a significant relationship was found between education level and cyberloafing ($p < 0,005$). Cyberloafing average of graduate employees is higher than other employees. Cyberloafing average of primary school graduates is lower than other employees.

The findings of the relationship between employee experiences and cyberloafing behaviors of the participants are given in Table 6

Table 6: Relationship between Experience and Cyberloafing

	Experience	n	Mean	s.d	t	Sig. (p)
Cyberloafing	0-1 year	24	3,03	0,54	1,18	0,320
	1-3 years	63	2,96	0,63		
	4-6 years	84	2,79	0,68		
	6-9 years	56	3,01	0,63		
	10+ years	33	2,88	0,70		

One way ANOVA was used to determine the relationship between cyberloafing and employee experiences. According to the results of the analysis, no significant difference was found between the experiences of employees and their cyberloafing levels ($p > 0.005$).

CONCLUSION

The aim of this study was to determine the relationship between cyberloafing and demographic variables of hotel staff. For this purpose, 260 personnel working in hotels in Konya were researched. The relationship between 5 demographic variables and cyberloafing levels was analyzed. According to the results of the analysis, a significant relationship was found between cyberloafing and age, education and marital status. Also cyberloafing behaviors did not differ according to gender and experience variables.

As a result of the research, it was determined that employees under 30 years of age had higher cyberloafing average than other employees. The reason for this is that the younger generation is more interested in technology than the elderly. In other words, young workers are more willing and successful in using technology than older workers. Also single participants were more engage in cyberloafing than married ones. This can be explained by the fact that single participants spend more time in environments such as chat rooms and social networking sites. It was determined that cyberloafing average increased with increasing education level. The reason for this is that the employees with high education level have more cyberloafing opportunities than other employees because of their high positions both in terms of time and opportunity.

In general, it is observed that hotel employees have high cyberloafing average. The high cyberloafing behavior due to the working

conditions of the hotels and the facilities offered to the employees are similar to other studies. Administrations may impose sanctions to prevent hotels from being harmed by cyberloafing behavior.

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CHAPTER 4:

**MEASURING THE AWARENESS LEVEL OF LOCAL
TOURISTS IN THEIR TOURISM AND ENVIRONMENT
RELATIONS: A RESEARCH IN TARSUS***

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INTRODUCTION

Crowded cities with increasing population cause problems that cause negative effects on people. In recent years, migrations from rural areas to cities have increased in Turkey as in the whole world. These migrations and people coming to the region for tourism purposes may cause some problems in the region.

Developed and developing countries are faced with the noise, stress, traffic and environmental pollution caused by industrialization and rapid urbanization. Having these problems increasing day by day may cause people to requests more entertainment like traveling, resting etc. and may increase the demand towards tourism activity. In recent years tourism has become one of the largest sectors of the world. Nine tenth of employers throughout the world is employed in tourism sector and the incomes obtained from tourism constitute approximately 6% of the global gross national product (Demirel, 2010).

Growth in international tourist arrivals and receipts continues to outpace the world economy and both emerging and advanced economies are benefiting from rising tourism income. For the seventh year in a row, tourism exports grew faster than merchandise exports, reducing trade deficits in many countries. With such growth comes more responsibility in ensuring effective destination management that minimizes any adverse effect of tourism. Managing tourism in a sustainable manner for the benefit of all is more critical than ever. We need to grow more in value rather than just in volume. Digitalization,

innovation, greater accessibility and societal changes are expected to continue shaping our sector. Both destinations and companies will need to adapt to remain competitive, while at the same time embracing tourism as a means of achieving the Sustainable Development Goals and building a better future for all (UNWTO, 2019:2).

Tourism and development have a long history of interacting with one another. In the 1950s, practitioners began to use tourism in the creation of a development strategy influenced by the popular development theory of the time, modernization theory (Scheyvens 2015: 118). The development of tourism contributes to the development of the social and cultural development processes while enabling the national economy to develop nationally and internationally (Kuter and Unal, 2009:146). The high number of tourists participating in tourism activities causes natural-cultural and historical environments in touristic regions to get damaged. The understanding of the coupling relationship between tourism and the environment is important due to the complex interaction in environmental effects induced by tourism (Tang, 2015:11).

These losses can be social, economic and environmental damages. The unconscious use of tourism resources leads to destruction of natural resources, increase of tourism activities and environmental pollution and damage of marine pollution in coastal areas, destruction of forests and destruction of cultural and historical structures resulting from travels with groups (Ayas, 2007: 61).

The tourism sector, which creates positive effects on economic, cultural and social areas, causes extreme natural resources usage, wrong place selection, and destruction of natural areas which are touristic products, destruction of coastal and historical values (Mansuroglu, 2006: 36). In this respect, tourism constitutes a resource for the protection of cultural heritage and natural beauties as well as the economic size it creates.

Increasing pressure of tourism on the society, increasing mass tourism in coastal regions, alternative tourism types and places become more attractive by tourists, natural and rural areas are preferred more. Alternative forms of tourism provide protection of the natural and cultural environment, protection of local people and income from tourism. Alternative forms of tourism are a form of tourism that is in harmony with the environment (Kervankiran, 2014: 134).

The purpose of the research is to determine the differences in the level of awareness on the tourism and environmental relations of local tourists traveling to Tarsus from different regions of Turkey and to determine whether these differences differ according to the demographic characteristics of the tourists participating in the research (gender, age, education, living city etc.) The sample of the research is composed of 110 local tourists visiting different touristic destinations of Tarsus town. The survey method was used to reach the data. The questionnaire, consisting of 21 questions, was filled by the participants in face-to-face negotiations.

4.1. Tourism and Environmental Awareness

The tourism sector has become one of the largest income sources of developed and developing countries in the 21st century. The positive and negative effects that it creates are now the subject of researches. One of the most important effects of tourism is undoubtedly its negative impact on the environment. The relationship of tourism with the environment is important for the continuity of the sector. With mass tourism, people move in groups and cause natural cultural and historical sites to be destroyed. The protection and development of the environment is important in terms of maintaining the existence of the human generation (Gündüz, 1999: 10).

After the 1960s, problems that are damaging environment began coming on the agenda; and the measures and policies towards environment problems started being determined (Çınar, 2001; Sencar, 2007: 53). Mass tourism has made it possible for tourists in coastal areas to spend money on leisure activities such as holiday villages, accommodation, eating and drinking, entertainment, etc., and reveals their usages of the enterprises in the region exceeding their capacities.

This touristic process, which is mainly focused on consumption revealed itself as (Sencar, 2007: 53):

- Visual pollution due to concretization in terms of construction,
- Environmental pollution in terms of distribution, density, resource use in ecological environment,

- Pollution-related species losses and degradation of ecological balance,
- Socio-cultural differences and cultural disruption in anticipation of incompatibility.

Today, the developed world countries have developed various types of tourism to provide more respect for the natural environment, protection and sustainability in order to overcome the problems created by mass tourism, which is focused on consumption. These types of tourism are ecotourism, sustainable tourism and environmental tourism (Kısa Ovalı, 2007).

There have been few systematic studies examining tourists' environmental awareness, interests and motives. A survey by Connell (2004) found that approximately 70% of visitors to UK gardens described themselves as having a general interest in gardens-only 10% had a special horticultural interest, and the remaining 20% were using the garden as a venue for a pleasant day out (Ballantyne: 2008:440).

Tourism should be developed and maintained in such a manner that it remains viable in the long run and does not degrade the environment in which it exists.” In other words, the balance between economic and environmental concern is often discussed as sustainable tourism. Sustainable tourism generates the opportunity to minimise the negative impact of tourism towards the society. It gives the guidelines of using resources efficiently in the present and keeping it intact for future as well. Involving locals in framing

policies and strategies will generate awareness among them regarding the environmental, economic and socio-cultural aspects in tourism (Srivastav and Kumar, 2019:125).

Sustainable tourism is defined as a development type that provides the protection of the environment with which the human being is in interaction, without getting damaged and changed and that maintains the cultural integrity, ecologic processes, biological diversity and systems that maintain the life as well as where all natural resources are managed in a way to meet the economic, social and aesthetic needs of humans and tourists as well as the needs of the next generations visiting the place (Oksasoglu, 2006: 97). The concept of sustainable tourism suggests that the relationship between environment and tourism is interrelated (Gündüz, 1999: 26-27). However, since any definition of sustainability should contain long-term benefits both to human well-being and to biodiversity conservation (Garcia et al., 2013:132).

In summary, factors shaping environmental awareness are manifold and while internal factors apply mostly to individuals, external factors are often uniform for a given region. In order to address the litter problem properly, a variety of these factors should be assessed and considered for management strategies. In particular, it is unclear how environmental awareness translates into engagement on coastal litter and how the latter is related to the severity of the problem. In their research they present an integrated approach that assesses the severity of the problem (coastal litter quantities) and the environmental

awareness and perception of inhabitants (employing surveys on beach litter and recycling habits) and municipalities (assessing municipal planning documents) of four regions in Chile. They expect that a region with (i) a sustainable main economy sector, (ii) an “attractive” landscape that will enable individuals to have meaningful interactions with nature, (iii) a cultural history, anchoring residents to their birthplace, and (iv) outside pressure (for example in the shape of international tourism) will feature the highest environmental awareness and willingness to engage in managing litter pollution (Kiessling et al., 2017:83).

4.2. Tourism and Green Marketing Concept

Tourism is dependent upon the willingness of people to travel to places away from their home environment and the destinations people choose to visit are not an outcome of chance. Mass recreational tourism similarly relies on the stability and qualities of nature, not least a stable climate that provides predictable seasonal weather and healthy ecosystems. In the latter part of the nineteenth century, the development of purpose-built attractions aided the evolution of seaside resorts as mass tourism destinations. Like agriculture, tourism is an economic activity highly reliant on climatic and environmental stability (Holden, 2016:26).

The concept of green marketing was discussed for the first time in the “ecological marketing” seminar that the American marketing union was organized in 1975, and so took part in the literature (Giritlioglu,

2015: 179). Although environmental issues influence all human activities, few academic disciplines have integrated green issues into their literature. This is especially true of marketing. As society becomes more concerned with the natural environment, businesses have begun to modify their behaviour in an attempt to address society's "new" concerns. Some businesses have been quick to accept concepts like environmental management systems and waste minimization, and have integrated environmental issues into all organizational activities (Polonsky, 1994:1). Green or environmental marketing is, as a concept, environmental and nature-protecting marketing activities aimed at meeting consumer needs and desires (Seyhan and Yılmaz, 2010: 54). According to another definition, green marketing is a type of marketing designed to meet people's desires and needs while at the same time aiming at minimizing harm to the natural environment while meeting these demands and needs (Altunoz, 2014: 158). Green marketing is a type of marketing that ensures sustainability of scarce resources and embraces sustainability, while at the same time enabling the community to be conscious and sensitive to the environment (Giritlioglu, 2015: 179-180).

According to Logu (2017) eco-tourism is a purposeful travel to nature's lap within a country to understand its natural and cultural history. It is the management of ecology in such a way as to obtain maximum pleasure with an eye on conservation needs. Eco tourism also involves participation of the local community in nature tourism project. Eco systems have to become major eco-tourism centres.

These include biosphere, reserves, mangroves, coral reefs, deserts, mountains and forests, flora and fauna, lakes and rivers and caves, sustainable tourism which has minimal impact on the environment, such as safaris and rainforests. Eco-tourism entails the sustainable preservation of a naturally endowed area or region. This is becoming more and more significant for the ecological development of all regions that have tourist value (Logu, 2017:633-634).

The tourism sector can survive with the protection of natural resources and the environment. Due to the tendency of tourists participating in tourism activities towards natural and cultural values, the fact that their education level is high and they are in an environmentally friendly approach during the purchase; businesses are tending to green marketing (Günes, 2011: 45-46).

4.3. General Information about Tarsus and its Tourism Potential

Livelihood of the people of the region is predominantly agriculture. Tarsus is a developed industrial town after Mersin. Tarsus is the largest district of Mersin, located in the Mediterranean region of Turkey, which brings Europe and Asia together. According to the census of the year 2016, the population of the town is 329,494. (<http://www.tarsus.bel.tr>).

Tarsus has a very rich history and is an important town for some religious beliefs. It is believed that the cave where Ashab-i-kehf (Seven Sleepers), which is on the Surat al-Kahf in the Qur'an, is in Tarsus. One of the authors of the Bible (New Testament) Paulus was

also born in Tarsus. For this reason, it is also considered as pilgrimage place by Christians. Besides these, the world's first sewerage Historical Roman Road and the Roman bath are in Tarsus. The Cleopatra Gate is among the oldest remains of the city. Taskuyu cave 10 km northwest, the waterfall and particularly the Tarsus Dam are places to visit and have excellent history and natural beauty in terms of tourism (<https://tr.wikipedia.org/wiki/Tarsus>).

Tarsus, the birthplace of St. Paul, is now a mostly modern industrial and commercial city on Turkey's eastern Mediterranean coast just west of Adana. The historic city centre holds several buildings of interest (turkeytravelplanner.com):

- The Church Mosque (Kilise Cami, or Baytimur Camii) in the city centre was built as a church about 300 AD, perhaps dedicated to St Paul. After a thousand years as a church, it was converted to a mosque in 1415 when the city was conquered from the Byzantines by a Turkish Ramazanoglu emir.
- The Roman-era Cleopatra's Gate may have nothing to do with Cleopatra, but it is a monumental remnant of the ancient city's system of defensive walls.
- St. Paul's Well, an obviously old stone well, may have nothing to do with St. Paul, but it is interesting to see, and perhaps the main reason many travellers stop in Tarsus.
- The few streets of historic houses near St. Paul's Well are interesting to walk through, a glimpse at what the town looked like for much of its history during the last millennium.

- The Tarsus Museum is housed in a 16th-century madrasa (theological seminary).

4.4. Studies Made Related to the Subject

Several studies point out the need to develop a residential function and a mix of activities in order to bring the district alive throughout the day and year. Although tourism development is often justified as a means of strengthening the quality of local living conditions, the challenges of place making and the city-as-a-destination differ significantly from those associated with the consolidation of the city for its residents. In developing the historic district for tourists, local elites create a hierarchy of interests and priorities in which the needs of visitors often prevail over the needs of residents (Ananian et al., 2018:538).

Factors influencing environmental awareness and potentially pro-environmental behaviour and engagement of tourists have been the subject of numerous studies. Survey technique was applied by Oksasoglu (2006) in order to measure the consciousness levels of the tourism environment and the differences in the level of consciousness among the employees who operate four hotels in the Antalya Kundu region and customers with various nationalities. According to the results of the study, it is stated that there is no difference in consciousness levels between employees and customers in relation to tourism and environment. Kervankiran (2014) assessed the tourism development and the effects of the local people in Beypazarı in April

coming out with the development, with the participation of 250 participants in the study, and according to the result of the study, it has positive social, communal and environmental effects.

Kelkit (2003) investigated the effect of the industry on the environment in Çanakkale province, investigated the problems encountered during the application and examined the site selection of natural socio-cultural and economic structure of Çanakkale by the industrial development. As a result of the study, pollution of the environment, air pollution and pollution of the coastal areas were detected. Various solutions have been proposed to overcome these negative problems. In a research made by Emekli and Baykal in 2010 in Bornova region on the level of awareness of the local people with survey method, it was found that, although the people of the region have no knowledge about rural tourism, they are aware that they are tourism livelihoods and that they are aware of the protection of the environment.

4.5. Method

In this section, the purpose of the research, hypotheses, selection of universe and sampling method, data collection instrument and analysis of data are given.

4.5.1. The Purpose of Research and Hypotheses

The objective of the survey is to determine the level of consciousness of tourism and environment related local tourists traveling to the

province of Tarsus in Mersin province and determine whether they differ according to their demographic characteristics. The hypotheses prepared according to the research objectives are as follows.

H₁: There is a relationship between the accommodation facilities, that local tourists traveling to Tarsus prefer, and the region where they live.

H₂: There is a relationship between the gender of indigenous tourists traveling to Tarsus and their thoughts of supporting environmental protection factors.

H₃: There is a meaningful relationship between the ages of local tourists traveling to Tarsus and their reasons of preferring Tarsus.

H₄: There is no difference in regards to the most important environmental problems that hotel customers from different country groups lead to tourism.

4.5.2. Selection of Universe and Sampling

The universe of the research is formed by local tourists who travel to the touristic places of the Tarsus district of Mersin province between 01.04.2017 and 01.05.2017. Since there is no possibility of reaching the whole of the universe, the way of sampling was preferred. The sample of the research is composed of 110 local tourists who travel to different touristic places of Tarsus. In determining the sample,

“probable random sampling” technique was used among “probability sampling methods”. Only Turkish tourists were included in the study because of language difficulties and the general tourist profile.

4.5.3. Data Collection Instrument

Survey technique was used in the research. A questionnaire consisting of 21 questions open ended and closed ended, was distributed to measure the level of consciousness of local tourists in relation to tourism and environment. In order to measure the different opinions of the individuals participating in the survey, blank options were provided under the name of “other”. In order to avoid evasive answers to questions, the questions are usually sorted in a specific order, avoiding from those difficult to understand. In 2006, a scale developed by Kudret Aslı Oksasoglu “to measure the impact of tourism and environment relations on tourists and workers” was used.

4.5.4. Analysis of the Data

The data obtained from the study were analysed by SPSS (Statistical Package for Social Sciences) statistical program. The results of the data obtained in the research are shown in Table 1 and Table 2.

The answers for the questionnaire comprised of 110 respondents. As shown in Table 1, respondents’ age was between 18 and 67, the average age of respondents being 34. 53,6% of the respondents were female and 46,4 % male. The respondents came from different cities of Turkey and in order to keep the responses anonymous, the cities

were grouped into regions. Respondents' different accommodation preferences are classified according to accommodation facilities in the region. The majority of respondents came from the Mediterranean region. The number of respondents from the Aegean region is only one. The most preferred accommodation by respondents is the city hotels.

Table 1: Distribution of Age Groups, Residence and Accommodation

Age Groups	Male		Female	
	f	%	f	%
18-24	17	15,5	16	14,4
25-31	10	9,1	8	7,2
32-38	4	3,6	7	6,3
39-45	7	6,3	8	7,2
45+	13	11,9	20	17,5
TOTAL	51	46,4	59	53,6
Residence	f	%	f	%
Mediterranean Region	30	27,3	40	36,1
Central Anatolia Region	7	6,3	6	5,6
Marmara Region	6	5,6	6	5,6
Black Sea Region	2	1,8	4	3,6
Eastern Anatolia Region	3	2,7	1	0,9
South-eastern Anatolia Region	3	2,7	1	0,9
Aegean Region	0	0	1	0,9
TOTAL	51	46,4	59	53,6
Accommodation	f	%	f	%
City Hotel	14	12,7	18	16,3
Holiday Village	5	4,6	12	10,8
Hostel	9	8,2	10	9,2
Mountain/Forest Hotel	9	8,2	5	4,6
Camp	2	1,8	3	2,7
Others	12	10,9	11	10
TOTAL	51	46,4	59	53,6

H₁: There is a relationship between the accommodation facilities, that local tourists traveling to Tarsus prefer, and the region where they live.

$$k_i^2=12,995, sd=8 p=0,773$$

There is no statistical difference because $p > 0.05$.

H₂: There is a relationship between the gender of indigenous tourists traveling to Tarsus and their thoughts of supporting environmental protection factors.

$$k_i^2=4,778, sd=6 p=0,427$$

There is no statistical difference because $p > 0.05$.

H₃: There is a meaningful relationship between the ages of local tourists traveling to Tarsus and their reasons of preferring Tarsus.

$$k_i^2=20,147, sd=7 p=0,219$$

There is no statistical difference because $p > 0.05$.

As shown in Table 2, “Impact of Wastes” had the highest frequency score of this indicator group and “Plant-Animal Genesis Exhaustion” received the lowest. According to respondents, second important environmental problem is “Destruction of the Natural Environment”, third important environmental problem is “Contamination of Natural Environment”, fourth important environmental problem is “Irregular Urbanization”, fifth important environmental problem is “Wildlife

Deterioration” and sixth important environmental problem is “Traffic jam”.

Table 2: Indicators of Environmental Problems Caused By Tourism

Environmental Problems/ Regions	Mediterranean	Central Anatolia	Marmara	Black Sea	Eastern Anatolia	South-eastern Anatolia	Aegean	TOTAL
	f	f	f	f	f	f	f	f
Impact of Wastes	52	12	10	4	2	1	0	81
Destruction of the Natural Environment	48	10	8	6	2	1	1	76
Contamination of Natural Environment	43	8	7	5	1	1	0	65
Irregular Urbanization	38	7	5	2	1	3	1	47
Wildlife Deterioration	22	5	4	4	1	2	0	38
Traffic jam	11	3	4	3	2	1	0	24
Plant-Animal Genesis Exhaustion	4	1	2	2	1	1	1	12

H4: There is no difference in regards to the most important environmental problems that hotel customers from different country groups lead to tourism.

$$k_i^2=19,752, \text{ sd}=9 \text{ p}=0,622$$

There is no statistical difference because $p > 0.05$.

CONCLUSION

The global demand for tourism continues to increase as economic growth creates opportunities for its consumption as a lifestyle option

across cultures. The spatial reach of recreational tourism into remoter environments reflects a desire to reconnect to nature that is partially created by the global trend toward urbanisation. At the same time, anthropogenic created environmental problems have led us to re-evaluate our relationship to nature and the values that are held by the environment (Holden, 2016:1).

Tourism can significantly contribute to environmental protection, conservation and restoration of biological diversity and sustainable use of natural resources. Although there were numerous initiative for changing people manners about the environment, significant further actions are needed at the state, and local government level, as well as in industry, civic organizations, and individual households. Yet, a persistent lack of public engagement with the issue poses serious challenges to accomplishing these actions (Van Der Linden, et al., 2015:759).

The results are similar to Srivastav and Kumar's (2019) research. The following should be done in order to increase the awareness of local people and to ensure the environmental development of tourism (Srivastav and Kumar, 2019:133):

- Conservation and preservation of natural resources, local culture, traditions and heritage will lead to societal development with sustainable approach.

- The idea of responsible tourism and environmental awareness program must be communicated to the visiting tourist and the local residents.
- Tourism industry players must offer different types of tour packages that may include eco-friendly activities like rural tourism, eco-tourism, nature walk, heritage tourism, cultural tourism, nature-based adventure sports etc.
- The administration along with the tourism industry workers must organise special tourism education programme or training programme to local people of those area where reception of tourist is very minimal for making them aware about the importance of these destination development for tourism and their own development both financially and personally.
- A short term and long-term tourism development plan must be initiated so as to attain regular tourist inflow by keeping a check on the sustainable factors.

Negative impacts from tourism occur when the level of visitor use is greater than the environment's ability to cope with this use within the acceptable limits of change. Uncontrolled conventional tourism poses potential threats to many natural areas around the world. It can put enormous pressure on an area and lead to impacts such as soil erosion, increased pollution, discharges into the sea, natural habitat loss, increased pressure on endangered species and heightened vulnerability to forest fires. It often puts a strain on water resources, and it can force

local populations to compete for the use of critical resources. Tourism also contributes positively to the surrounding area both physically and culturally. Physically, natural and historical resources are protected. Culturally it helps to improve the quality of activities such as art, folklore, festival, theatre and to live for many years.

With their behaviours and decisions, consumers have a substantial impact on the environment. Choices regarding food or modes of transportation, for instance, influence. Tourism brings negative economic impacts for destinations as the prices increase in real estate property, goods and services as well as many others (Aref et al., 2009; Marzuki, 2012).

Greenhouse gas emissions and contribute to climate change. As voters, people can further support or dismiss environmental policies. Since it is very difficult for consumers to recognize the environmental consequences of their actions, public knowledge about the issue may be limited. Even if consumers are aware of their environmental impacts, they may be unwilling to change their behaviours because of the costs or inconveniences involved. The present thesis aimed to examine people's knowledge about the environmental consequences of consumer behaviour, as well as their willingness to reduce these environmental impacts. Both aspects were investigated for the domain of climate change and food consumption. Tourists evaluated environmental impacts of tourism positively. These findings provide support for previous studies.

The environmental and tourism awareness levels of the domestic tourists staying in Tarsus region are not related to the variables investigated. The level of consciousness of the research group towards tourism and environment relation is concentrated in certain topics. These issues are mostly not related to the negative effects of the tourist on the environment. It is about issues that tourism service providers and local governments are influential. Tourists are more aware of the physical effects of damage to the environment. The environmental awareness of tourists living in nearby areas is higher than others. This can be related to the sense of ownership of the tourists living in nearby provinces. Infrastructure problems of Tarsus, which is a rich tourism region, also cause negative opinions to be formed.

A number of studies in recent years have examined host residents' perceptions of the impact of tourism towards their community. Many local communities recognize that tourism can stimulate change in social, cultural, environmental and economic dimensions, where tourism activities have had a close connection with the local communities (Aref, et al., 2009:130).

In the future studies, the number of samples can be increased and the research field can be expanded. In addition, a comparative survey can be applied to foreign tourists and domestic tourists.

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CHAPTER 5:

**A RESEARCH ON BOTANY TOURISM AND PLANT
MUSEUMS: APPLICABILITY IN TURKEY***

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INTRODUCTION

As in the world in recent years, the phenomenon of tourism in Turkey, depending on the level of people's economic and cultural development, is changing, developing and diversifying. The tourists took part in the fun and recreational tourism as tourism activities in the past. Today, tourists began to participate in cultural and nature tourism activities mainly by increased environmental awareness. The feature of these activities is that they are sustainable activities. The aim here is to protect and developed nature and to make use of seasonality activities, by spreading tourism activities to all regions, during whole year. Today, there are many purposes to protect nature and develop tourism activities. One of them is the botanical tourism which holds great potential for individual landowners, whether they have game farms, lodges, private reserves or commercial farms and governments which want to get more shares from world tourism market. People want to view rare or spectacular species, so there is value in knowing what flowers and plants occur on destinations.

The geographical structure of Turkey causes rich plant diversity. Turkey has about 10,000 plant species and approximately 3000 of them are endemic plants. In this research the identification of botanical tourism and endemic plants are made and the diversity of plants has been studied in some countries and comparisons with Turkey have been made. In many countries, although they don't have plant diversity as much as our country, they give more importance to plants than our country. Our country is open to tourism development

in terms of botany. Plant museums and botanic gardens should be set up and their promotion should be made, too. In this way as well as economic interests, nature will be preserved and developed and people will become conscious. While converting this wealth to economic interests, showing the sensitivity required for the protection of the ecological wealth of vital resources are provided.

5.1. Botanical Tourism Concept

Turkey is a natural bridge between three continents and climate diversity brought about some geographical features that have led to a rare variety of plants. The herbal assets which were regarded as an element of ecotourism before, in time, revealing a different kind of tourism, are named as botanic tourism as a result of coming into forefront more than other elements in the ecosystem. (Sahin and Tosun, 2006: 89)

Botanical tourism is defined as a type of tourism which is formed to examine in terms of different plant species and their geographical features in the world. On vegetation one of the most important causes of Turkey's prominence is during glacial ages it is in a conservation area for plants located in Anatolia. (Avcı, 2005: 27-32) In botanical tourism, the most important features that make the country different from each other are composed of endemic and plant of diversity. Endemic word derives from the Greek word "endemos". In the simplest sense of the name of the plants are endemic group grows in a limited area. (Kaya and Aksakal, 2005: 86) Another definition, due to

the ecological conditions of the region only grows in certain regions, it is not likely to grow elsewhere and they are plant species of the region. Endemic plants, it consists in the change of climate and isolation conditions for various reasons. Endemic plants are classified into 4 groups by Favager and Contandriopulus. In these classes, paleoendemic, sizoendemic, patroendemic, apoendemic (Gemici et al., 1992: 61).

5.1.1. Paleoendemics

These endemic species are systematically isolated by various conditions taxa. There is no relationship and similarities between the endemic species and their origins. This endemic species is the only species to be shown as examples. Endemic species has no close relatives so they are older and less variable. These endemic plant species spreaded widely in geological time and those species have come up today without any changes. However, their present places are not where they showed up first, they are the last places because of the constriction of the places in geological times (Kaya and Aksakal, 2005: 87).

5.1.2. Schizo Endemics

Schizos are taxa which emerge from in different parts of the distribution area, with different ecological conditions. The most important feature of these taxa is occurring without a slowly progressive differentiation. Geographic isolation took place before differentiation. Some populations as a result of it being isolated

geographically are to ensure the formation of new species. Schizo endemics are known to be common origin with the gene. Schizo brother or arising from the same endemic parents is relative taxa. Schizo endemics occur at the same time about level of genus or species (Gemici et al., 1992: 62).

5.1.3. Patroendemics

Patroendemic kind in the region and neighbouring regions and found that the diploid and polyploid taxa that new way is the name given to the group comprising the endemic species. The newly formed taxa areas are spacious, the ancestral taxon are patroendemic species with narrow distribution area (Gemici vd., 1992: 63).

5.1.4. Apoendemics

The most important feature of Apoendemik, unlike patroendemic species consists of an ancestral taxon. Unlike schizo endemics, they most commonly occur with polyploidy way. In Apo endemics, new species are possible with sudden emergence (www.msxlabs.org).

5.2. Botany Tourism and Examples in the World

Botanical tourism can be defined as travelling to see plants, either in their native environment or in managed botanical gardens and parks. Generally a greater variety of plants can be seen in the one place by visiting a botanical garden and no special preparation is needed, so

gardens are a good introduction to the subject (<https://en.wikivoyage.org>).

Botanical tourism resources include the following (Chen et al., 2015:69):

- ***Forest Parks:*** Forests can regulate the climate, cleanse the air and absorb dust and offer themselves “forest bath” with special medical functions. Finding that natural environment can relax pressure, relieve fatigue and improve health, people establish some green tourism bases-forest parks- in the world.
- ***Nature Reserves Predominated by Plants:*** Each nature reserve has its own special natural landscape, ecosystem and rare botanical species and is of great value for scientific and tourism appreciation. The relation between natural protection and tourism has been well balanced in each nature reserve, bringing about satisfactory social and economic benefits and scientific research achievements.
- ***Botanical Gardens:*** Botanical gardens fall in two types. These are large comprehensive botanical gardens and featured botanical gardens with special plants.
- ***Flower Landscapes:*** Appreciating flowers, growing flowers and holding flower shows take the fancy of a large number of tourists. These activities, often large in extent, have a very long tradition in many countries all over the world.

- **Botanical Scenic Spots in Tourist Areas:** Plants, if having distinctive and peculiar features, can make an independent scenic spot. Such features can be listed as ancient trees, pretty shape, beautiful colour, attractive blossom, large trunk, strange functions and odd appearance.

Today, experts estimate that plant species on earth between 750.000-1.000.000. Up to 500.000 of these plants have been identified and named in the period up to the present from the past. About 3.000 of them are produced from these plants to obtain food. Wild plant species that is used as food is more than 100.000. According to a survey conducted by World Health Organization 20.000 plant species it has been identified that are used for medicinal purposes (Yogunlu, 2011: 9).

Table 1: Number of Plant Species and Endemic in Some Countries

Country	Number of Species	Number of Endemics
Bulgaria	3750	250
Denmark	1000	0
England	1756	73
Spain	7500	516
Italy	5599	712
Iceland	485	1
Hungary	2450	50
Norway	1253	11
Poland	2468	15
Greece	4992	1100
Turkey	10000	3000

Source: Hacıoğlu and Avcıkurt, 2008: 166

As shown in Table 1, 3.000 of 10.000 plant species are endemics in Turkey and it seems that Turkey has three times more endemic than Greece where has most endemic except for Turkey. Third country is Italy and there are 712 endemic species.

Botanic gardens in particular are traditionally associated with environmental conservation and education, and they typically contain collections of plants for education, scientific purposes and display. Throughout the world botanic gardens are starting to take a greater responsibility for educating the public about global environmental change and conservation issues (Mintz and Rode, 1999; Willison, 1997; Ballantyne et al., 2008:440). According to Navratil et al., the basis of any kind of tourism development is the development of both the quantitative and qualitative indicators of attendance that are one of the most important problems currently in garden management (Benfield, 2013: 201).

Table 2: Field Size of Some of the World's Botanical Gardens and Number of Their Flowery Plant Species

Botanic Garden	Field Size (Ha)	Number of Flowery Plants
Kew Gardens (England)	121	34.000
Berlin-Dahlem (Germany)	43	20.000
Edinburgh (England)	24	17.000
New York (USA)	100	15.000
Munich (Germany)	22	14.000
Frankfurt (Germany)	20	13.000
Zurich (Switzerland)	7	10.000
St. Gallen (Switzerland)	2	8.000
Fribourg (Switzerland)	1,8	5.000

Source: Committee of Inspection, 2007: 3

Botanical gardens cover large areas and they are hosting a considerable number of plant species. Botanical gardens embody different natural beauties and help a variety of plants, indigenous to different climates, be introduced to people. There are specific areas in the botanical gardens that contain a diversity of plants exhibited for educational purposes. Furthermore, since these areas have a major function for the tourism industry, they are effective for strengthening the socio-economic structures of the given countries (Muminoglu et al., 2018:519).

The purposes of the establishment of botanical gardens are as follows Muminoglu et al., 2018:519):

- To act as a laboratory for the modern taxonomy and sub-branches of botany,
- To serve as an adaptation station for some plant species such as coffee, tea, vanilla, rubber, cocoa which have economic importance and have great adaptation value, which are grown in certain regions of the world,
- Conducting studies in terms of horticultural,
- Protection of endemic and rare plants exposed to environmental pressure and endangered,
- To introduce and popularize plants to society.

There are approximately 3.000 species of plants in Switzerland. These plant species constitute 20% of the European plant species. There is 1 endemic plant species in Switzerland. There are a lot of books to

reflect the Swiss Flora. Two of the most important of these books are Canton Bern Flora and Orchids of Switzerland. In the book of orchids in Switzerland 73 orchid species being grown in Switzerland are introduced with their pictures. Apart from this they published a book entitled Orchids of Turkey. This book is published in German; Turkey's rare and endemic orchids by the Germans to relevant resources can be accessed more easily compared with Turkish people. Botanical subjects in bookstores in Switzerland constitute a separate department. As well as the Swiss natural plants are used in the gift sector. (Committee of Inspection, 2007: 2-5)

There are 30 botanical gardens in Switzerland. In this botanical garden plants and trees are displayed as live. The 30 botanical garden, annual visitor numbers of 80.000 in Basel Bruglingen Botanical Garden, the annual number of visitors 300.000 Geneva Botanical Garden, the annual number of visitors 20.000 Neuchatel University Botanical Garden, the annual number of visitors 60.000 St. Gallen Botanical Garden, the annual number of visitors to the University of Zurich 130.000 New Botanical Garden, the annual number of visitors to Zurich 30.000 Cactus Plant Museum are the most important of them (Committee of Inspection, 2007: 3-4).

Kew Royal Botanic Gardens is an UNESCO World Heritage Site; these extensive, historic and beautiful gardens feature elements illustrating significant periods of garden and landscape art from the 18th to the 20th centuries, as well as a plant collection second to none in the world. Since their creation as a royal estate in 1759, Kew

Gardens (as they are commonly known) have made a significant and uninterrupted contribution to the study of plant diversity and economic botany. The gardens cover 120 hectares (300 acres) and are over 1.5 km long. They contain several major glasshouse complexes, not least the famous Palm House opened in 1848, together with a museum and several follies (<https://en.wikivoyage.org>).

Berlin Dahlem Botanical Garden in Germany has a history of about 300 years. Containing lots of tropical plants in it, its size is 126 hectares. Garden has botanic museum and there are 23,000 different plant species (www.bgbm.org, 2015).

Brazil's Rio de Janeiro's Zona Sul in the southern region has a botanic garden whose name is Rio de Janeiro has a lot of species both within and outside the country. Approximately 6,500 plant species with danger of extinction, it spreads over 54 hectares. The garden is located a few greenhouses for some plants. The botanical garden has a research centre. This research centre contains a library of over 32,000 publications about botany. Botanical garden was founded by Brazilian king Joao and Portuguese king in 1808. Original brought from the West Indies as coconut, black pepper and cinnamon-like plant that pursues the objective to adapt to Brazil this garden was opened to the public in 1822. Today during the day every day except 25th of December and 1st of January is open to the public (tr.wikipedia.org).

Botanical garden of Meise, superseding the herb garden of Brussels. National Botanic Garden of Belgium in Meise is the biggest botanical

garden of the Belgium. One of the most important features of the botanical garden is to focus on research and education (www.br.fgov.be).

Main Botanical Garden of the Academy of Sciences is situated in Moscow, Russia. This botanical garden is one of the biggest botanical garden of the world. Botanical garden is built on 360 hectares and there are about 16,000 species of domestic and foreign plant species (tr.wikipedia.org).

Turkey botanical gardens are usually giving more superior to scientific studies as they operate within the university. In addition to this, some days or all days are open to visitors considering the recreational aspect. It is also possible to buy live plants or souvenirs in some botanical gardens (Muminoglu et al., 2018:524).

The major findings about botanic gardens from Ballantyne's (2008:443) research were:

- Botanic gardens visitors reported having a relatively low level of interest in and commitment to conservation issues.
- The most important reasons given for visiting the botanic gardens were to enjoy oneself; to admire the garden's scenery; to spend quality time with family or friends; and to enjoy being outdoors/in nature.
- Botanic gardens visitors were similar to National Park visitors in that they rated Restoration as more important and Learning and

Discovery as less important as motivations for visiting. Frequent visitors in particular were more likely to be motivated by restorative factors.

5.2.1. Botanical Tourists

Individuals who respect and care for the natural environment and who travel with the motivation to see different plant species are called botanical tourists (Wood, 2002; Carbuga and Pekersen, 2017).

Expectations and characteristics of botanical tourists can be listed as follows (Carbuga and Pekersen, 2017:28):

- To engage in activities that are less harmful to the natural environment,
- Discovering and experiencing a sense of relaxation,
- Spending time in a friendly environment,
- Acquire new friendships and friendships,
- Providing cultural gains in an environment where he has fun and observations,
- 60% of the participants are women and 40% are men.
- The majority of participants are individuals aged 50 and over,
- The number of participants between the ages of 30-50 increases regularly,
- The average age of the participants was 39,
- Participation in activities in botanical gardens is usually with spouses, friends and family members.

5.3. Potential of Botany Tourism in Turkey and Supply Sources

Today, experts estimated plant species on earth between 750.000-1.000.000. Up to 500.000 of these plants have been identified and named in the period up to the present from the past. About 3.000 of them are produced in order to obtain food. As well as wild species used as food is over 100.000. According to a survey conducted by World Health Organization has been determined that 20.000 kinds of plants used for medicinal purposes (Yogunlu, 2011: 9).

Turkey is located in the midrail as climate and hot middle generation, which is the southern part of the midrail, is located in subtropical zone alias. Turkey is under the influence of the Mediterranean climate. But the influence of the sea and landforms are associated with the effect of three different climate zones (Avcı, 2005: 20-30). There are 10.000 species of plants through phytogeographic regions in Turkey. Approximately 34% of the plant species are endemic plants in Turkey and this is so important. The number of endemic plant species in our country is more than 3.000. This wealth of Turkey can be understood more clearly when it is compared with other European Countries.

5.3.1. Mediterranean Plant Communities

Mediterranean plant communities are not limited to the Mediterranean region. In the north, starting from Gallipoli and Biga Peninsula coast, the Aegean in Usak and inserted up to Denizli, Taurus south-facing

slopes rising portions over and continued south towards the Amanus mountain regions and covers the region including the Eastern Mediterranean flora region. Mediterranean plant community can grow from sea level up to 300 or 400 meters. It has a higher chance of catching up in high places if weather is more favourable. Leaves and roots of Mediterranean vegetation is very durable. Mediterranean plant community has resistant to drought during the summer period (Günay, 2013: 9-11).

Figure 1: Phytogeographic Zones in Turkey



Source: Alptekin et al., 2010

5.3.2. Black Sea Plant Community (Europe-Siberia)

The Black Sea region has a temperate climate and plenty of rainfall. Black Sea Region plant communities are comprised of forests. This forest vegetation that dominated the Black Sea and extends to the Marmara region and the plant community consists of broad-leaved

species, where the increase in height, is associated with coniferous species. Black takes continuous rainfall and prevents the drought with this. Black Sea plant communities are divided into 2 groups, including oksin and colchic flora. Colchic groups of plants include Trabzon, Artvin, Ordu, Giresun and Rize. The remaining portion of the plant communities are dominated by oksin flora (biyologlar.com).

5.3.3. Iran-Turanian Plant Areas

Plant area starting from Thrace continues until our borders Iran and Iraq. Iran-Turanian plant area is the most common vegetation dominated Anatolia and it is mainly observed in regions where drought is. This plant is common in areas where there are drought-tolerant plants (Muratgeldiev et al., 2000: 121).

Turanian plants showed the highest distribution. By studying the flora of past researchers found that 85.29% of the species belonged to the Iran-Turanian region. In the assessment of life-forms, they concluded that Hemicryptophytes and Therophytes were the most frequent life forms of the region (Jahedi Pour et al., 2016:1).

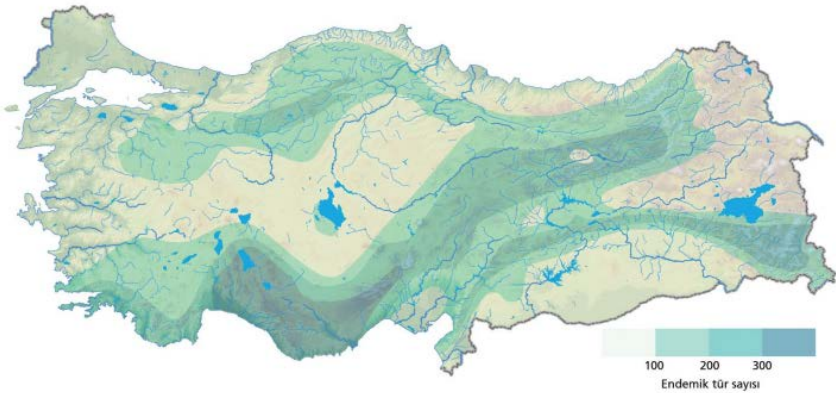
Table 3: Breakdown by Phytogeographic Region of Endemic Plants in Turkey

Regions	Number of Endemic Plants
Mediterranean Plant Communities	1050
Black Sea Plant Community	300
Iran-Turan Plant Areas	1220

Source: Kaya and Aksakal, 2005: 96

In Table 3 we can see that endemic species are most rare in Iran and Turanian. Black Sea and Mediterranean vegetation plant communities respectively after Iran and Turanian. 500 endemic taxa are not known to belong to which plant geography which also grows in Turkey.

Figure 2: Places to Turkey's Endemic Plants



Source: www.sb.k12.tr

Table 4: Distribution of Endemic Plants in Turkey

Regions	Number of Endemic Plants
Mediterranean Region	750
East Anatolia Region	380
Central Anatolia Region	275
Black Sea Region	220
Aegean Region	160
Marmara Region	70
Southeast Anatolia Region	35
TOTAL	1890

Source: Kaya and Aksakal, 2005: 96

As we can see at Table 4, the most endemic plant species are located in the Mediterranean region. The minimum endemic plant is in the South-eastern Anatolia region.

Table 5: Number of Endemic Plants by Province

Cities	Number of Endemic Plants	Cities	Number of Endemic Plants
Adana	349	İzmir	178
Adıyaman	80	Kars(Ardahan-Igdir)	130
Afyon	254	Kastamonu	229
Agri	91	Kayseri	389
Aksaray	41	Kırıkkale	106
Amasya	244	Kırklareli	9
Ankara	331	Kırşehir	38
Antalya	731	Kocaeli	11
Artvin	143	Konya	559
Aydın	99	Kütahya	163
Balıkesir	86	Malatya	295
Bilecik	53	Manisa	100
Bingöl	29	Kahraman Maras	412
Bitlis	173	Mardin	69
Bolu	97	Mugla	329
Burdur	169	Mus	69
Bursa	215	Nevşehir	88
Çanakkale	57	Nigde	313
Çankırı	141	Ordu	26
Çorum	114	Osmaniye	103
Denizli	235	Rize	106
Diyarbakır	93	Sakarya	21
Edirne	8	Samsun	85
Elazığ	133	Siirt	64
Erzincan	349	Sinop	45
Erzurum	303	Sivas	429
Eskişehir	137	Tekirdag	13
Gaziantep	91	Tokat	129
Giresun	65	Trabzon	106
Gümüşhane	235	Tunceli	201
Hakkari	136	Sanlı Urfa	83
Hatay	233	Uşak	80
Isparta	250	Van	196
Mersin	454	Yozgat	80
İstanbul	75	Zonguldak-Karabük-Bartın	71

Source: Committee of Inspection, 2007: 55-56

When we examine the Table 5, Antalya has the most endemic provinces in Turkey with 731 plant species; Konya has the second place with 559 plant species and Mersin has the third place with 454 plant species. Number of endemic plants in Edirne is smallest if we compare with other provinces. The most important thing is all provinces have endemic species.

5.4. Legislation in Turkey

Turkey, in order to protect wild flora and fauna and their habitats has been signed European Wildlife and Natural Habitats Protection Agreement (BERN) in 20 February 1984 (www.resmigazete.gov.tr, 2016).

Turkey signed international Convention on the Trade in Endangered Species of Wild Fauna and Flora (CITES) in 22 December 1996. This agreement also aimed to follow the international trade of species that may be endangered or extinct. This contract is also intended to prevent the exploitation through international trade of ecological balance and also intended to ensure the sustainable use of biological resources of the country (www.resmigazete.gov.tr, 2016).

CONCLUSION

People are becoming sensitive to the environment due to the increasing environmental pollution. As a result of this instead of mass tourism, nature tourism activities are used. There are about 3.000 of them endemic plant species in Turkey. Botanical tourism is a kind of special interest tourism. There are 2.750 endemic plants in Europe.

The number of endemic plants in Turkey is more than the number of endemic plants in Europe. Therefore it is important to use endemic plant richness of Turkey. Many European countries although less diversity of endemic plants from Turkey, have made large investments for endemic plants. Biological richness of Turkey's geography brings with it great responsibilities while offering many opportunities Turkey. Ecological wealth must be protected when they are used for earn Money.

In Turkey there are various treats observed on habitats such as unconscious interventions on the environments, drying up wetlands and permissions on urban developments. These problems may destroy and extinct these plants and treat their survival. Additionally, ecosystem and climate in these areas would be also negatively affected in the long run. These negative consequences can deteriorate due to inappropriate tourist activities, or just the opposite may happen, and thoughtful and knowledgeable eco-tourist practices can assist to protect the habitats visited by tourists (Boz, 2014:113).

In recent years, with increasing demand for nature tourism activities, an increase has been observed in the number of travel agents serving in Nature tourism. The names of the endemic plants are usually in Latin that's why we need tour guides. Another reason is to know the characteristics of endemic plants and tours are organized according to this information (Erdogan, 2003: 139). Considering all these factors, there is a need to guide experienced in botany. Botanical tourism guides will be trained within the framework of endemic plants that

visitors will be informed by guidance on environmental protection issues. Turkey has not given due consideration to the endemic plants. Endemic plants museums or botanical gardens should be established and their advertisements should be made. We have to protect nature and use it for knowledge.

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CHAPTER 6:

ANALYSIS OF TOURISM VALUES OF KONYA WITH ONLINE VISITOR COMMENTS: THE CASE OF TRIPADVISOR *

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* This extended study was developed from the article which was presented at 3th International Academic Conference “Environmental Protection, Natural Resource Management and Tourism 2016” held in Lvov, Ukraine between 24-26 November 2016 and has been published in the proceedings. This study has undergone radical changes with the contributions of the audience, the changing literature and the contributions of the authors.

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INTRODUCTION

Nowadays, with the technological advancements, visitors make investigations from the internet before they plan their journeys. Due to the rapid development of Internet-based technologies and the increasing use of mobile devices making it easier to reach these technologies, the internet represents one of the most used sources for information about products and services for consumer groups. In this regard, the importance of the internet and the information technologies are increasing day by day for the selection of the destination. Number of the destination experience sharing applications which visitors are using for having an idea about their plans is increasing rapidly. These applications can either affect the destination in a good way by having good reviews or they can affect it badly in regard to how it is perceived by the visitors. Visitor experiences and comments are one of the most important criteria for the users by means of having an idea about a destination by making an online research. In this regard, comments must be taken seriously and by eliminating those deficiencies it can increase the visitors' satisfaction levels and it can contribute positively to the destination image.

In this research, the aim is analyzing the user comments in the site TripAdvisor - which also has a mobile application - about Konya and reveals the imperfections of the city and making predictions about how to eliminate them.

6.1. Role of the Internet in Destination Selection and Online Comments

By the development of computers and internet technologies, their impact on human lives is increasing every day. The number of the important applications any new technology would create is increasing day by day and there are many activities on the internet about destinations (Ozdemir, 2007: 890). Most important ones of these activities are web sites about featuring destinations' cultural, historical, touristic attractions, to narrate local activities about a location and inform about the needs like transportation, accommodation, dining, and entertainment in the destination (Sari and Kozak, 2005: 258). To attract new tourists to destinations, web sites hosting content about destinations have a strategic importance. In addition to this, web sites about destinations shape the potential tourists' before-visit plans make them get informed and create a destination image. Considering the technologic changes and development nowadays, importance of the websites for the tourists' selection of destinations are increasing (Çiçek et al., 2013: 2).

Ates and Sunar's (2019) research is to analyze the comments made about the İvriz Cultural Landscape in Google Maps, which is an interactive web-based mapping and navigation application used by people in tourism in recent years to learn about destinations, share their experiences and guide them with the MAXQDA program. As a result of the analysis, it was found that the words that were most emphasized in 854 visitor evaluations were "beautiful place, very,

monument, history, sight, wonderful, but picnic, water, Ivriz, relief, excellent”. The majority of the visitors stated that they were affected by the natural, cultural and historical richness of the area; on the other hand, a minority group complained about the garbage in the neighborhood, the entrance fee, the lack of adequate protection and security, the lack of toilets and the prices of restaurants.

According to Nilashi et al. (2018) digital technology and social media have brought numerous benefits to human society. The aim of their research is to use the multi-criteria ratings in developing a new recommendation method for hotel recommendations in e-tourism platforms. The results of their analysis on the dataset confirm that the use of online reviews in the proposed recommendation agent leads to precise recommendations in TripAdvisor.

As a result of communication between customer and company, learning customer demands and needs easier and faster, with the help of active customer care, reducing the costs are affecting customer satisfaction by the means of being able to serve with lower prices and similar advantages positively (Inan, 2002: 124-125). Great progress of the internet, especially web; destination management organizations are using technologic systems as an important tool for creating an effective image, because there is a strong bond between image and technology (Pender and Sharpley, 2005: 254). It is very important for tourism sector stakeholders who are exposed to information flow through many channels with the opportunities offered by developing technology, to analyze the positive or negative experiences conveyed

by the visitors and to meet and improve the expectations of the visitors (Sunar et al., 2018: 1413).

6.2. Tripadvisor Website and Application

TripAdvisor is an American travel website company providing reviews from travelers about their experiences in hotels, restaurants, and monuments. Stephen Kaufer and Langley Steinert, along with others, founded TripAdvisor in February 2000 as a site listing information from guidebooks, newspapers, and magazines. InterActiveCorp purchased the site in 2004, and one year later, spun off its business travel group, Expedia. After that, the website turned to user-generated content. It has since become the largest travel community, reaching 390 million unique visitors each month and listing 465 million reviews and opinions about more than 7 million accommodations, restaurants, and attractions in 49 markets worldwide (Valdivia et al., 2017: 72-73).

The site TripAdvisor serves in 28 languages and also has a mobile app, serving freely. It's a site that users rate their visitations out of 5 and share their experiences from where they go, give advices and share photos. With over 225 comments provided by the travelers, it offers best ticket prices, best hotels, best restaurants, social activities in that locations and advices. Also there are reservation options for hotels, restaurants and flight tickets (www.tripadvisor.com).

TripAdvisor's Features

- Millions of comments shared by travelers, opinions, videos and photos shared by users
- Restaurants can be discovered by food options, price range and user experiences.
- It offers the opportunity of comparing flight tickets with alternatives.
- It offers the opportunity of discovering nearby options.
- Users can share their experiences.
- It offers the opportunity of getting an adequate answer from certain forums about travel planning.
- It is possible to add an un-listed hotel, restaurant or ambulatory to TripAdvisor.
- It offers features like maps and comments for free while traveling without a necessity of having roaming data.

6.3. Konya as a Destination

Konya is one of the important cities in the world with its deep-rooted and wide historical heritage. Because of its geographic location, alongside it's on the center of the Turkey; it has a very advantageous position by the means of transportation. For the Konya and its surroundings, faith and cultural sources are the most important features. Mevlana Museum, which has the shrine of Mevlana, has an important role for making Konya known world-wide and making it a center for faith tourism (Bilim and Ozer, 2013: 4). There are 11

museums in Konya in total, with 7 in the centrum and 4 in the districts (www.konyarehberi.net, 2016). Konya’s traditional handicrafts and its folkloric values are also a part of the cultural tourism. In Konya, handicrafts like felt making, carpet making, weaving, jug making, tile-making and calligraphy are attracting foreign tourists (Turizm Sektor Raporu, 2008: 41). In the direction of 2023 strategies, against the Turkey - aims to reach 50 million tourists - Konya aims for 10 million tourists alone (www.tuyed.org.tr). According to Konya Provincial Directorate of Tourism 2019 data, there are 37 tourism-certified hotels with 6335 beds, 5 investment-certified hotels with 1086 beds, 103 municipally-certified hotels with 5536 beds. In addition to these accommodation facilities, there are 151 Travel Agency Certified Travel Agencies and 69 professional tourist guides (https://konyakultur.gov.tr).

Table 1: Konya Museum Visitor Statistics for 2011-2018

Year	The Number of Visitors	Income
2011	1.900.406	3.438.099
2012	1.811.335	3.509.413
2013	2.313.293	3.917.341
2014	2.298.027	5.224.175
2015	2.711.192	297.210
2016	2.254.689	211.315
2017	2.614.604	340.434
2018	2.955.198	302.141

Source: <http://www.konyakultur.gov.tr>

When the Table 1 is examined, it can be seen that there is a constant increase in years except for 2014, which has a slight drop. Also, until 2014, Konya’s tourism income was constantly increasing. After the

year 2014, because of the Mevlana Museum's entrances became free, a considerable drop on the incomes can be monitored. Although there are other museums in Konya, the income created by the Mevlana Museum could not be reached.

6.4. Material and Method

TripAdvisor is available as a web site and also as android and IOS based mobile applications. Application is being sold as a pre-installed app in some Android based smart phones. In the research, it has been tried to get data from TripAdvisor internet web site. There are 23458 comments and 17102 photos in the TripAdvisor application about Konya destination until 16.12.2019. There are 6774 review for 61 units under "places to see" which create the base of the research. As sample, top 5 best voted places to see are considered out of 61 totals. Those 5 places are respectively; Mevlana Museum, Sille Village, Whirling Dervish Shows, The Shrine and Mosque of Sems-i Tebrizi, Aziziye Mosque.

6.5. Findings

The first five most evaluated tourism values in Konya were included in the research. Content analysis was applied to the comments about these values. As a result of the analysis, the most repetitive words and expressions were determined in the comments.

6.5.1. Mevlana Museum

Mevlana Museum, which is in service since 1926 is also known as Mevlana Shrine. While the Museum is 6.500 square meters with the garden, it has reached 18.000 square meters with the parts expropriated and organized as rose garden. It was the second most earner museum after Topkapı Palace Museum to the Ministry of Culture before its entrance became free. Mevlana Museum is at the top rank with 4+ user ranking at TripAdvisor with user votes and there are 2422 reviews about it. Mevlana Museum has been voted perfect by 1585 people and it has, 590 very good, 215 normal, 25 bad votes and 7 terrible votes. When the review comments about Mevlana Museum are investigated, most used words for the comments are “peaceful, wonderful, impressive, rose, soul, indulgence, energy, moral value, crowd, neglected, perfect” (www.tripadvisor.com.tr).

The main issues that are expressed many times in different comments about Mevlana Museum are:

- Those who complain about the photographers stated that this should be controlled even if it is not prohibited.
- While the free entrance pleases visitors, cutting trees as a result of the landscape regulations were caused reactions from them. It also means there are so many visitors that are visiting Mevlana Museum more than once.
- Despite there is a parking garage in front of the museum, users stress that there is a parking problem around the Museum.

- Lack of control for those who do not comply with clothing rules.
- It has been stressed that night illumination of the Mevlana Museum is beautiful and it is admirable when watched at night.
- Cafes, restaurants and souvenir shops are found pleasing by the visitors while they complain about the souvenir shop inside the Mevlana Museum is too expensive.
- Many comments say that the museum should be paid again.
- It has been stressed that museum is quiet at weekdays but it is overcrowded at the weekends, making it not possible to see everything inside the museum.
- It has been stressed that it is easy to access to museum with all the direction signs all around the city.
- It has been stressed that museum employees and security are not cheerful. Employees can yell at visitors.
- It has been stressed that because it is overcrowded during the weekends, air conditioning is not enough and there is too much noise caused by the crowd.
- It has been stressed that under-heated prayer room inside the dervish room is appreciated, but ablution places for the visitors needs regulations.
- It has been stressed positively that the service given by earphones which is called “voice guide” enabling visitors get information is appreciated.
- Cleanliness of the museum and regulations for the disabled visitors are appreciated by the visitors.

- Some visitors stress that there are not enough toilets. Some visitors complain about cleanness of the toilets and lack of toilet paper.
- Visitors indicate that there are too much beggar kids around the museum and they are uncomfortable about it.
- Visitors complain that the shops around the museum are expensive and their owners are not honest.

6.5.2. Sille Village

Sille is a small village close to Konya in central Anatolia. The oldest evidence of a settlement dates back to the Phrygians in the 8th century BC. Then the Romans came and even apostle Paulus was here. Helena, the mother of Emperor Konstantin, visited Sille on her pilgrimage to Jerusalem in 327 and founded the church Agia Eleni. Until the peoples exchange between Greece and Turkey in 1923 Sille had an eminent Greek orthodox and Armenian population. Reportedly there were about 60 churches, partly private. Today there do still exist the Agia Eleni, the Süt Kilisesi (Milk Church) and several cave churches. But there are also old mosques, Ottoman houses, hamams and an aqueduct from the 19th century. Today there are lots of restoration works to attract tourist (www.360cities.net).

Sille village, which has been voted 4+ over 5 in TripAdvisor by the visitors, has the second place after Mevlana Museum and it has 606 user reviews. Mevlana Museum has been voted as perfect by 320 people and it has 200 very good and 66 normal votes, even though it

14 bad votes, it has 6 terrible vote. When the review comments are investigated for the Sille Village, most used words for the comments are “authentic, frustration, Agia Eleni Church, coffee, breakfast, café, affordable prices, history” (www.tripadvisor.com.tr).

The main issues that are expressed many times in different comments about Sille Village are:

- It has been stressed that destination signs for access to the village is insufficient.
- Sille Village is very crowded on weekends and holidays.
- The restoration works in the region have been carried out in an improper manner.
- It has been stressed that there are not enough souvenir shops and there are too much cafes.
- Sille Village takes you on a journey through history and culture with its atmosphere.
- There is a shortage of parking spaces and public toilets throughout the village.
- Cafes are very expensive and they want the price of products and services that you do not receive.
- It has been stressed that employers are not cheerful but local residents are cheerful and hospitable.
- Sille has an ideal atmosphere for drinking coffee and having breakfast

6.5.3. Whirling Dervish Shows

The most immediate experience tourists and even some pilgrims have with Sufism in either Turkey or Egypt is at what are sometimes advertised as “whirling shows” or “dervish shows,” which are a must-see for any visitor to Istanbul, Konya, or Cairo. The central highlight of these performances is the “dance” of white-robed Islamic mystics, who, with outstretched arms, elegantly spins counterclockwise in their flowing gowns. In Turkey, this whirling is called sema and is taken from the traditional Sufi ritual known as zikr, a ritual that is rarely viewed in public for a variety of religious and legal reasons. The purpose of both sema and zikr is to create an ecstatic trance state in which the worshiper achieves spiritual union with Allah and the whole of His creation. Music is an essential element in inducing this ecstasy and therefore is also a central feature of whirling shows (Vicente, 2019:44).

Whirling Dervish Shows, which has been voted 4+ over 5 in TripAdvisor by the visitors, has the third place after Mevlana Museum and Sille Village and it has 522 user reviews. Whirling Dervish shows has been voted as perfect by 351 people and it has 119 very good and 42 normal votes, 6 bad and 4 terrible votes. When the review comments are investigated for the Whirling Dervish Shows, most used words for the comments are “spirit, impressive, beautiful, wonderful, culture, boring, whirling, dervish, peaceful” (www.tripadvisor.com.tr).

The main issues that are expressed many times in different comments about the Whirling Dervish Shows are:

- A feeling that every person should taste at least once in their life.
- Whirling Dervish Shows performed free at Mevlana Cultural Centre every Saturday at 19.00 are attracting attention of people.
- The fact that the shows become paid is disturbing for visitors.
- It has been stressed that long speeches before the shows makes people bored.
- It has been stressed that architecture of the Mevlana Cultural Centre is very beautiful and employees are cheerful and hospitable.
- A hall with infrastructure features such as no parking problem, public transportation and walking paths.
- It has been stressed that Mevlana Cultural Centre is beautiful and clean.
- It has been stressed that air conditioning is insufficient and people must be warned about take their phones to silent, not to take photos with flash on etc. and not to disturb whirling dervishes and visitors.

6.5.4. Sems-i Tebrizi Shrine and Mosque

Sems-i Tebrizi Shrine and Mosque, which has been voted 4+ over 5 in TripAdvisor by the visitors has the fourth place after Mevlana Museum, Sille Village, Whirling Dervish Shows and users have made

323 reviews about Sems-i Tebrizi Shrine and Mosque at total. Sems-i Tebrizi Shrine and Mosque has been voted as perfect by 209 people and it has 67 very good and 39 normal votes and 3 bad votes and 5 terrible votes. When the review comments are investigated for the Sems-i Tebrizi Shrine and Mosque, most used words for the comments are “impressive, energy, restoration, sun of science, beautiful, simple, peaceful, indifference (www.tripadvisor.com.tr).

The main issues that are expressed many times in different comments about Sems-i Tebrizi Shrine and Mosque are:

- Even though it is five minute distance to the Mevlana Museum, it is not as intense as Mevlana Museum and it has been stressed that the most important reason for that is lack of advertisement.
- It is closed to visitors for a long time due to restoration.
- While it has been stressed that environmental planning is beautiful, it has been pointed that beggars and refuges nearby are making visitors uncomfortable.
- The parking area where the tomb and mosque is located is neglected and polluted.
- It has been stressed that as a most important deficiency is the lack of direction signs to access Sems-i Tebrizi Shrine and Mosque.

6.5.5. Aziziye Mosque

The mosque built with cut Godene stone is one of the most beautiful examples of Ottoman architecture in the last period. Since the mosque was built by Sheikh Ahmed between 1671-1676 years, the present mosque was rebuilt in 1867 on behalf of Pertevniyal Valide Sultan, the mother of Sultan Abdülaziz. The mosque, built in the style of the Turkish Baroque, whose windows are larger than the doors, draws attention to two minarets with fountains on the two ends of the last congregation place with six domes and covered with spacious domes (Konya İl Kültür ve Turizm Müdürlüğü: 2015).

Aziziye Mosque, which has been voted 4+ over 5 in TripAdvisor by the visitors, has the fifth place after Mevlana Museum, Sille Village, Whirling Dervish Shows, Sems-i Tebrizi Shrine and Mosque and users have made 223 reviews about Aziziye Mosque at total. While the Aziziye Mosque has been voted perfect by 173 people, 44 people has voted very good and 6 people voted normal. There is no bad or terrible vote for Aziziye Mosque. When the review comments are investigated for the Aziziye Mosque, most used words for the comments are “masterwork, impressive, Ottoman, architecture, perfect” (www.tripadvisor.com.tr).

The main issues that are expressed many times in different comments about Aziziye Mosque are:

- It has been stressed that architecture of the Aziziye Mosque is perfect and also spacious.
- While it has been stressed that environmental planning is good it has been pointed that the only problem is the lack of parking lots.
- There are shops around the mosque where you can find all kinds of products.

CONCLUSION

Over the last three years since 2016, the number of comments made about Konya has almost tripled. Despite this increase, there has not been a significant change in the content of the evaluations regarding tourism values.

As a result of the research made, even though Mevlana Museum takes good notes from the visitors, lack of parking lots, being overcrowded especially at weekends and employees working at the museum are not cheerful, lack of toilets, inadequacy of air conditioning due to being overcrowded at weekends and beggars around the museum are the prominent negativities of the museum. For the Sille Village, lack of direction signs, inadequacy of souvenir shops, having too much cafeterias and employees being not cheerful are the prominent negativities of the Village. Having long speeches before the Whirling Dervish shows, inadequacy of the air conditioning and not giving enough consciousness raising before the shows are the prominent negativities of Whirling Dervish Shows. Not having enough direction

signs and beggars around the Sems-i Tebrizi Shrine and Mosque are the prominent negativities of it. Lack of parking lots is being considered as a deficiency by the visitors at the Aziziye Mosque.

It is foreseen that if there would be a regulation for the entries at the weekends because of it being overcrowded at the Mevlana Museum, that would increase the visitors' satisfaction levels. If the research object at this project, Konya's 5 prominent destinations' deficiencies would be solved, it would increase the visitors' satisfaction levels and it would contribute the destination's image positively.

In order to achieve the desired and targeted success of Konya tourism based on Mevlana value, it is necessary to prepare a tourism action plan with a holistic approach including other values. In this way, developing tourism on the basis of a single value and axis will be diversified and the desired goals and incomes will be achieved.

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CHAPTER 7:

**CAREER EXPECTATION IN GASTRONOMY AND
CULINARY ARTS**

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INTRODUCTION

In its shortest definition, gastronomy is defined as “the science and art of eating good food”. There is no etymological or historical and cultural point of view in this definition. There is a simple definition focused solely on the consumption of food. Gastronomy does not mean to eat and drink something haphazardly just to survive. It is a comprehensive subject that focuses on people and aesthetics and has a meaning far beyond what is consumed at the moment of consumption (Oney, 2016: 194). Career; progress in a chosen profession and as a result earn more money, take responsibility, gain respectability and prestige. The concept of career is associated with business life in terms of meaning. This process is also valid for a housewife, mother, father and community leaders. They also develop over time in a career in the sense of knowledge, experience, mastery, and education they gain or will gain. In general, a career is a lifelong endeavour (Celik and Simsek, 2013: 193).

The general purpose of this research, to measure the career expectations of the undergraduate students in Gastronomy and Culinary Arts at the universities in the Turkish Republic of Northern Cyprus and whether there is a statistically significant difference between students' career expectations in terms of demographic characteristics or not. And also The research has been conducted to answer the question of whether the Gastronomy and Culinary Arts students in the Turkish Republic of Northern Cyprus have high career expectations or not.

In the food and beverage sector, the need for qualified personnel equipped with sufficient training in the field is increasing day by day. In parallel with this need, it is observed that there has been an increase in the number of departments providing training in gastronomy and culinary arts. With great hopes, to reveal the career expectation of the students will play an important role on students' motivation and career plans. From this point of view, it has been thought that the results of this research will benefit both the managers of the educational institutions to review their teaching plans and the sector representatives in the process of creating human resources policies.

7.1. Gastronomy and Education

Gastronomy is defined in dictionaries as an art and/or science of good/delicate eating. Also, gastronomy is defined as “the reflexive cooking, preparation, presentation, and eating of food” (Santich, 2004: 15-16). Gastronomy; It is the comprehensive knowledge that is provided in all matters concerning human nutrition. However, gastronomy can be defined as an art of life that enhances the pleasure of eating and drinking and has the knowledge and skills of food, beverage, and selection (Comer, 2016: 120).

Education and training of the employees are crucial to get sustainability in the industry. This is exactly true in the gastronomy sector as the skills, education, and talent are vital for the provision of food production. (Ekincek et al., 2017: 25). The universities that provide gastronomy and culinary arts education aim to provide

qualified graduates by meeting this need (Sarioglan, 2014: 261). Therefore today's chefs must have an array of skills and to be knowledgeable in the area of food science, food technology, food consumption and application which are classified under the field of gastronomy in responding to the industry needs (Zahari, 2009: 69). The primary goal of the departments of gastronomy and culinary arts in the faculties of tourism is to train and educate students in kitchen management, restaurant management, cafe-bar management, and food and beverage management. Further, these departments aim to train qualified personnel and executive chefs, who are endowed with knowledge and skills which they display in the international arena, and who are specialized in national and international cuisine culture. Moreover, postgraduate programs have a critical role in training more successful managers in the future (Ekincek et al., 2017: 26).

“National Training School of Cookery” opened in London, in 1883 “L'École Professionnelle de Cuisine et des Sciences Alimentaires” opened in 1883 in Paris and “Le Cordon Bleu” opened in Paris in 1895 are one of the pioneers of formal cookery education. In France, non-formal and formal education in the field of cookery was only given at the undergraduate level with the opening of the Hotel-Restaurant Management and Culinary Arts School in 1990. In the USA, the first culinary arts school was opened in 1946 under the name of "Restaurant Institute of Connecticut", in 1951 the name was changed to "Culinary Institute of America. In the 1970s, the positions of chefs in the US changed from local to professional. Due to the

many technological developments in the food and beverage sector, it has become compulsory for the cooks to receive a better education to meet the needs of the sector. The first Master's program on gastronomy education was opened in Boston in the 1990s. The Ph.D. program at the University of New York has become one of the leading educational institutions in this field (Yıldız and Aslan, 2019: 1126).

7.2. Career

Career word has come from French the word “carrier”. The word means a " motorway" in the Provençal language spoken in the south of France. This word in French; occupation, diplomatic career, the stages that need to be overcome in a profession, the chosen direction in life is used in terms. This concept, which began to be studied in the 1970s, has recently become a frequently used word in business literature. A career is a person's step-by-step and continuous progress in any business field over the years, gaining experience and skills (Tanhan, 2017: 70).

In the early 1960s, sociologist Harold Wilensky defined a career as "a succession of related jobs, arranged in a hierarchy of prestige, through which persons move in an ordered sequence (Arthur and Rousseau, 1996: 135). Generally, we can define a career as follows. Career; It is a concept based on the expression of the success graphs of employees, their progress in business-related positions and the climbing of the organizational steps (Bayraktaroglu, 2008: 247).

Career takes on a significant role in the structuring of working life in that it links material wellbeing with application and effort, with qualifications and their achievement, with planned progression and with land-marks in what might be described in terms of a professional development agenda (Hopfl and Atkinson, 2000: 131).

7.2.1. Career Management

Career management can be briefly described as an ongoing process in which an individual gathers relevant information about himself or herself and the world of work, develops an accurate picture of his or her talents, interest, values, and preferred lifestyle (Greenhaus, 2010: 12). Organizations need to keep their career aspirations high for their employees to realize their careers. Career motivation consists of three elements: career flexibility, career understanding, and career identity. Career flexibility is the degree to which employees struggle with the problems they face in business life. Career understanding is a concept that compares how well acquainted with the subjects such as interests, weaknesses, strengths, and abilities of employees and how their career goals are integrated. Career identity is the degree to which employees define their values according to their work. Organizations encouraging personal development, focusing on success and creating career opportunities and informing employees about these opportunities lead to an increase in employee motivation and productivity (Çetin and Ozcan, 2014: 120).

Career management objectives are to provide the qualified personnel that the organization will need in the future, to meet the happiness, satisfaction, expectations of employees, to strengthen the communication and bond between the employee and the organization, to learn the personal career expectations of employees who do not comply with them and to ensure compliance with the objectives of the organization to ensure justice such as creating a sense. Also, the increase in employee productivity and performance increases the performance within the organization (Saruhan and Yildiz, 2014: 411).

Career management has some benefits for both organizations and individuals. The organizational benefits of career management;

- Stocking the skills and current objectives of employees for the use of the company.
- To better define the future human resource needs.
- To accelerate the flow of information within the organization.
- Facilitate organizational change to better understand change at the micro-level or at the individual level.
- Foresee better and different stages of development for the expertise and different professions within the company.
- Uncover the unrealistic and hidden expectations of employees.
- To ensure working peace.

The Individual benefits of career management;

- Make possible career choices with prior information.
- To increase the duration of the individual's stay in the organization.
- To enable the individual to know himself/herself with his / her knowledge, skills, interests and aims.
- Get to know the confidence and successive business skills that are needed to achieve different career goals.
- Enlighten suppressed and conflicting career goals and bring consistency.
- To place better career goals in the broad mosaic of life, including workplace, family life, industrial change, and community membership.
- Increasing job satisfaction and life satisfaction (Aytac, 2005: 120-121).

7.3. Career Expectation in Gastronomy

Career expectation can be defined as individuals' beliefs about how their career should be in the future (Perrone et al, 2010: 294). According to social-cognitive theory, expectations play a causal role in shaping behaviour, goals and ways of managing environmental demands in stressful situations, and are related to levels of subjective well-being. Career expectations are the anticipatory psychological contract. The anticipatory psychological contract is defined as individuals' pre-employment beliefs about their future employment,

including promises they want to make to their future employers and inducements they expect to receive in return (Wang, 2013: 43).

A career in gastronomy is an important issue for both the individual and the tourism sector. In terms of the sector, it will be right to mention the importance of gastronomic elements in tourism in recent years and the increasing demand for gastronomic tourism. Therefore, in the field of gastronomy, there is a need for qualified human resources with national and international culinary knowledge and skills to meet the demands and expectations of consumers. With the increase of scientific studies in the field of gastronomy, the science of gastronomy is developing (Ozdemir, 2019: 948).

In the field of gastronomy some studies have been conducted to express the expectation of students for the future career. The overall evaluation of Ozdemir and Onçel (2019) is that the students of the gastronomy and culinary arts department have a positive perception of the profession. In recent years, it is thought that the media and media's great interest in gastronomy can be influenced by the positive professional perception of gastronomy students. In this context survey 389 questionnaires have been obtained from the students who have attended in the department of gastronomy and culinary arts in Turkish Republic of North Cyprus to determine the career expectation for future.

In this study, the main mass of the study consisted of students at the undergraduate education in the field of Gastronomy and Culinary Arts

at universities in the Turkish Republic of Northern Cyprus. In the period of the survey, In Turkish Republic of Northern Cyprus “six” universities that have been identified in the field of gastronomy and culinary arts education (<https://www.osym.gov.tr>: 2019). In this context, a questionnaire was sent to all units in the sampling. The number of questionnaires returned was 389. The survey of career expectation used to obtain data has been adopted from Tuncer (2011). The survey consists of two parts. In the first part of the questionnaire, the scale was used to determine the students' career expectations. This scale is one-dimensional and consists of 15 expressions. Five-point Likert-type scale (1 = Strongly Disagree, 2 = Disagree, 3 = What Agree Neither Disagree, 4 = Agree, 5 = Strongly Agree) was used. Since there are no statements that significantly reduce reliability, no propositions of this scale were cancelled. In the second part of the questionnaire, there are questions to determine the demographic characteristics of the students. To determine the reliability of scale, reliability analysis has been conducted to data and the result of cronbach alpha is 0.756 (Table 1)

Table 1: The Result of Reliability Analysis

Scale	Reliability (α)	Number
Career Expectation	0.756	15

According to the demographic findings of the study Table 2 shows that the sample of the study consisted of 272 (69.9%) males and 117

(30.1%) females. There are a total of 389 students of Gastronomy and Culinary Arts. When the sample of the study was examined at the grade level, 139 (35.7%) are in first grade, 81 (20.8%) are in second grade, 88 (22.6%) are in third grade and 81 (20.8%) are in fourth grade. When analysing the sample of the study as age, 54 students (13.9%) are aged 18 and younger, 189 students (48.6%) between 19-21 years, and 128 people (32.9%) between 22-24, 18 students (4.6%) 25 and over 25 years of age. When the questionnaire questions were analysed, 90 (23.1%) of the respondents answered yes and 299 (76.9%) answered no. Accordingly, the majority of the survey participants have no gastronomy education or training in high school. When participants were asked about their monthly income of family, 26 (6.7%) of the participants have 2500 TL or less, 60 (15.4%) have between 2501-3500 TL, 85 (21.9%) have between 3501-4500 and 77 (19.8%) have between 4501 and 5500, 141 (36.2%) stated that the average income of the family is 5501 and over. The majority of the participants completed the internship program in the field of Gastronomy and Culinary Arts (240 (61.7%)) and most of the participants have no member in the field of Gastronomy and Culinary Arts (288 (74.0%)).

Table 2: The Results of Demographics

Gender (N:389, % 100)			Grade (N:389, % 100)		
	N	%		N	%
Male	272	69.9	1	139	35.7
Female	117	30.1	2	81	20.8
			3	88	22.6
			4	81	20.8
Age (N:389, % 100)			Income of family (N:389, % 100)		
	N	%		N	%
18 and younger	54	13.9	2500 and less TL	26	6.7
19-21	189	48.6	2501-3500 TL	60	15.4
22-24	128	32.9	3501-4500 TL	85	21.9
25 and older	18	4.6	4501-5500 TL	77	19.8
			5501 and more TL	141	36.2
Having Internship in Gastronomy before (N:389, % 100)			Having Gastronomy Education in high school (N:389, % 100)		
	N	%		N	%
Yes	240	61.7	Yes	90	23.1
No	149	38.3	No	299	76.9
Family member in Gastronomy (N:389, % 100)					45.1
	N	%			
Yes	101	26.0			
No	288	74.0			

According to the empirical findings of the study Table 3 shows that majority of the participants have positive thoughts that they would be proud of them after the culinary training. Majority of the participants have not decided to work whether private sector or public sector yet. Majority of the participants would work in an enterprise where they could demonstrate their culinary skills. The majority of the

participants have been considering a career in Gastronomy and Culinary Arts. Most of the participants say that career opportunities in the gastronomy sector are respected in society. Most of the participants have been thinking that they could make a lot of money in the gastronomy sector. Most of the participants have been thinking that they would work with people who would help their career in the future. Most of the participants mention that they could rise in the gastronomy sector. Most of the participants would enjoy working in the gastronomy sector. Most of the participants would offer them a luxurious life. Most of the participants have been thinking that gender would not have a negative effect on business life. Most of the participants mention that they would interfere with their private lives. Most of the participants have thoughts about that they would secure the future of their profession and majority of the participants mention that they would not continue their education in gastronomy as the education in gastronomy in North Cyprus is quality.

Table 3: The Results of Frequency Analysis of Responds.

	Strongly Disagree	Disagree	Both Disagree and Agree	Agree	Strongly Agree
1. I think you will be proud of me after my culinary education.	3.6 %	2.1 %	18.0%	30.3%	46.0%
2. I think it would be better for my career to work in the public sector.	22.9%	15.9%	26.2%	19.3%	15.7%
3. I will work in a business where I can demonstrate my culinary skills.	2.6%	3.3%	10.0%	34.2%	49.9%
4. I think of a career outside the field of gastronomy and culinary arts.	38.3%	22.9%	23.1%	6.7%	9.0%
5. I think working in the kitchen won't bother me in the future.	3.9%	4.9%	24.9%	29.6%	36,8%
6. I think that career opportunities in the gastronomy sector are respected business areas in the society.	4.4%	3.6%	15.4%	35.2%	41.4%
7. I think I can make a lot of money in the gastronomy sector.	2.6%	4.1%	13.9%	41.4%	38.0%
8. I will work with people I think will help my career in the future.	1.3%	2.1%	10.3%	29.6%	56.8%
9. I believe that I can rise in the gastronomy sector.	2.3%	2.1%	10.5%	30.8%	54.2%
10. I think I enjoy working in the gastronomy sector.	2.6%	2.8%	12.9%	29.3%	52.4%
11. My profession will give me a luxurious life.	4.1%	5.9%	25.4%	30.3%	34.2%
12. I think my gender will not have a negative impact on business life.	11.6%	5.9%	17.2%	20.8%	44.5%
13. My profession will not interfere with own private life.	20.6%	14.4%	32.9%	18.0%	14.1%
14. I think my profession will secure my future.	2.8%	5.1%	15.9%	39.8%	36.2%
15. I will continue on because gastronomy training is not enough.	15.7%	11.8%	32.1%	17.5%	22.9%

It is seen in Table 4, the relation between career expectation of gastronomy students and gender, having gastronomy education in high school, having internship before, having family member in

gastronomy sector has been investigated by applying Mann Witney – U compare test to the data set. The results show that, while there is no significant difference between career expectation and gender ($p (0.880) > 0, 05$), having gastronomy education in high school ($p (0.177) > 0, 05$), having internship before ($p (0.679) > 0, 05$), there is significant difference between the career expectation of gastronomy students and having family member in gastronomy sector ($p (0.002) < 0, 05$). When investigating which group has high career expectation from gastronomy sector, the mean rank of analysis says that the students who have family member in gastronomy sector (mean rank: $224.60 > 184.62$) have high career expectation from the gastronomy sector.

Table 4: The Results of Mann Witney-U

Gender	N	Mean Rank	Sum of Ranks	U	Sig.
Male	272	195.56	53193.50	15758.500	0.880
Female	117	193.69	22661.50		
Having gastronomy education in high school	N	Mean Rank	Sum of Ranks	U	Sig.
Yes	90	209.02	18811.50	12193.500	0.177
No	299	190.78	57043.50		
Having internship before	N	Mean Rank	Sum of Ranks	U	Sig.
Yes	240	193.15	46355.00	17435.000	0.679
No	149	197.99	29500.00		
Family member in Gastronomy	N	Mean Rank	Sum of Ranks	U	Sig.
Yes	101	224.60	22685.00	11554.000	0.002
No	288	184.62	53170.00		

Table 5 shows that, the relation between career expectation of gastronomy students and grade of students, age of students, family income, and university has been investigated by applying Kruskal-Wallis compare test to the data set. According to the Kruskal-Wallis results, while there is no significant difference between career expectation and age ($p(0.315) > 0,05$), family income $p(0.539) > 0,05$, university that students have attended ($p(0.435) > 0,05$), there is significant difference between the career expectation of gastronomy students and grade ($p(0.000) < 0,05$). When investigating which group has high career expectation from gastronomy sector, the mean rank of analysis says that the students who have attending first grade (mean rank: 222.27) have high career expectation from the gastronomy sector.

Table 5: The Results of Kruskal-Wallis

Career Expectation	Grade	N	Mean Rank	Chi-Square	Sig.
	1	139	222.27	19.363	0.000
	2	81	197.19		
	3	88	187.57		
	4	81	154.09		
	Age	N	Mean Rank	Chi-Square	Sig.
	18 and younger	24	209.19	3.543	0.315
	19-21	189	201.17		
	22-24	128	182.77		
	25 and older	18	174.61		
	Family income	N	Mean Rank	Chi-Square	Sig.
	2500 and less TL	26	178.79	3.113	0.539
	2501-3500 TL	60	177.61		
	3501-4500 TL	85	207.64		
	4501-5500 TL	77	196.81		
	5501 and more TL	141	196.78		
	University	N	Mean Rank	Chi-Square	Sig.
	EUL	100	196.58	2.728	0.435
	GAU	104	187.73		
	UFU	39	221.49		
EMU	146	192.03			

CONCLUSION

The Gastronomy which is getting more and more popular among the public and students as well has been commonly defined as having knowledge about how to cook for taste, health and art. Recently the department of gastronomy at the universities has been preferred to get a job. Therefore the students tend to choose Gastronomy and Culinary Arts for his / her future career in Turkish Republic of Northern Cyprus.

The chapter of this book focused on career expectation of gastronomy students who are attending to the gastronomy education at the universities. The overall results of this research show that majority of the participants have positive thoughts that they would be proud of them after the culinary training and the majority of the participants have been considering a career in Gastronomy and Culinary Arts. The results support to Ozdemir and Onçel (2019) that the students of the gastronomy and culinary arts department have a positive perception of the profession. And because of the media and media's great interest in gastronomy, most of the participants say that career opportunities in the gastronomy sector are respected in society. On the other hand in the context of the career expectation of students, gastronomy has been seen as safety for the future.

According to the compare analysis, there is significant difference between the career expectation of gastronomy students and having family member in gastronomy sector ($p(0.002) < 0, 05$). When

investigating which group has high career expectation from gastronomy sector, the mean rank of analysis says that the students who have family member in gastronomy sector (mean rank: 224.60>184.62) have high career expectation from the gastronomy sector. The result shows that family has an impact on the career management. In addition to this, there is significant difference between the career expectation of gastronomy students and grade ($p(0.000) < 0, 05$). When investigating which group has high career expectation from gastronomy sector, the mean rank of analysis says that the students who have attending first grade (mean rank: 222.27) have high career expectation from the gastronomy sector. It shows that first grade students are more excited and have more expectation towards to future than the others.

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CHAPTER 8:

**BIRDWATCHING IN TITREYENGOL: THE EVALUATION
OF IT AS AN ALTERNATIVE TOURISM TYPE***

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INTRODUCTION

The invaluable contribution of tourism to the economies of all countries in the world is increasing day by day. These countries' share of the world tourism pie depends on the variety of touristic products they can present in the market (UNWTO, 2013). In addition to the sand-sea-sun trio that drives mass tourism today, the natural areas, cultural values and historical sites of the countries will be brought to the forefront and by this means tourism will be able to carry out throughout the year rather than seasonally. However, while these areas and values are being used, it is notable to instil protection awareness to all of the stakeholders and to hand them down to future generations (Jenkins, 1995).

Technological developments, the improvement of working conditions, the increase in per capita income level and the concentration of the industry in large residential areas have caused individuals to get interested in different types of tourism rather than mass tourism and their trips to natural areas have considerably increased (Safak, 2003). In recent years, trips to natural areas and outdoor recreation activities have constituted the fastest growing part of the world tourism industry (Anatolia, 2006). Bird watching and bird ringing activities that we can consider with in this context have become both an indispensable item for nature lovers and an alternative tourism branch with increasing potential and importance in recent years (UNEP, 2006).

Titreyengol is located within Antalya, which is the most important tourism centre of Turkey. The lake is approximately 4 km away from Side tourism destination. Although Titreyengol is one of the most important wetlands which is home to a great number of bird species in Turkey, it has been remaining in an idle situation for years. In this study, the promotions of the ornithological richness of Titreyengol and the evaluation of it within the scope of alternative tourism have been aimed.

The lake is definitely located in 78 km south-east of Antalya, within the boundaries of Manavgat and 3 km south of the town centre. Titreyengol, which was formed as a natural lake and connected to the sea in its first formation, has great value in terms of natural life and ecological system of the region and its contribution to the regional economy. In the region, a total of 121 different bird species were found in the bird watching and ringing studies conducted, although not regularly, between 2002 and 2006. Despite this wealth, the region has not been subject to any kind of ornithological studies since 2006 and has been abandoned to its fate. Especially in recent years, construction and tourism activities have been posing dangers for the ecological diversity of this region. In this study, the studies found in the literature have been tried to put forward the importance of the region in terms of ecological tourism potential.

8.1. Tourism and Environment

Tourism developed during the twentieth century, and by the time we reached to the twenty-first century, mass tourism activities were no longer able to meet all the tourist demands on their own. The inevitable changes in the demands of tourists and intense demand differences have brought about the high need for new touristic alternatives. The development of living standards and social rights, the rise of income in individual sense; due to the factors such as urbanization, stress and distress brought about by business life; in our present day, people have begun to make different preferences instead of tourism activities including sea, sand and sun which are compressed into summer periods (Oztürk and Yazıcıoğlu, 2002).

In order to ensure the sustainability of the tourism sector and to solve the seasonality problem, tourism activities should be levelly distributed both in terms of seasons and regions. Within this framework, diversification of tourism activities, in other words, creation of alternative tourism types is extremely important (Lordkipanidze et al., 2005).

As it is known, alternative tourism is seen as a policy in order to reduce the negative effects of mass tourism and to protect the environment, to emphasize quality rather than quantity and to attract high income groups to the country and to extend tourism to both different regions and 12 months. What's more; it has also been tried to

be developed. In addition, alternative tourism is defined as soft touristic activities (Hacıoğlu and Avcıkurt, 2011).

Smith and Eadington (1992) defined alternative tourism as tourist activities as compatible with natural, social and public values and in which both participants and local people interact in harmony. Alternative tourism was born as a reaction to mass tourism and it is known as “green tourism, rural tourism and ecotourism (Tekeli, 2001).

Another name for alternative tourism is special interest tourism. Special interest tourism is the leisure activities of individuals or groups related to their special interests and preferences. However, two essential elements are required for any leisure activity to be called special interest tourism. The first of these elements needs to have a special interest in the leisure time, and the latter is that this leisure activity must become a commercial activity, in other words, it must become a market for the tourism industry (Trauer, 2006).

Alternative tourism has emerged due to the reasons such as the decrease of tourism resources and deterioration of their qualities, the emergence of sustainable tourism understanding, the development of the understanding concerning the spread of tourism to the whole year, consumers’ getting bored of classical mass tourism facilities (sea, sun, sand), the creation of holiday opportunities that appeal to different tastes and excitement for consumers, and the changes in the expectations of people in terms of holiday and tourism understandings (Hacıoğlu and Avcıkurt, 2008).

In terms of its types, the most common market segments of alternative tourism include nature-based tourism, wildlife tourism, adventure tourism, bicycle tour, water skiing, sports tourism and special interest tourism. Bird watching can also be considered within special interest tourism (Trauer 2006).

As for the Turkish Ministry of Culture and Tourism and the General Directorate of Investment and Enterprises; they classify alternative tourism types under as a total of 15 different types as river tourism, hunting tourism, mountaineering, golf tourism, air sports, faith tourism, silk road tourism, winter sports tourism, congress tourism, bird watching, cave tourism, health-thermal tourism, underwater diving tourism, yacht tourism and plateau tourism (YİGM, 2018).

8.2. Bird Watching (Ornithology) Tourism

In recent years, the classical tourism understanding has been going out of the trio; sea, sun and sand; and there is an increasing demand for other types of tourism activities. Together with the rapid development of the tourism sector, the relation between tourism and environment has started to gain much more importance.

International Eco-tourism Organization defines eco-tourism as ‘responsible trips to natural areas where the environment is protected and the economic level of local people is developed’ (Honey, 1999). According to another definition, eco-tourism is an activity that provides sustainable income and promotes the protection and conservation of natural areas with a low-impact (environmentally and

socially). Besides, it requires low-investment and it is locally internalised. Both bird watching and bird ringing activities are considered within this context (Boo, 1990; Goodwin, 1996; King and Stewart, 1996; Isaacs, 2000).

In Turkey, the studies to identify the bird species and significant regions in terms of those species began in 1800s. The first notable information about Anatolian bird species is found in Danford's (1880) study. There are a number of places. Turkey also has a number of natural regions with natural beauties on the migration routes of migratory birds that can be evaluated in terms of alternative tourism. These areas remain in an idle situation. These regions will appeal to different tourist masses provided they are made attractive for alternative tourism diversity (Safak, 2003).

Bird watching, in western world, has recently become the most common outdoor recreation activity that does not harm the nature (Weaver and Lawton, 2002; Çakıcı and Harman, 2006). Throughout the period starting from 1970s the number of bird watchers has considerably increased (Kerlinger and Brett 1995). Bird watching is defined as the activity of observing and defining birds in their natural habitats (Sekercioglu, 2002). Bird watching is an observation sport that allows people to recognize nature from the world of birds as it includes physical activities as well as observing and defining birds in their natural habitats. Birdwatchers are one of the most important sources of eco-tourism income since they constitute an important part

of the eco-tourist group who are educated and with high-income (Sekercioglu, 2002).

The increase in the number of birdwatchers and travels related to bird watching activities has led to an increase in the effects of bird watching. Therefore; bird watching has been attracting the attention of environmental organizations, local authorities and the national press (Scott and Thipgen 2003). When birdwatchers travel to different areas or stay in th areas they travel, bird watching becomes a commercial activity and a market for the tourism industry (Smith, 1996). Birdwatchers are also one of the richest sources of eco-tourism income, as they constitute the largest group of educated eco-tourists that have high-incomes (Ceballos-Lascurain 1996; Cordell and Herbert, 2002). Thanks to the enthusiasm of the birdwatchers and the resources they invest in this activity, bird watching is developing rapidly, constituting an environmentally conscious part of eco-tourism and providing hope for many threatened natural areas all over the world (Cordell and Herbert, 2002).

Bird watching is an observation sport that allows us to recognize nature from the world of birds. Turkey is quite rich in terms of bird diversity. The number of all bird species found in Europe is equal to the total number of bird species in Turkey. The main reason of Turkey's being rich in bird species is the result of its having rich wetlands and its presence on the migration routes of birds.

Bird watching, since it is developing rapidly in recent years in the whole world, is rapidly spreading in Turkey as parallel to this, as well (www.yigm.ktb.gov.tr). Migratory birds prefer the narrowest and shortest points in order to cross large water bodies while determining their migration routes. The shortest terrestrial connectivity of birds that they follow on the migration path crosses Turkey. For this reason, migratory birds, which have to cross large water bodies, prefer the narrowest spots. They prefer lower passages while gliding over high mountains (www.trdergisi.com).

8.3. Important Bird Areas (IBA) Project

Birds live in a great number of different areas throughout their lives. Therefore, it is highly impossible for these areas to be effectively protected. Within the scope of the important Bird Areas Project (IBA) approach it is aimed to identify these areas, to protect them, to manage them well, to prevent the destruction of birds and their biodiversity and to contribute to these areas with the purpose of identifying important wetlands. IBA is a project initiated by the International Birds Protection Council in 1989 and has been carried out in many countries around the world since then (www.birdlife.org). And in Turkey, it has been carried out under the coordinatorship of the Association of Natural Life Protection. The Association of Natural Life Protection started the necessary studies for the Turkey section at the start of IBA project from the beginning and the IBA booklet was published in 1997. Today, the association, which is still conducting

new evaluation studies, continues monitoring activities on the other hand (www.yigm.ktb.gov.tr).

Turkey's Important Bird Areas Project actually began in 1990. Through this project, the determination of important areas for birds in Turkey, the protection of these areas with effective public awareness, lobbying activities and campaigns and continuously monitoring the developments in these areas is intended and it is aimed to elicit new IBAs, as well (www.yigm.ktb.gov.tr).

The areas in which bird watching activities are carried out in Turkey are as follows;

- Meriç Basin, İgneada Forests, Manyas, Uluabat and İznik Lakes in the Marmara Region,
- Kizilirmak Delta, Kelkit Valley, Sarikum Desert, Eastern Black Sea and Ilgaz Mountains in the Black Sea Region,
- Gediz and Büyük Menderes Deltas, Marmara and Bafa Lakes in the Aegean Region,
- Seyhan, Ceyhan and Goksu Deltas, Amanos, Bolkar and Bey mountains, Tuzla Lake, Yumurtalık Lagoon, Sorgun Forest and Titreyengol District in the Mediterranean Region,
- Saltlake, Aksehir, Eber, Kula, Seyfe, Sultanreeds and Palas Lakes in the Central Anatolia Region,
- Munzur Mountains, Bulanik and Malazgirt Plains and Arın, Erçek and Crusader Lakes in the Eastern Anatolia Region,
- Southern Euphrates Valley and Birecik Steppes in the South-eastern Anatolia Region (www.trdergisi.com).

8.4. Bird Ringing

Bird ringing is a process that follows bird migrations and changes in bird numbers by capturing birds with very thin nets that do not harm them, and attaching lightweight, stainless, aluminium rings to the legs of birds, each of which is with a unique number and has the qualification of identity card. Ringing process can be described as; capturing birds by trained researchers who are licensed to ring and release them after recording the necessary information. A fixed address specific to the countries and a different code number for each individual are written on the rings. The code number allows individual recognition of birds, and addresses provide ringing information for a ringed bird that is recaptured or found dead. Ringing is the most accurate method for illuminating migration routes, wintering and breeding areas, migration calendar, migration strategies and population dynamics. Bird ringing makes it possible to determine the actual population sizes of some species, such as *Acrocephalus* sp. (reeds), where real numbers are difficult to understand through observation, bird ringing also allows determination of captured birds' age, gender, level of lipoidosis as well as weight by performing various morphometric measurements and it is also possible to conduct research on accommodation ecology, migration strategy of birds. Information on breeding, wintering and accommodation areas of species builds up scientific background in the protection of areas which have critical importance in the migration routes of birds. The

Turkish National Ringing Program (UHP) coordinates the bird ringing project in Turkey (<http://ornitolojiarmer.omu.edu.tr>).

Although Turkey has a very important migration route for many bird species, regular and comprehensive bird ringing have not been carried out in Turkey until 2002. Between 1950 and 2000, short-term and irregular studies were carried out in various regions, especially the Kızılırmak, Goksu and Çukurova deltas. Initiatives for a national-level ringing program were initiated by the Bird Research Association (KAD) in May 2001 and, in collaboration with METU Department of Biology, auditions were carried out at METU campus. In March 2002, the National Ringing Program (UHP) was started in March 2002 with the cooperation protocol signed between the Directorate General of Nature Conservation and National Parks (DKGM), METU Biology Department and KAD (www.milliparklar.gov.tr). After the ringing at METU campus within the scope of UHP, ringing activities started in Samsun Red-river Delta in 2003 and have survived under the body of Ondokuz Mayıs University. In the following period, the scope of the UHP with new stations and such work-slots expanded, and many universities and non-governmental organizations were gathered under the umbrella of UHP. International feedback has been reported to the European Ringing Association (EURING) since 2005 (www.milliparklar.gov.tr). With the Directive No. 2014/4 issued by our Ministry of Forestry and Water Affairs, it is aimed to carry out the ringing and branding of birds in Turkey to certain standards, to prevent studies that threaten the safety of birds and to carry out these

studies under the coordination of the General Directorate. With this directive, the National Ringing Commission was established in Turkey and the necessary issues related to the establishment of ringing licenses and ringing stations were regulated. Within the scope of the ringing works, the Directorate General of Nature Conservation and National Parks carries out tasks related to the regulation of basic ringing training, supply to the public, and management of feedback from ringed birds, establishment permits of ringing stations, solutions to problems and provision of their needs, and the creation of annual reports on ringed birds (www.milliparklar.gov.tr).

8.5. Bird Ringing Activities in Titreyengol

Manavgat, which has a strong tourism potential with its natural beauties and historical and cultural riches, is a major tourist destination that has made its name mentioned at the international level as well as tourism in the country and region. Although no exact date has been given regarding the date of the founding of Manavgat, the ancient cities of Side (Selimiye Village) and Selge (Altinkaya Village) within its borders were built in the 6th century BC. They are thought to have been founded in the 19th century.

Manavgat is the largest district in Antalya province with a surface area of 2283 km². With a population of more than 220,000 and a bed capacity of around 250,000, it is the district with the most bed capacity in Turkey. It is a large tourist destination that hosts an average of 4.5 million tourists annually and provides \$4 billion in

tourism revenues. Tourism is the most important source of income in the district as a natural outcome of the region. Manavgat offers opportunities suitable for alternative tourism in terms of sustainable tourism due to its geographical location. It has very rich natural properties for rivers, forests, lakes, mountains, mountains, plains especially football, trekking, orienteering, bird-watching - bird ringing, canyoning, road biking and especially mountain biking (Matso, 2018 and Manavgat, 2018).

Titreyengol is a tourist centre located within the borders of Antalya/Manavgat district and 2.5 km south of the district centre. The region is named after Titreyengol Lake in it. The lake is located west side of the Manavgat River, where it flows into the sea. The lake, which is a small wetland formed as a result of the bed change of the Manavgat River, has been connected to the sea before, but this connection has disappeared over time. Titreyengol, which is between the Mediterranean Sea and Manavgat River, is 390 meters away from the river and 200 meters close to the sea. The lake, which is connected to the Manavgat River with a canal, has no connection with the sea. However, water is pumped from the sea to the lake to prevent the formation of algae at regular intervals and to maintain the form of bitter water. The depth of the lake is decreasing day by day due to the wet clay formation at the bottom. It is surrounded by hotels to the east, west and south by the north highway of Manavgat. The area of the lake is 2 hectares wide and the surrounding of lake is 8.7 hectares wide (Erdogan and Deval, 2010).

Titreyengol and its immediate surroundings are registered in the name of the Treasury of Turkish Republic and it is a public property. The lake and its environs together with the Sorgun forest were declared as a tourism area with the approval of 06.12.1983 and no. 4849 and transferred to the ministry of tourism (Erdogan and Deval, 2010).

Titreyengol is within the scope of 2872 environmental law definition no. 2872 which is ‘ natural or artificial continuous or transient waters which are stagnant or current, sweet, bitter or salty as a result of the withdrawal of the tidal movements of seas ,with the depths not exceeding 6 meters, that are important as a habitat for all living things, especially water birds, marshes, reeds and peats and wetlands from the shore-side line of these areas to the land side ecologically "Erdogan and Deval, 2010).

It has 32 tourist facilities and a capacity of 25,000 beds around Titreyengol-Sorgun forests. Approximately 90% of these facilities remain open during the summer period (six months) and only 10% can operate for twelve months. Increasing alternative tourism activities for sustainable tourism and for 12 months of activities of facilities is of great importance for winter tourism.

As a result of the bird folk exchange and research conducted by The Mediterranean University since 2002, it has been determined that Titreyengol and its environs are an important destination and shelter for migratory birds. From 2002 to 2010, unregulated bird ringing was

conducted in the region. During this period, it was visited as an observation centre by bird enthusiasts.

Titreyengol is the only place where migratory birds can stay and feed themselves after crossing the Mediterranean basin in March and September every year. However, since no scientific research has been conducted on the subject in the region for many years, migratory birds have been unconsciously hunted by the local people.

The Mediterranean Sea is an important barrier in the migration journey of migratory species. During the spring migration movement, after crossing this barrier and during the autumn migration movement before crossing the Mediterranean, Titreyengol region is an important resting and accommodation area. The rich and varied habitats of the Sorgun forests, especially the reed areas, in and around the lake, make it possible for many bird species to be visited here, both during breeding periods and during migration periods. As a result of the studies carried out in and around Titreyengol, 175 bird species were identified in the region (Erdogan and Deval, 2010).

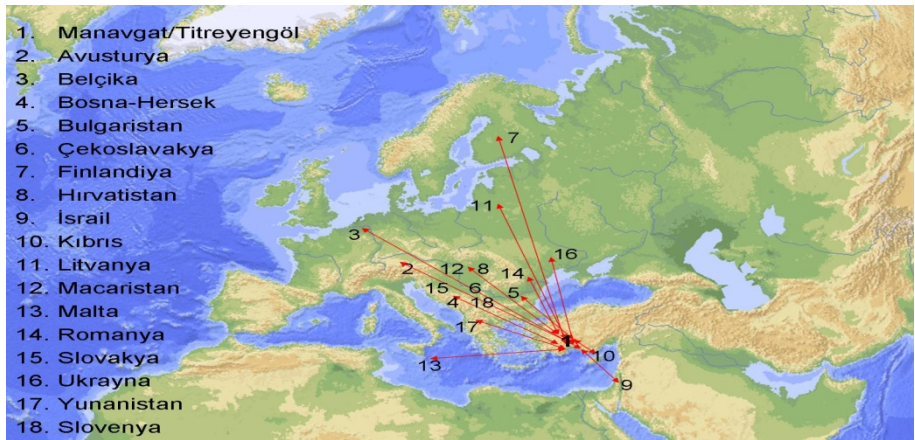
Figure 1: The Distribution of Birds in Turkey and Antalya



Source: Erdogan and Deval, 2010

In the Titreyengol/Manavgat Bird ringing study conducted by Akdeniz University between 2002 and 2007, 55,411 birds from 121 bird species were ringed with rings coded as 'Turkey' and many foreign bird watchers volunteered in the study. Within the scope of this study, 36 bird species ringed in Titreyengol were captured for the first time in 18 different countries and 71 birds that were ringed in 18 different countries were captured again in Titreyengol for the first time.

Figure 2: The Countries in which the Birds Ringed in Titreyengol Bird Ringing Study are recaptured



Source: Erdogan and Deval, 2010

According to the results of the study, it is understood that the bird populations of eastern and central Europe particularly migrated through Western Anatolia and the Western Mediterranean. Therefore, information about how long the ringed bird species migrated, how far the bird flew, and the average natural life span were obtained. Ringing efforts have been providing important information about a region's bird fauna (Erdogan and Deval, 2010).

Table 1: Number of Species and Individuals Ringed in Titreyengol Bird Ringing Study in Terms of Migration Periods

Periods	Number of Species	Number of Individuals
2002 Spring	77	12,241
2003 Spring	88	13,339
2004 Spring	104	17,539
2005 Spring	64	666
2005 autumn	79	5,472
2006 autumn	82	6,154
Total	121	55,411

CONCLUSION

Due to socio-economic developments in the world, as in every field, significant changes are observed in the tourism industry. Instead of unlimited growing, standardized, moulded tourism products and services, the trend towards tourism species that are more sensitive to nature and environment is increasing. It is seen that tourism industry actors and destinations must adapt to this situation in order to remain competitive (Beijing, 2011).

Titreyengol and its environs are an important station because it is a feeding and shelter area of many bird species that migrate over the coast and sea. For birds that barely cross and want to cross the Mediterranean barrier, Titreyengol and its environs are of vital

importance to migratory birds, as there are no stations of this feature in the immediate vicinity.

For this reason, the establishment of a bird watching and bird ringing station here will contribute to the formation of awareness on people participating in or visiting for protecting species in addition to obtaining scientific data. On the other hand, because the region is a tourism region, it will allow many bird watchers to participate voluntarily in ringing activities within the scope of ornito-tourism and thus attract bird watchers to the region.

The number of people in the world who are interested in bird watching and bird-folk activities is quite high. For example, according to 2001 data, approximately 47 million people in the U.S., as of 2010, approximately 20 thousand in China, 15 million in the UK and 61 thousand in the Netherlands were found to participate in bird watching activities (U.S. Fish and Wildlife Service, 2018; Ma, Cheng, Wang and Fu, 2013; CBI, 2017). In Turkey, the interest in bird watching is growing rapidly. In this context, the fact that it has a capacity of about four thousand beds in Titreyengol region and 95% of these facilities are closed in winter further increases the importance of alternative tourism activities for the region.

Bird watchers and ringers are generally educated people with good level of income and who want to know birds natural habitat and the activities of these people have low environmental impacts, so bird watching and bird ringing activities are very promising branch of eco-

tourism. Compared to other eco-tourism varieties, bird watching and bird ringing, providing the most economic contribution to the local population, educating local people about the value of biodiversity, and successfully preserving natural areas and has the most potential for the encouragement of local people for protection. In particular, the governments of developing countries, national and international non-governmental organizations and companies engaged in bird watching and bird ringing tourism should prioritize bird watching and bird ringing, promotion and training. Due to the fact that bird watching and bird ringing is an activity that can generate income from nature conservation and promotion of natural areas,, these organizations believe that bird watching and bird ringing contribute more to rural people, these organizations should make an intensive effort to ensure that bird watching and bird ringing contribute more to rural people and local associations.. Titreyengol has a unique potential for tourism diversity due to the fact that migratory birds frequent them twice a year. Highlighting the potential of the region, increasing its awareness and making it a high brand of the region with this feature will be an important example in terms of tourism diversity and prolonging the tourism season.

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CHAPTER 9:

**THE IMPORTANCE OF HUMAN RESOURCES
MANAGEMENT IN TOURISM ENTERPRISES**

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INTRODUCTION

Nowadays, competitive advantage has started to gain value and importance in business life with the acceleration of change. In such an environment, the success of the enterprises by achieving their goals and achieving their goals depends only on the qualified human resources they have and their level of retention. Because, in today's management approach, it is understood that human beings are seen as only a production input and it is understood that man is a living part of enterprises and if he is not good, he will not be successful in his enterprises. Therefore, human resources management has an important place in the enterprises.

Although human resources are very important in the success of enterprises in all sectors, they are in a much more important position especially in the service sector such as tourism enterprises. Because the enterprises in the tourism sector such as travel, accommodation, food and beverage, transportation, recreation and animation, health tourism, congresses, fairs and events are labour intensive, most of the labour force is in direct relationship with the customers. Therefore, customer satisfaction is closely related to the service provided by the workforce to the customers. Today looking many hotels, tour companies, restaurants and airlines which are proven their successful, it is seen that investment in labour force is the basis of their success. In this context, in an environment where the workforce gains so much importance for success, tourism enterprises need to attach great importance to human resource management practices dealing with

processes such as employee selection, training, placement in an appropriate job, performance management, career management, wage management, occupational health and safety.

9.1. Description and Objectives of Human Resources Management

Human resources management has been effective all over the world especially since the last quarter of the 20th century and has been the subject of many studies. Especially with the effect of globalization and technological innovations, the competition which has been accelerating gradually has changed the business structures and the way of doing business and consequently necessitated to look at human resources management from a different perspective. Because the classical personnel practices could not meet the current expectations of the employees and it is shifted “personnel management”, which characterizes people as machinery, from the “human resources management” approach, which defines the workforce as a strategic resource in the competitive market. Thus, by attracting talented people to businesses, it is important to keep the talented workforce in hand (Findıkcı, 2009: 12; Cetin vd., 2014: 1).

Although the foundations of the concept of human resources management go back to ancient times, it is possible to come across different definitions within the framework of many disciplines from academia to business world. Some of these definitions are as follows:

- It is the art of gaining, developing and protecting a superior workforce in a way that will fulfil the objectives of the organization and ensure efficiency (Bingol, 1997: 16).
- Human resources management is the management of all activities carried out to gain, develop and maintain high performance workforce within an organization (Barutcugil, 2004: 32).
- Human resources management is the management of activities undertaken to ensure the satisfaction, motivation, development and high performance of the employees in order to achieve the strategic goals and targets of the organizations (Dolgun, 2007: 2).
- Human resources management is a discipline that includes policy making, planning, organizing, directing and supervising activities related to the provision, employment and development of the necessary human resources in order to provide competitive advantages in the organization (Saldamlı, 2008: 240).
- Human resource management is the process of acquiring, training, appraising and compensating employees, and of attending to their labour relations, health and safety, and fairness concerns (Dessler, 2013: 4).
- Human resource management (HRM) is the managerial utilisation of the efforts, knowledge, capabilities and committed behaviours which people contribute to an authoritatively co-ordinated human enterprise as part of an employment exchange

(or more temporary contractual arrangement) to carry out work tasks in a way which enables the enterprise to continue into the future (Armstrong and Taylor, 2014: 5).

- Human resources management is an organizational function in which human resources needs are evaluated, eliminated, the necessary working environment is provided for the realization of the objectives of the organization and contributes to increase productivity (Gemlik vd., 2016: 146).

Based on the definitions and explanations mentioned above, it is concluded that the concept is based on two basic philosophies. These are primarily the efficient use of manpower or employees in line with the objectives of the enterprise, and the other is to meet the needs of employees to ensure their development (Aldemir, Ataol and Budak, 2004: 38). In other words, human resources management is both a management style that meets the needs and objectives of the employee and a management approach that meets the needs and objectives of the business. It therefore acts to meet the expectations of both parties. From this point of view, it can be said that human resources management has performed its role of protecting and prioritizing both the enterprise and the employee by leaving the managerial role in personnel management (Kocak, 2015: 50).

Other objectives of human resources management, whose main purpose is to increase the creative contribution of employees to the organization with the understanding of moral and social responsibility

and to realize the strategic goals of the organization, are as follows (İmadoglu, 2016: 10-11):

- To meet the needs and expectations of employees to provide professional development with the training given,
- To maximize employee contribution to the business by enabling employees to transfer their knowledge, skills and abilities to work with will and desire, and to use them rationally,
- Improving the quality of business life,
- To assist in business ethics and social responsibility issues,
- Establishing change management that takes into account the mutual interests of individuals, groups, businesses and society,
- Determining the shortage of employees, selecting or hiring them in line with the human resources policy, evaluating those who are not suitable for the job by performing different tests and interviews,
- Ensuring that the recruited employees are provided with training, placement and adaptation in order to ensure that the job is properly performed before starting the job,
- Ensuring the solution of economic and social problems such as the arrangement of collective agreements, wages, working hours, severance pay, in constant dialogue with trade unions,
- To provide health services, improvement of working conditions, adjustment of holiday opportunities, taking precautions for occupational accidents and work safety, implementation of various services, techniques and methods such as providing

accommodation, transportation and communication facilities, and providing consultancy to managers.

9.2. Historical Development of Human Resources Management

Historical development of human resources management was influenced by important historical developments such as the Industrial Revolution, World Wars, trade union activities, development of the state's motivation for protectionism, globalization of companies and increasing global competition (Gürüz and Yaylacı 2009: 32).

The first studies on human resources management were carried out under the name of personnel management. This has been extensively assessed for nearly 50-60 years to express competencies related to various practices, training, management and orientation of staff. Because the personnel management process is carried out through the technical activities of the organization, it has been seen as any capital that organizational staff need to be supervised and managed (Berk, 2017: 8). However, due to the reasons mentioned above that emerged after the Industrial Revolution, the position and job description of personnel management within the enterprise has changed. Although this change varies according to countries, owing to the competitive environment brought about by globalization and information communication technologies, personnel management has become differentiated since 1980s and became human resources management (Koçak, 2015: 55).

The most important difference between the terms of human resources management and personnel management is that it is aimed to ensure the satisfaction of the personnel management by considering the employees as if they are internal customers while keeping the management of the employees more important in the foreground (Sabuncuoglu, 2013: 7). In addition to this important difference, the differences between personnel management and human resources management are shown in the table below:

Factor	Personnel Management	Human Resource Management
Time and planning perspective	Short term, reactive, ad hoc, marginal	Long term, proactive, strategic, integrated
Psychological contract	Compliance	Commitment
Employee relations perspective	Pluralist, collective, low trust	Unitarist, individual, high trust
Preferred structure/system	Bureaucratic/mechanistic, centralized, formal/defined roles	Organic, devolved, flexible roles
Roles	Specialized/professional	Largely integrated into line management
Evaluation	Cost minimization	Maximum utilization (human asset accounting)

Source: Rotich, 2015: 64.

9.3. Basic Principles of Human Resources Management

The principles of human resources management are those which aim to avoid confusion in the working life and to guide the necessary units for the purposes (Dolgun, 2007: 20). For this reason, by applying these principles, businesses try to protect the business and make

human resources feel safe. Also these principles may differ according to the structures and objectives of the organizations.

9.3.1. Equality Principle

The concept of equality, which is a generally valid principle of law, refers to an identity-based situation in which all people are created equal, resembling each other, resembling each other and having the same rights as each other (Kaya, 2007: 1). The difference between employees in organizations such as language, religion, race, gender, political thought and philosophical belief is not determinant. This principle ensuring equality of opportunity in the areas of hiring and progress in business and includes the absence of other criteria other than the knowledge, skills, technical equipment, personality and skills of the employee (Koc and Topaloglu, 2012: 258).

9.3.2. Satisfactoriness Principle

This principle is also called the merit principle. The merit principle is defined as the power to successfully complete a job. In this context, the principle of satisfactoriness means merit over success. The implementation of an effective and efficient employee system is considered (Karta, 2018: 28). Within the framework of the merit system, the promotions within the organization should be related to the individual success levels, and personal rights such as wages and premiums should be regulated according to the quality of the work and performance (Taslak and Kara, 2014: 283).

9.3.3. Privacy Principle

It is within the scope of the principle of confidentiality to present the information that covers the duties of the units or departments within a business by being limited. Information such as personal information, evaluations about them, disciplinary penalties, registration files should be kept confidential as well as performance evaluation results and salary slips of personnel should be kept confidential. It is important that such information and files provide reference and contribution for the employee throughout his or her working life and provide evidence in a possible situation (Coban, 2016: 43).

9.3.4. Openness Principle

The success of human resources policy largely depends on this principle. The contribution and support of the employee can be adopted only with the principle of openness from the process of determining the policy that can be formed to the implementation process and after the implementation. Therefore, all managers and employees should be informed about the policy to be implemented. The application of the principle of openness is mostly through written information or verbal explanations. In addition, the information provided must be precise, complete and accurate (Sabuncuoglu, 2013: 22).

9.3.5. Career Principle

Looking at the career principle “the role of human resources management is not limited to hiring people with the necessary knowledge, skills and abilities. At the same time, it is necessary to keep these people in the organization. In order to achieve this, appropriate working and promotion opportunities should be provided for the employees. When talented people are given the opportunity to pursue a career in the organization, it is possible to keep them constantly in the organization and increase efficiency (Cetin vd., 2017: 17).

9.3.6. Productivity Principle

Increasing efficiency is achieved by reducing the quantity and costs of the inputs used in production, and increasing the output of goods and services as a result of the production activity. In terms of labour productivity, it is aimed to obtain maximum output with minimum number of labour force. Businesses with productive and qualified human resources achieve success. From this point of view, the principle of labour productivity means to maintain the highest working speed achieved by making maximum use of the intellectual and physical potential of the employee (Sabuncuoglu, 2013: 19).

9.3.7. Respect for People Principle

Human resources are the most valuable asset since human resources are central to human resources management. Therefore, it is necessary

to be extremely sensitive about respecting people starting from recruitment. Respect for human beings must be taken into consideration in all stages from interviewing with candidates to registration during recruitment, from registration to evaluation, from training activities to promotion exams (Gültekin and Altuntop, 2014).

9.3.8. Neutrality Principle

It aims to protect political appointments. In terms of their attitudes towards subordinates, it is one of the important situations that managers behave impartially in the public sector. Some prohibitions and restrictions have been imposed in areas such as the participation of political parties in the public sector and participation in election campaigns (Taslak ve Kara, 2014: 285-286).

9.3.9. Scientific Principle

The principle of scientificness refers to the direction of human resources activities in the light of scientific data and studies. Taking advantage of the guidance of science will play a very useful role for human resources managers in understanding what will be successful, which practices will have negative consequences, what has been tried, and which applications may be more appropriate for their organization (Gulteкин ve Altuntop, 2014).

9.4. Functions of Human Resources Management

Human resources management functions are used to increase employees' performance and innovation capacity with the participation of employees in organizational decision-making process, offering employees more advantageous training and career opportunities, reducing employer conflicts, developing more rational performance appraisal and reward systems. The common purpose of these functions is to prepare the employee for work and to organize all kinds of development, change and motivating requests related to the job. An employee prepared in this way will have a great contribution to the business. In this context, it is seen that human resources consist of the following function in order to ensure the effective and efficient human resources. These;

- Business Analysis
- Human Resources Planning
- Human Resources Procurement and Selection
- Human Resources Training and Development
- Performance Evaluation
- Career Management and Planning
- Compensation Management
- Job Security and Health

When evaluated within the framework of human resources objectives, besides the activities mentioned above such as planning, selection, recruitment, motivation, training and development, payroll, social security, carrying out activities that increase organizational

commitment, providing organizational communication, restructuring, formation of a healthy corporate climate, "we" until the formation of the feeling covers many applications (Fındıkç1, 2009: 13). Since the above mentioned functions have important results for human resources, these functions are explained in detail below.

9.4.1. Business Analysis

Job analysis is the procedure through which you determine the duties of the positions and the characteristics of the people to hire for them. Job analysis produces information for writing job descriptions (a list of what the job entails) and job (or person) specifications (what kind of people to hire for the job). As a result of work analysis studies; what the job is, the duties and responsibilities of the employee, what mental and physical characteristics it should have, what machinery, tools, equipment and business assistance do we need (Dessler, 2013: 102).

In order to select a good staff, it is important to first determine the work of the employees. For this purpose, firstly, the work performed individually or collectively by the employees should be examined in detail. This process, called Job Analysis, is a scientific study that investigates the characteristics, subtleties, requirements and working conditions of a job in various ways, and a job analysis needs to be designed to meet all these needs (Çelikten, 2005: 128).

9.4.2. Human Resources Planning

Planning is the determination of the objectives and the activities necessary to achieve these objectives. Planning is deciding what to do in advance. Human resources planning is to provide the people who will work in the enterprise in terms of quality and quantity in a certain order. (Bingol, 2014: 196). The purpose of human resources planning is to ensure that the business has the right number of employees at the right time, in the right place (Burack and Mathys, 2001: 22).

Proper functioning of human resource planning function prevents future shortage of personnel in terms of quality and quantity. With short and long term workforce planning, it helps to determine the labour resources needed for the development of the enterprise by obtaining some findings and data beforehand and foresees how to find solutions for the new personnel need that will arise when development and growth is achieved (Sabuncuoglu and Tokol, 2013: 308-309).

9.4.3. Human Resources Procurement and Selection

Human resources procurement and selection is the activity of researching and attracting candidates with the knowledge, skills, talent and motivation required to fill the shortage of employees resulting from human resource planning (Dinç 2015: 55). This function is the process of human resources management defined as identifying, attracting, hiring and maintaining the continuity of persons with the knowledge, skills and skills to fulfill their current and future responsibilities (Dyck ve Neubert 2009: 360).

Within the framework of human resources procurement, two different methods are used by enterprises: internal resources or external resources (Fındıkçı, 2009: 171). The internal procurement method can be announced by the human resources department in-house as well as by the promotion or rotation method. On the other hand, outsourcing method is used to provide labour force from various sources by sending information about the labour needed. These resources can be listed as companies, announcements and announcements, spontaneous candidate application pool, current employee reference, private and official employment agencies or internship applications (Acar, 2013: 120-126). After the human resources procurement phase, the recruitment phase begins. At this stage, the most appropriate candidate is tried to be selected from the pool of candidates created during the procurement process (Okakın and Sakar, 2015: 44).

9.4.4. Human Resources Training and Development

Beginning with the orientation of new employees, talent management and development includes different types of training. Orientation is the first step towards helping a new employee to adjust himself with the new job and the employer. It is a method to acquaint new employees with particular aspects of their new job, including pay and benefit programmes, working hours and company rules and expectations. Training and Development programs provide useful means of assuring that the employees are capable of performing their jobs at acceptable levels and also more than that (Gidhwani, 2015:

24). The importance of education in human resources can be summarized as follows (Tortop et al., 2007: 137-138):

- Increases work efficiency,
- Employee morale rises,
- Control and reduced work accidents,
- Continuity and harmony is ensured in the business organization.

9.4.5. Performance Evaluation

Performance appraisal is the review of all aspects of employees' work, activities, deficiencies, qualifications and redundancy as a whole (Bayraktaroglu, 2015: 215). At the end of this process, a general content is determined by planning the training need and which of the development activities will be performed and the development needs are clearly defined. Thus, deficiencies of human resources are identified and training activities are organized to eliminate these deficiencies (Pehlivan, 2008: 173).

Methods such as graphical grading method, compulsory selection method, comparison method, critical event method, 360 degree grading method and team-based performance appraisal are among the performance evaluation methods. For the performance evaluation process to be successful the evaluation criteria must be adopted by the employees and objective criteria such as the mentioned performance methods should be used.

9.4.6. Career Management and Planning

Career is a specialization in any field of business where a person can work for years. Career management is defined as making plans for business life. The career management process consists of identifying potential candidates, identifying development needs, implementing the development program and monitoring the results (Yarımkaya, 2011: 38-39).

Career planning is the determination of the individual's expectations and goals for his/her career in accordance with the appropriate opportunities available in the organization (Ivancevich, 2010). Some methods are used in career planning process. These are seminars, courses, and personal development books, career planning consultancy organizations, magazines and books prepared according to the culture of the business.

9.4.7. Wages Management

In the process of an enterprise, organizational objectives such as increasing profitability and ensuring the continuity of the enterprise are realized; on the other hand, there are some individual objectives. One of the most important individual goals is the salary that the employee receives for his contributions to the company (Sahin, 2010: 138). In this context, wage management is the creation of a fair system of wages to be paid by human resources to employees in return for their labour.

Principles such as equality, balanced wage, seniority wage, integrity, objectivity, impartiality, flexibility and openness are the necessary principles for proper and effective wage management.

9.4.8. Job Health and Safety

Occupational health and safety is the science dealing with the elimination or reduction of health problems and occupational risks to which workers are exposed due to physical environmental conditions in the workplace (<http://isg.hitit.edu.tr/>, 2019). Human resources management should ensure the health and safety of workers and ensure the human behaviour required to create a safe working environment. In addition, human resources management should examine the situations that may cause occupational accidents and occupational diseases and carry out studies to eliminate these causes.

As a result of ensuring the occupational health and safety of the employees, the reduction of labour losses, ensuring the peace of work, increasing the productivity will be ensured and material and moral damages caused by occupational accidents and occupational diseases will be minimized (Yüksel, 2007: 235-237).

9.5. The Importance of Human Resources Management in Tourism Enterprises

Businesses should be able to attract people, keep them in the organization and ensure that employees do the right job to work efficiently. In the past, this factor was thought to be an inexhaustible

resource, always dependent on the market economy and always readily available (Çakınberk, vd., 2011: 253). However, conditions changed over time and new developments are encountered in the globalized business life. With the development of technology, structural changes in labour supply, increased competition, developments in management approaches, the importance given to human resources has increased gradually (Akbaba and Günlü, 2011: 200). Especially in tourism enterprises which are a labour intensive sector, the importance of labour force is more than other sectors. Because in tourism enterprises there is a direct relationship between employee and customer and so the main element of success is accepted as human resources or labour force.

Although tourism enterprises carry more or less similar characteristics with the enterprises in their sector, they are successful and differentiated with their service quality. At this point, two important dimensions of the perceived service quality of the customer come to the fore in terms of tourism enterprises. The first is satisfaction with the services and products provided, and the second is how employees provide these services and products (Chapman and Lovell, 2006). Employees should be well aware of what is offered to the customer and the attitude and behaviour appropriate to the nature of the presentation should be displayed during the service. Human resources come into play at this point. In this context, human resources management first enables the right employees to work in the right departments and in the right jobs then directs employees to provide

the best service to customers, doing business with pleasure, development, health, safety and communication. In addition to these functions, human resources management monitors whether employees are employed in other important functions such as on-the-job and non-job training, performance appraisal, and job enrichment.

The effective management of human resources in tourism enterprises will provide various benefits to both employees-businesses and work. These benefits are as follows (Yılmaz, 2010: 21; Ozgenç, 2012: 32-33):

Employee Benefits

- The equivalent of labor force is determined equitably.
- They are more specialized in their jobs as they provide employees with training and development opportunities.
- Contributes to peace and peace in the workplace.
- Employees have the right to express themselves and participate in decisions.
- Employee rights are guaranteed.
- Enhances communication among employees in the workplace.
- Increases cooperation and solidarity among employees.

Business Benefits

- Provides institutional mechanisms for solving problems in the workplace.
- It provides the creation of a decent work environment.
- Improves performance and efficiency in the workplace.

- The rate of labor turnover and absenteeism decreases.
- The quality of workers increases as they receive better training.
- Attracts more qualified workforce to the workplace.
- Errors in the workplace are reduced, service quality and profits increase.

Work Benefits

- Business shows continuous improvement.
- New methods improve the quality of work and reduce problems.
- Losses caused by work accidents are reduced.

RESULT

Due to the constantly changing needs and needs of the people and the expectations of higher quality services, tourism companies have to adapt to these changing consumer demands and needs in the fastest way. The sustainability of tourism enterprises that are in service sector depends to a large extent on their success in satisfying the customer. In this context, the main factor that determines the difference in competition among tourism enterprises in attracting more customers is the service provided. The element that will provide this service is the labour force in that enterprise. Therefore, it is very difficult for the enterprise to reach its goals with an unsatisfied, low-motivated workforce in tourism enterprises that provide one-to-one service to customers through employees. In this respect, achieving success and creating competitive advantage in tourism enterprises depends on hiring, satisfying their job and focusing on success.

The way to make human resources effective in tourism enterprises is only through a successful human resource management process. As a matter of fact, in the light of the evaluations made in recent years, it has been observed that tourism enterprises performing comprehensive human resource management activities perform high. Because both income and expense are generated by the labour force in tourism enterprises. Good management of this workforce is one of the basic elements that determine and affect productivity and profitability. Namely the success of tourism enterprises depends on effective human resources management. While tourism enterprises that are able to achieve this are more preferred and have more customer portfolio, those who fail to do so face the danger of extinction.

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CHAPTER 10:
NEW QUESTS IN TOURISM: SPECIAL INTEREST TOURISM

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INTRODUCTION

Globalisation and technological developments affect human attitudes and expectations in many fields of life. The help of easy access to information might assist people about being aware of developments occurring not only in their environments but also in many parts of the world. This situation also has opened the way to global awareness. Thus, individuals have started to exhibit expectations which are beyond usual production and consumption habits.

In the light of technological developments, opportunities for transportation and infrastructure have increased in a dazzling manner. This situation has provided significant communications resources that develop the interaction among people by shortening distances. Individuals who may travel to farther regions with more economic opportunities have begun to wonder different cultures and formations and to visit related destinations.

The concept of classical tourism refers to recreation and entertainment activities that mostly include the package of sea- sun-sand and are done in leisure time out of work. In consequence of these developments mentioned here, the concept of classical tourism has become differentiated and extended its scope. It has turned into a form that can meet demands of individuals who want to have more innovative and special experiences because of increasing awareness.

Meeting the expectations of individuals relating to tourism within a cultural framework is managed by segmenting it into different

subtypes. Determination of these subtitles is shaped in accordance with demands and expectations of tourists who are the most important actors and ultimate consumers. In this regard, the diversity emerging in the scope of tourism, and special interests and tendencies of tourists leading to this diversity will be investigated in this chapter. The types of special interest tourism which has become popular recently will be tried to be explained briefly.

10.1. The Conceptual Framework of Tourism

Spending leisure time away from routine business and residential environment by visiting different places is an activity dating back to very early times. This mobility, which was generally performed by just visiting relatives living in places far away in the past, has gained a different meaning through increasing economic and technological opportunities.

Basically, tourism expresses travels of individuals to regions away from environments where they always reside for a period less than one year to spend their leisure time, for business and other purposes. Those travels which are not done with the purpose of earning money directly but with the purpose of attending activities related to business such as conferences, trade fairs and exhibitions are also included in tourism (Study Guide, 2011: 2).

Tourism is an experience, which is socially, ecologically and politically important. The most significant factor in the formation of tourism experience is the presence of elements having tourist

attraction. The most significant factors of attraction of regions are tangible and intangible cultural values (Ozgünes and Bozok, 2018: 40). These values are at the top among the preference priorities of tourists.

In this context, it is important for destinations to protect their attractions by developing their tourism potentials. It is difficult for regions which do not possess tangible historical or physical tourist attraction elements to receive a share in tourism with a classical point of view. These regions may create tourism potential by using their intangible values effectively though. Sustainability of tourism sector might be provided through new tourism trends including different values out of the form of classical tourism by this means.

10.2. New Trends in Tourism

Along with differentiating consumption habits, expectations of tourists from tourism activities have begun to diversify. Today, tourists who had a more passive role in tourism activities in the past set out with the expectation of more interaction and experiences. Mass tourism has showed a regression tendency as a result of some industrial and social effects which emerged after the Second World War. Similarly, holiday and tourism packages including sea-sun-sand trinity have begun to be preferred less as a result of technological and economic developments (Study Guide, 2011: 2.). People have been in search of new activities instead of classical tourism activities. The mind-set which is based on having rest by moving away from environments where people

usually live has begun to give its place to different activities including more interaction and experiences (Canbolat et al, 2016: 83).

Tourism is an umbrella of activities containing various tendencies and having a wide range (Rittichainuwat, 2018: 3). In the past, tourism activities were one-way and limited because of many reasons such as lack of economic opportunities, limited transportation offerings and lack of technological infrastructure; however, increasing possibilities in many respects have enabled tourism to diversify today.

Easy access of individuals through global interactions has played a significant role in the change of static tourism mind-set. Tourists have begun to prefer experiential activities instead of tourism activities in which they used to be passive participants. The opportunity for self-actualization and self-development through sensory experiments makes the cost of participating touristic activities acceptable for tourists. Tourists have the opportunity both to develop their special interests and to explore new areas via new tourism formations (Akinci and Kasalak, 2016: 166, Trauer, 2004. 4).

The increase in awareness and differentiating expectations of tourists has revealed special tourism interest areas which are described as micro markets. Special tourism interest areas are increasing their popularity every passing day by the commercial and economic effect that they have created (Istanbulu Dinçer et al.,2018: 83). Local regions which cannot receive a share from classical tourism have begun to attract tourists by the help of new tourism types and special

interests. In this way, both economic mobility and regional marketing can be achieved. New tourism types providing positive effects in many respects are also important in terms of satisfaction of tourists. Tourist satisfaction is an important factor in terms of tourism activities and sustainability of destinations. Consequently, it is likely to say that micro areas in tourism which occur as a result of diversity mindset and efforts of self-actualization are highly important for the future of tourism.

10.3. Special Interest Tourism

Before explaining special interest tourism, it is necessary to explain the effect of “special interest” concept on tourism. Special interest is an important motivation factor in terms of tourism (Hannich, 2008: 49). Tourism activities are done when tourists who are the privileged actors are affected by attraction elements of a region and motivated to travel. Regional attraction elements are generally expressed as tangible and intangible cultural heritage and natural environment. The factor of motivation is mostly related to the personalities of tourists and their expectations from tourism activities. The factor of special interest becomes significant at this point.

Special interest tourism has begun developing following the technological improvements and globalization movements around the world after 1980s. Particularly, it expresses the application areas including a topic (theme) or an activity and tourism activities gathering people who are interested in these areas. (Asan and Yalçın,

2018: 632, Goktas et al., 2017:108). Besides it can be defined as entertaining and educational travels for personal interests. With its most common definition, special interest tourism can be explained as having entertainment and recreational experiences which are specialized for the benefit of individuals or groups (Rittichainuwat, 2018: 8).

Special interest tourism, which is a leisure time activity, has two significant elements. The first of them is having special interest or curiosity about the activity being performed. The second one is that special interest activity is considered as a market economically in tourism and gains a commercial qualification. (Cakici and Harman, 2006: 161, Trauer, 2004: 4-5). There are many recreation activities to be done to make use of the leisure time. However, all of these activities are not included in the scope of special interest. The activities included in special interest tourism must be developed in the framework of curiosity or abilities of individuals in particular. Activities that are decided by freewill are considered within recreation. In addition, the presence of special interest in these activities places this issue into the framework of special interest tourism. Gaining the status of a micro market which attracts people who are interested in similar topics by providing commercial and economic mobility is significant for these activities. Another significant factor which differentiates interests from hobbies is the economic value that it has gained.

Since special interest tourism is an activity which is developing in the direction of special interests and curiosity of individuals, it can often be confused with alternative tourism. It is not possible to distinguish between these two concepts with certain boundaries. However, special interest tourism under the title of alternative tourism represents partial tourism types including touristic experiences in which personal expectations are met. In other words, special interest tourism is the set of specific tourism types which focus on details and personal values which are the subject of alternative tourism. In addition, it expresses alternative tourism types which are more sensitive to the environment and provide competition advantages (Meydan Uygur and Baykan, 2007: 44, Ulucecen, 2011: 45-46). Special interest tourism might remove season boundaries in tourism activities such as alternative tourism types. In addition, it is possible for tourists traveling within the scope of special interest tourism to spend more during tourism activities. Similarly, it is likely that tourist might stay longer in destinations. Besides, it is possible to say that participants of special interest tourism travel more frequently (Mckercher and Chan, 2005: 21). Realization of these conditions varies according to the area of special interest tourism. Consequently, it is possible to state that this is the mobility that special interest tourism provides for tourism sector.

10.4. Types of Special Interest Tourism

As it is understood from its definition, special interest tourism represents micro tourism areas having a commercial characteristic. It can be described as tourism activities which attract attention of some

parties and create sufficient demand. It is also expressed that tourists give particular importance to special interest areas in determining their holiday route and preferences (Gursay and Gunes, 2014: 204). When it is considered from this perspective, it is not possible to divide it into classical classifications as in general tourism and many sub-branches of tourism because special interest areas and destinations which are small sized but are able to reach only a mass of people that provide a commercial characteristic may exist within the framework of this tourism. Dynamic factors such as current events, trends and fashion may lead to the occurrence of new special tourism areas. Thus, an activity whose existence is not known may appear as special interest tourism suddenly.

Beyond all of these uncertainties, there are some stereotyped special interest tourism areas. For instance, Dark tourism refers to special interest travels which emerge as a result of individuals' curiosity about places where darkest events such as natural disasters or genocide have been experienced (Rittichainuwat, 2018: 3). Similarly, climbing and camping activities emerge as special interest tourism by forming a different special interest area (Hannich, 2008: 49). Travels which are done as a result of curiosity caused by a film watched or a literary work read can be explained as literary tourism which is a type of special interest tourism (Busby et al., 2003: 288-289). Areas of specific ecological interest such as interest in natural factors, environmental activities or birdwatching are expressed within special interest tourism as well (Cakici and Harman, 2006: 161).

Special interest tourism may include a wide range of various and featured areas within alternative tourism. Therefore, it is not possible to classify it with certain titles by categorizing in a particular way. However, if a general frame is supposed to be drawn, it can be demonstrated as follows:

Table 1: Special Interest Tourism Areas and Types

Natural Environment-Based Special Interest Tourism Types		<ul style="list-style-type: none"> • Rural Tourism • Farm Tourism • Flatland Tourism • Green Tourism • Hunting Tourism • Botanical Tourism • Winter Tourism • Wildlife tourism etc.
Cultural Values-Based Special Interest Tourism Types	Intangible Cultural Values-Based Special Interest Tourism	<ul style="list-style-type: none"> • Ethnic Tourism, • Gastronomy Tourism, • Urban Tourism, • Handcraft, • Wine Tourism, • Dark Tourism
	Tangible Cultural Values-Based Special Interest Tourism	<ul style="list-style-type: none"> • Heritage Tourism • Arts Tourism, • Literature Tourism • Lycian Way Tourism • Silk Route Tourism • Festival Tourism, etc.
Special Interest Tourism Types Related to Hobbies and Personal Abilities		<ul style="list-style-type: none"> • Sports Tourism • Recreational Tourism • Bird Watching • Mountaineering(climbing) tourism • Rafting tourism, • Golf tourism, • Ice Diving, • Camping Tourism etc. • Cruise Tourism, • Glamping (luxurious camping) • Space Tourism etc.
Other Types of Special Interest Tourism	Learning and Education Based Special Interest Tourism Types	<ul style="list-style-type: none"> • Yoga, • Spa, • Health Tourism, • Language courses etc.
	Beliefs and Values Based Special Interest Tourism Types	<ul style="list-style-type: none"> • Mosques, • Churches, • Shrines, • Sacred Space etc.

Source: Compiled from the studies of Ulucecen, 2011: 73

Study Guide, 2011: 5-10, Cakici and Harman, Busby et al, Rittichainuwat, Goktas et al., Gil and Curiel, 2008, Gucluturk Baran and Ozogul, 2018: 41, Asan, 2018: 72, Akkus and Akkus, 2016, Ergüven et al., 2015.

Special interest tourism types based on nature are tourism activities which merely develop on natural foundations. It is likely to increase the number and areas of interest in this respect. Cultural values based special interest tourism refers to curiosity and interest related to values that represent cultural history of a region. Gastronomy tourism, wine tourism, handcrafts and cultural motives which have become popular recently can be exemplified for intangible cultural values. Similarly, ruins of historical structures and elements of natural environment are the examples of tangible cultural heritage. Special interest tourism which is related to hobbies and personal abilities includes activities in which personal abilities, curiosity and interest come into prominence. Special interest tourism which is based on learning and education has begun to become widespread with issues such as on-site learning of techniques which have recently become popular as alternative medical care. Beliefs and sacred values-based special interest tourism refers to tourism activities including visits to mosques, churches and sacred areas or places.

Special interest tourism is the whole of tourism activities having a wide range, appealing to people from all classes and creating opportunity for tourism in each season (Yamak, 22, docs.neu.edu.tr). It is not possible to state what type of special tourism a tourist belongs

to with certain boundaries. This situation varies according to the direction and purpose of an interest. For instance, a person who is interested in eating may participate in gastronomy tours with hobby purpose. However, a person who wonders cultural origins and investigates gastronomic values is subject to special interest tourism in terms of intangible cultural values. A person who prefers the field of food as profession and travels for attending various trainings about world cuisines exhibits a gastronomic activity based on education and learning. As it can be understood from the example, it is not possible to express specific interest tourism and tourists with certain classifications. However, the tourism trends created and economic vividness provided by them are indisputable realities.

CONCLUSIONS

New trends have also occurred in tourism sector along with innovation and developments which have realized in many fields recently. These activities which have emerged as alternative or creative tourism types and extended the scope of classical tourism mobility provide great economic and cultural advantages. Special interest tourism is one of the significant tourism markets directing these new tourism trends.

Special interest tourism has an indispensable importance in providing tourist satisfaction and motivation by solving the problems relating to seasonality and ages and abilities of participants in tourism. Since it offers opportunities in the direction of personal interests and there is no season limitation by its type, this type of tourism is being preferred.

It provides a significant basis in terms of socialisation by gathering individuals having common interests. This might be considered as the main reason of emergence and existence of many small-sized special tourism types which we have frequently heard about recently.

Based on the general literature on special interest tourism it might be stated that participants of special interest tourism satisfy their touristic needs more focused. They also provide themselves enhanced learning and self-development related to special interest areas. Local and host regions have begun to obtain income from tourism mobility and to structure their economic emergence through different types of special interest tourism. They also find the opportunity of transferring and introducing their local cultures properly. When all these consequences are evaluated, it is possible to say that special interest tourism types provide positive economic, social and cultural outcomes. Besides, it is likely to say that it is a type of tourism which must be supported because of its contribution to the sustainability of tourism.

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CHAPTER 11:
CURRENT TRENDS IN TOURISM HIGHER EDUCATION

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INTRODUCTION

Some research results predict that most of the professions (jobs) available today will be disqualified, automated or replaced by robots in an alarming proportion. The majority of professions that are at risk of extinction/losing importance are those that have high repetitions and require low-skill (Mahdawi, 2017). Since the majority of the business areas in the tourism sector consist of routine and unqualified/low qualified works (Baum, 2007), it is only obvious that it will take its share from this prediction in a great extent.

Notwithstanding the risks of disappearance in the future, the swiftly growing tourism sector has created and continues to create numerous types of occupations for many years (Ayres, 2006). In this sense, to overcome this paradoxical problem, an understanding of innovative and collaborative tourism higher education which can adjust to the changing competition conditions and respond to the employment conditions of the sector that has undergone digital transformation in information and communication technologies (Law, Buhalis, & Cobanoglu, 2014) is regarded necessary (Lugosi & Jameson, 2017).

Tourism (higher) education, on the one hand, should interact with the employment and career opportunities of the sector owing to the nature of vocational education, and on the other hand, it has to balance the tripartite structure in the form of individual development, theoretical knowledge, and the applications/skills obliged by the sector (Riley, Ladkin, & Szivas, 2002). Today, debates about the balance of this

tripartite structure are discussed in the context of the human qualifications that individual students should acquire (Caton, 2015; Sheldon, Fesenmaier, & Tribe, 2010) and they are evaluated with version suggestions via new and digital learning methods needed by the sector (Sheldon, Fesenmaier, Woeber, Cooper, & Antonioli, 2008). The debates, therefore, try to solve the contradictions and dilemmas of the neoliberal platform (Harvey, 2007; Harvey, 2014).

Since the developments in the socio-economic local/global environment in tourism higher education are one-to-one factors, the current debates of tourism studies, which have matured as an academic field for more than 40 years (Airey, 2008), can be assessed under the headings: entrepreneurial/innovative/experiential/active learning environments in parallel with the third generation higher education model (Etzkowitz, Webster, Gebhardt, & Cantisano, 2000; Wissema, 2009), internationalization in the sense of being a world-class university (Salmi, 2009), sustainability in the context of proactively observing local economic dynamics within the framework of the fourth generation university model (Lukovics & Zuti, 2015), and finally technology-assisted/digital learning methods by the force of the current era of digital transformation (Reis, Amorim, Melão, & Matos, 2018).

In this part, the recent developments in tourism higher education are conceptually reviewed within the framework of learning methods, teaching technologies, internationalization and digitalization trends, and an overall evaluation is made.

11.1. Tourism Higher Education Subjects Changed

Changing issues in tourism higher education are examined under four titles in the literature. These are collaborative and experiential learning, online education in tourism and blended classes, internationalization-mobility and sustainability. These recent developments are closely related to sector-university relations, digital transformation, being a world-class university and continuous improvement.

11.1.1. Sector and University Relations in Tourism: Collaborative and Practice by doing/Experiential Learning

Especially in vocational training, in many higher education areas, sector/industry-university cooperation has almost become an obligation for ‘transfer & utilization (commercialization) of knowledge’ (Etzkowitz, 2002), and therefore, it has directed higher education institutions into sectoral initiatives and placed the sector/industry at the centre of educational activities. This is why tourism higher education institutions need operational skills, technical training and facilities as well as technical skills and practical experience (Alexander, 2007); tourism students prefer concrete and active learning environments rather than theory (Zagonari, 2009).

In tourism higher education, learning methods by doing/experiencing vary. The most prominent of these methods are cooperative education practices (Eyler, 2009), voluntary internship/on-the-job (field) experiences (Cecil, 2012) and virtual learning (Guttentag, 2010).

That being said, another method of learning by experiencing; the common working areas that act as incubators are ‘makerspace’ applications. These areas offer students the opportunity to explore their own interests as well as to develop innovative and entrepreneurial aspects. This means the development of creative projects with virtual tools (Makerspace for Education, 2017).

As an influential approach in learning by experience, ‘service-learning’ systems have been becoming widespread. The most critical issue in this system is to combine ‘community service’ with professional/academic achievements, to act for social purposes, to gain citizenship awareness and social responsibility. It is of great importance for today's tourism higher education institutions to educate students in this direction beyond vocational education (Cecil, 2012).

Work-integrated learning, another expansion of experiential learning, aims to collaborate with the industry in line with the expectations of the students to increase the employability and retention rates of graduates (Smith & Worsfold, 2013).

The collective aim of all these approaches is to develop tourism students' skills such as critical thinking, effective communication, problem-solving, continuous/lifelong learning, ethical acting, and specialization as well as their professional competencies (Cecil, 2012; Eyler, 2009).

11.1.2. The Paradox of Tourism Higher Education and Digital Transformation: Online Education in Tourism and Blended Classes

Technological transformation in education can be predicated as the adaptation of industry 4.0 applications to higher education in a sense that points to the highest level of integration of technology in education (Puentedura, 2006). Puantedura (2006) delineates technological transformation in four stages:

1. ***Substitution stage:*** At this stage, technology is a substitute for traditional tools without a functional change, as in the case of reading an online text.
2. ***Augmentation phase:*** At this stage, technology directly subrogates traditional tools by providing functional development, such as spell-checking and linked sites.
3. ***Modification stage:*** At this stage, technology makes significant redesigns as in the use of multimedia tools for content creation.
4. ***Redefinition phase:*** At this stage, technology creates unbelievably new jobs as in content management software.

INNOTOUR virtual meeting platform, established in 2009 by the Southern University Tourism, Innovation and Culture Center, is the best known of digital applications where the interactive acquisition of information is supported by online methods on the internet. In this articulated learning system; for tourism students, academics and business circles, unique social media and Web 2.0 technologies are

implemented to tourism education programs and numerous creative tools are utilized for user-generated content for both students and academics (Liburd, Hjalager, & Christensen, 2011).

It should be noted here that digital transformation points to an institutional strategic transformation in higher education systems beyond the last stage of technological transformation. Hence, in tourism higher education, beyond the restricted meaning of using technology in teaching/learning methods, it requires student-centred applications and digital awareness at an institutional level (Brown & Duguid, 1996).

Digital transformation developments (Anastasiades & Kotsidis 2013; Jacobs 2013), which are seen as learning management systems, web-based software and hybrid/blended classes in many higher education institutions, are also seen in tourism higher education. There are, however, some concerns of educators about the fact that online courses in tourism education will reduce and replace the preference of face-to-face learning of students (Lugosi & Jameson, 2017).

On the other hand, although the first open education ‘MOOC’ courses in higher education institutions in the field of tourism were established in 2013, they are continuously increasing, the content of the courses is enriched, thus the attractiveness of online training is grown. However, it is stated that mixed education methods are more appropriate since online courses are deprived of practical education in tourism higher education (Xiao, Qui, & Cheng, 2019).

11.1.3. Essential Nature of Tourism: Internationalization and Mobility

Internationalization in higher education is constituted of comprehensive components with dimensions such as developing corporate strategies, the proportion of foreign students and academic staff, harmonization of course programs with international universities, research and operational support and participation in international networks. These dimensions do not only cover relatively traditional regulations such as student/faculty mobility; it also includes new initiatives such as corporate collaboration, networking and virtual delivery of higher education (Ayoun, Johnson, Vanhyfte, & O'Neill, 2010).

On the other hand, institutions aiming at internationalization usually focus on various initiatives such as providing education in foreign languages or participating in training programs abroad. However, the higher education institution, which encompasses an international curriculum, ensures that all students, including those who do not study abroad, have an international perspective and gain global competence (Peterson & Helms, 2013).

In terms of both digital technology transformation and international cooperation and opportunities to work abroad, 'The Tourism Education Futures Initiative-TEFI' helps reshape tourism education worldwide and provide tourism graduates with five core values of ethics, knowledge, professionalism, stewardship and mutual respect,

and is one of the most auspicious examples in terms of digital transformation and internationalization of higher education in tourism (Sheldon, Fesenmaier, & Tribe, 2010).

11.1.4. Tourism's Sine Qua Non: Tourism Graduates with Sustainability and Human Values

Today, beyond the understanding of raising awareness of many environmental, economic and social problems in tourism higher education, it is also crucial to establish and develop complex, critical, systematic, integrative and multidisciplinary thinking capacity and sustainable mentality among students/graduates (Gretzel, Davis, Bowser, Jiang, & Brown, 2014; Rieckmann, 2011).

In this sense, a curriculum that extends the professional and philosophical skills of university students should also be designed to teach critical and reflective thinkers in an approach that addresses both professional skills and encourages students to behave ethically (Tribe, 2002).

Eventually, researches and syllabuses that care about indigenous subjects and values in tourism higher education will both contribute to the preservation of these values and identities, and help tourism students build empathy by raising their awareness at local and national levels (Higgins-Desboilles, 2007). In such an understanding, education will be reflected in the tourism sector and will thus have concrete and positive results for the economies and socio-cultural structures of the countries.

CONCLUSION

Tourism higher education, like other areas, is in a rapid transformation. This transformation continues in line with the new industrial age (industry 4.0 age) and sectorial aspirations, updating course curricula, restructuring departments/programs, digitizing pedagogical classroom systems, and diversifying learning environments (Bates, 2019; Hsu, 2018).

The tourism higher education system, having shifted from teaching to learning long ago (Barr & Tegg, 1995), is now based on fictions of diversity rather than monotype form on learning platforms (Greenhow, Robelia, & Hughes, 2009), while using flexible technological tools (Schott, 2017) and easily accessible/online structures (Lin & Cantoni, 2018).

At this point, it can be asserted that current and key trends, focused on tourism higher education following the nature of the digital age, are individualized flexibility, student-centeredness, continuous/lifelong learning, participatory cooperation, quality, and sustainability. But beyond all this, in pedagogical and structural innovations in tourism higher education, it should be remembered that the institutional and social policies based on egalitarianism, freedom and labour-based ethics, human and social values should be developed urgently, which will eliminate the devastations incited by the neoliberal socio-economic transformation and exacerbated by the digital transformation.

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