



MAIN THEMES IN TOURISM

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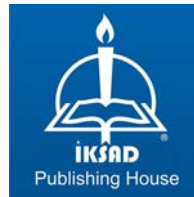
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PREFACE

Technological and industrial developments appear in every phase and field of social life as factors making lives of individuals easier. Many industrial revolutions and technological developments which have occurred from past to present have created different reflections in people's lives. Technical competence and speed which have been acquired in terms of production as a result of industrial revolution have enabled people to obtain products faster and more economically. In addition, it has played a significant role in the development of economy by providing new employment areas. Similarly, technological developments have also positively affected people in many fields such as easy access to information and social awareness. Increasing transportation facilities, developing global network and relationships have accelerated social interactions.

In the light of all of these developments, considerable changes and developments have been experienced in tourism sector as in many sectors. Because of awareness raised in many themes and easy access to information, diversity has increased in tourism as well.

This book has been prepared to clarify the tendencies emerging in recent years and the titles forming a basis for tourism and to investigate the developments in this area. In the chapters included in this study, tourism and its conceptual frame have been discussed primarily. In the further chapters, cultural heritage, which is the basic component of tourism, innovative tourism explaining new approaches

in tourism and gastronomy and recreational tourism, which are the new trends, have been investigated. Besides, sustainability, which is the most delicate issue for the permanence of tourism, economy and environmental values, and concepts of social responsibility and its significance have been discussed within the research.

December 2019

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CHAPTER 1:
TOURISM: CONCEPTUAL FRAMEWORK

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INTRODUCTION

For many people and societies, the term tourism means travels in which they make use of their leisure time (Lockwood and Medlik, 2003: viii). Touristic activities are considered as spending the time by visiting different regions during which people are away from work. When it is considered from this point of view, the aspects of tourism related to entertainment and recreation arise. For people, tourism includes activities which might be expressed in association with entertainment and recreation.

However, tourism has a complex structure and content rather than the time allocated for entertainment and recreation. There are a great number and kinds of establishments that are in service to meet the needs of people traveling in tourism sector. As a result of developing technology and globalisation, awareness of people is present in tourism as in many topics. This situation changes and diversifies expectations of tourists in terms of service. Meeting varying demands is one of the very important factors for the continuity of tourism sector.

In this chapter, multifaceted structure of tourism that is simply called travel is going to be explained thoroughly.

1.1 Definition and Elements of Tourism

Globalisation, technological, political, social and industrial developments are changing definitions of many concepts

academically. Tourism also has a content which differentiates in accordance with the effects of current trends and requirements. However, if we want to make a general definition, it is defined as travels of people to regions out of places where they reside and live, in which they do not aim at earning money and they accommodate for at least 1 night (Kozak et al., 2015: 1-5).

In other words, tourism is an activity that might be performed in local, regional or international framework. It is defined as visits and travels of individuals to a place that is different from the environment and the setting where they always live for a duration which is more than 24 hours, less than 1 year without having the purpose of earning money (Pender, 2005: 4; Jones et al., 2012: 4). The most attention-grabbing detail hereby is that tourism activities take place in regions different from areas where they usually reside and accommodation for at least one night in destinations. These factors are significant in terms of decisiveness of tourism mobility. Those tourism activities, which were done with the purpose of entertainment and recreation in the past, include different purposes and contents and they every passing day affect definitions of tourism. When it is expressed independently of purpose and content, these two characteristics appear as prerequisite factors for tourism.

Tourism, which has occurred economically and does not have a beginning and an end, is a long and important success story. When its origin is considered, it is not possible to bind it to a certain period. In every period of history, there happened temporary regional activities

that occurred with the instinct of curiosity. Travels of many significant people and rulers are encountered in historical records. It is the evidence that tourism existed even in non-modern ages. The origin of tourism of modern history depends on visits performed for religious purpose. Short visits to regions which are significant in terms of religion are one of the bases of tourism (Yeoman, 2008: 11-12; Olsen and Timothy, 2006: 3-4). Tourism, historical origin of which goes back to very early periods, is an activity increasing its efficiency and raising in value every passing day.

Tourism is not a production activity, but a social phenomenon. Direct communication and interaction of individuals (parties supplying and demanding services) are required to actualize tourism. Different production processes are not in question. Once service is produced, it is directly offered to consumers. Therefore, it has a social structure. It is the total expenses that people spend for their travels. Revenue earned through expenses depending on traveling is focused, rather than a certain economic planning and production calculation. Therefore, financial structure of tourism sector comes out in consequence of the total periodical travel expenses. Tourism is not a concrete product. It expresses experiences and processes. During touristic activities, people gain abstract experiences, not a concrete product. Information obtained in regions visited, cultural interactions experienced, experiences (gastronomic, recreative etc.,) are the acquisitions and gains of individuals participating in a tourism activity (Davidson, 2005:29).

Tourism is a social and experiential activity including activities producing services and having labour-intensive characteristics. The importance of tourism and the demand for tourism are increasing day by day in the light of social, economic and technological developments. Expanding purpose and scope of tourism originate different types of tourism. New trends and different tourism types which appear because of modernization of tourism are significant factors enriching tourism and increasing its diversity. (Li and Hu, 2008: 279).

1.2. Sector or Industry, What is Tourism?

In the definition of tourism, it has been previously stated that tourism includes travels of people to regions different from places where they usually reside, lasting for more than one day. Although it looks like a simple travel and activity while expressing, it is a comprehensive issue including many components. Therefore, some of the expressions used to define it might cause discussions. Whether tourism is a sector or an industry is the most significant issue leading to these discussions. Although it does not make a great difference while reading or telling, it causes differences in practice. Therefore, this has become a debatable issue. However, expressing that there is not an apparent definition of tourism is the basic indicator of the fact that tourism possesses a structure which does not have sharp boundaries.

Tourism is in interaction with traditional sectors operating in national economies, but it represents activities having a structure different from

the traditional structured sectors. Tourism activity happens with sources having economic, ecologic, social and cultural aspects. It is expressed as a multifaceted activity because of the intense interaction among sectors. While defining tourism, the expressions of sector or industry are used. However, there is some opposition to this issue. The base of problems encountered in defining tourism as an industry is due to its structural characteristics. When it comes to industry, branches of activity producing physical outputs in economies come to mind. In other words, production functions are expected to end with expected physical outputs. However, there is not a physical output as a consequence of tourism activity. This expectation of physical output underlies in the origin of expressing tourism as a “sector” rather than considering it as an industry (Lickorish and Jenkins, 1997: 1-2)

However, if tourism is expressed considering its supply side, it consists of corporate groups that are established for the purpose of making sales to tourists and serving tourists. According to this point of view, it is not considered as inconvenient to evaluate and designate tourism as an “industry”. Additionally expressing tourism as an industry gives tourism the chance of expressing itself legitimately by means of an attributed value in economic development. The fact that the outputs as a result of tourism activities are not tangible causes tourism not to obtain the necessary value within the economic structure. The expression of “industry” might provide an identity for tourism. In addition, providing analyses by regularly measuring data in industrial areas is significant. Hence, by attributing industry

mission to tourism, it will be possible to record and analyse data properly and to determine its position in economy by comparing it with other industries. It is believed that the expression of industry might contribute to the position of tourism in economy (Davidson, 2005: 26).

Although expressions seem different, tourism is the whole of activities that can be evaluated within the sectoral framework by its structure, but also it deserves industrial significance. In addition to this, it becomes one of the significant fields of economy through service production.

1.3. Types of Tourism

Tourism has gained different contents and frameworks in the light of social developments. Basically, travels having the purpose of entertainment and recreation have begun to appear with different purposes and types as a result of increasing economic opportunities and social awareness. The diversity of tourism types is also called alternative tourism. Alternative tourism can be expressed as tourism mobilities in which leisure time might be spent formatively without spoiling ecological order and which occur with the purpose of protecting nature (Macleod, 2005: 123).

Table 1: Types of Alternative Tourism

Ecotourism	These are responsible travels which are carried out with the purpose of forming necessary consciousness to protect environment and natural areas and to provide their sustainability. It is a type of tourism adopting the principles of sustainable tourism in terms of economic, social and environmental effects of tourism (Cater, 2004:485).
Community-based tourism	It is a type of tourism which develops along with ecotourism and emphasizes that those local communities and people living in rural areas must have a voice in tourism (Arslaner and Erol, 2017: 424).
Cultural Tourism	As a way of exploring memories and history, these are travels to regions which are rich in historical and cultural heritage (Triarchi and Karamanis, 2017:42).
Religious Tourism	It represents travels of individuals who are in spiritual search to regions which are important in terms of religion (Cohen, 2006: 8).
Gastronomy Tourism	Travels to far and different destinations to experience the taste of catchy and delicious food and drinks (Stanley and Stanley, 2015: 3).

Hunting Tourism	It is the tourism activity in which individuals who go hunting as a hobby or as a professional realize hunting within the framework of certain rules (Çelik, 2018: 197).
Space Tourism	Commercial activities which offer participants an experience in space environment (Neagu, 2018:10).
Sport Tourism	A type of tourism which is based on participating in a sporting event as a sportsperson or a spectator on holidays apart from daily life (Yeoman, 2008: 211).
Health Tourism	These are the travels of individuals to a destination away from their usual residence for the purpose of improving their mental and physical health, providing care or treatment (Lunt et al., 2011: 7).
Diaspora Tourism	Travels of individuals, who had to emigrate from their ancestral homelands, to regions where their origin belongs to (Arslaner and Erol, 2017: 428-429).
Yacht Tourism	An economic sector and area in which opportunities such as cruise, travel by yacht and accommodation are offered by bringing many variables and factors (Ilgar, 2019: 595).

Source: Adopted by the author

The types of tourism included in this table are those mobilities which have become popular in recent years and where there has been an increasing demand. Apart from these, it is possible to encounter many forms of niche and mass tourism. The increase in economic opportunities and leisure time has enabled people to follow their interests. This situation has contributed to the development of various forms of travel which are intended for special curiosity and interests. Apart from those included in the table, there are also more forms of tourism having specific characteristics and done by certain mass of people. Adventure tourism, event tourism, rural tourism, botanic tourism, gambling tourism etc., are some of the examples of them.

1.4. Advantages and Disadvantages of Tourism

Tourism is a field including both positive and negative effects because of its multifaceted and interactive structure. When these effects are taken into consideration, there are not certain boundaries as it is in its definition and structure once again. In other words, while a topic related tourism provides benefits, it might have inverse effects from a different standpoint. Therefore, it is not possible to call a factor directly beneficial or detrimental. In this part of the research, useful and harmful sides of tourism will be discussed rather than definite judgements. In addition, what can be done in order to decrease these harms is tried to be explained.

When the effects of tourism are considered, there might be different results from the point of tourists and tourist receiving regions.

However, most of the effects are related to host regions. Tourists want to have beautiful leisure time experiences by bearing certain costs. Receiving the worth of cost that they bear is ideally their greatest expectation. Possible negative things that might be experienced are related to not satisfying these expectations in general. In this position, there might be results such as not going on holiday to the same regions or organisations and making negative images. Offering effective and qualified service is the most meaningful and easiest way to prevent this situation.

Tourism is a mobility which has many positive effects, especially economic effects, on communities. It is likely to earn great income through low cost from tourism sector as it develops within the framework of natural beauties. Tourism also offers new employment opportunities in destinations which are attractive and created as attraction centres. Economies of some regions might depend on tourism directly. Additionally, Supply side of tourism might spend the income they created resulting in multiplier effect and income obtained from tourism and total economic effect may increase eventually (Pender, 2005:8).

When it is considered politically, it might be clearly stated that tourism has positive effects. Especially in recent periods, an increase in international travels has been provided due to globalisation and the increase in transportation possibilities. This situation enables transnational relationships to develop and to get better off when compared to the past. Individual and mass tourism mobilities play a

critical role in providing international peace and understanding environment. However, this situation may differ when economic factors come to light. In other words, tourism mobilities, which are the advantages, may put hosting countries which are economically weaker into the colony position. Organizations in strong economies might try to gain economic superiority and power through investments in regions, which are poorer but have tourist attractions. However, domestic policy may become stronger by providing regional cooperation and integration in tourism activities which happen on national basis (Archer, 2005: 85-86).

On the other hand, it is quite difficult to explain social and cultural effects. There are ideas expressing the possibility of degeneration of local cultures in this respect. On the other hand, it is thought that tourism mobilities contribute to the cross-cultural interaction and introduction of a local culture. Since culture is a local attraction factor, it is the most affected facet by tourism. Accomplishing activities and application in a proportional, temperate and balanced manner determines the direction of this effect. Excessive tourism activities and not attaching importance to cultural values would affect local cultures negatively. On the other hand, a balanced tourism planning and protecting cultural values would enable tourism to create a positive cross-cultural interaction and make various contributions.

Environmental effects may result in consequences not only on a local scale but also on a global scale. Natural environment and historical artifacts are very important in tourism mobility and destination

preference. Allowing visitors exceeding capacity causes great destruction of natural environment. This effect accelerates when tourists and local people are not sensitive enough to this issue (Archer, 2005: 92-93).

When considered in general, the effects of tourism reveal as economic, socio-cultural, political and ecological effects. Its economic effects are mostly evaluated as positive. Political effects, on the other hand, may differ in terms of national and international tourism. Although it plays a critical role in global peace, it might form a basis for economic colonies implicitly. Its socio-cultural effects require attention. Providing an awareness of cultural values constructed on a local and social basis may minimize culturally negative effects of tourism. Ecological effects are mostly negative. Excessive use of natural and environmental factors might cause irremediable destruction.

As mentioned before, the effects of tourism might be different in each field. There might be positive and negative effects in four topics that it affects most. What societies and individuals need to do is to act by creating awareness of negative effects of tourism. Besides, controls of international tourism and environmental organisations are important in minimizing these negative effects.

CONCLUSION

Tourism is the whole of interactive experiences which are significant in terms of social and cultural standpoints. Tourism that has held its existence and position within life from past to present has considerably developed for the last 30 years. In the light of these developments, new forms of tourism have occurred and awareness of social and environmental sustainability has been formed.

Every activity that is performed to protect nature and the natural things, has gained a different dimension within tourism. Forms of tourism which have occurred with the environmental consciousness will provide effectiveness in medium and long-term on a global scale.

For the proper development of tourism, first, tourism sector and its components must receive industrial value. By this means, tourism will gain ecological, political and social value as a practice, beyond being a simple mobility. Taking precautions related to deteriorations that tourism cause or may cause over nature, economy, social and cultural structure is another important issue. Minimizing adverse impacts which might be caused by tourism is important in terms of feeling the benefit to be obtained more efficiently and providing motivation about sustainable tourism issues.

Consequently, it should not be forgotten that tourism is a dynamic area developing with people. It must be accepted that responsibility of maintaining this development belongs to people. Tourism activities

which are put into practice with this awareness provide results which will affect tourism actors as well as communities.

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CHAPTER 2:
CULTURAL HERITAGE AND CREATIVE APPROACHES IN
TOURISM

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INTRODUCTION

There are local, regional and global values that hold individuals, communities and nations together. The primary and the most important part of these values which brings a sense of belonging to individuals is culture. Culture and cultural values encompass all tangible and intangible (physical and non-physical) matters and elements related to individuals' distant and recent past. At the same time, it imposes a mission and responsibility on individuals and communities that enable them to transfer knowledge from the past to the future.

Cultural heritage and elements are the most important values that keep a community alive. They allow people living in the same community who are not familiar with each other to act together with the consciousness of preserving their common past and values. This common structure creates an invisible network and unifying power among people. Hence, social integrity provided by cultural heritage paves the way for social and economic development.

Besides creating awareness of national unity and individual belonging, cultural elements have also economic benefits at local and national scale. Tourism facilitates the emergence of the benefits in question. The protection and effective use of tangible and intangible cultural heritage creates touristic attraction at local and national level, which enables tourism revenues to increase and facilitate economic development.

Cultural heritage is an integral part of tourism, and the means and aim of tourism mobility. Therefore, the issue of developing by protecting gains further importance in the context of tourism. Different approaches are adopted in order to render tourism more attractive by means of cultural values. One of the methods in this direction is innovative approaches and creative tourism types. To create space by stimulating new tourism movements through shining out different aspects of cultural values is the main objective of cultural and touristic innovative approaches. In this way, tourism will become diversified and its economic benefits will grow. At the same time, the preservation and sustainability of cultural values will become much more important than ever.

In the light of the information provided above, cultural heritage, cultural tourism and innovative approaches will be explained and the importance of sustainable cultural values and tourism will be discussed in this chapter.

2.1. Culture and Cultural Heritage

Culture in essence refers to the beliefs, attitudes and behaviors that are practiced and embraced by members of a group or community. Cultural values have deep historical roots in a particular region. However, the acceptance and application of these values by the community and the arousal of a sense of belonging occur via cultural

familiarity (Almerico, 2014: 5). Familiarity with the culture and its proliferation can be achieved through effective communication.

According to another definition, culture is referred to as belief, value, lifestyle, ritual and attitudes that differentiate a particular group of people or a person from others. This perspective addresses culture as a set of tangible and intangible values that render the individual different from others (Stajcic, 2013: 5). Based on this definition, it can be claimed that culture imposes various impacts at individual, social and global scales and in different dimensions. When considered on the individual basis, culture is a set of values that create a sense of belonging and self-consciousness in individuals. From the social point of view, culture is the common values that hold the community members together and create social and national consciousness among the members. It is one of the key elements of social solidarity. From a global perspective, the importance of culture in inter-communal relations comes to the forefront. Curiosity about different cultures and international commercial and social networks create intercultural interaction. This is of great importance with regard to ensuring global solidarity and support for common humanitarian values. From a general perspective, it can be highlighted that culture affects human life on a large scale, ranging from individual to global scale, consistently but always positively.

Till the twentieth century, the concept of cultural heritage was used to be defined as a combination of tangible historical values. Nevertheless, in the twenty-first century, this perception collapsed and

various intangible values such as crafts, gastronomic elements, music and so on have been recognized as cultural heritage. Culture is the total body of tangible and intangible values (Yang et al., 2018: 3). The fact that only physical remains of historical buildings or important events in history (wars, etc.) are considered as culture is not sufficient to explain cultural heritage. Cultural heritage embodies all the physical and social values that have existed in the stage of history of a community. It is a fact that these values involve important historical architectural structures; however, intangible values, which do not exist physically but are of great importance for cultural consciousness, are also significant components of cultural heritage. Various intangible traditions such as handicrafts, consumption habits, ceremonial rituals (e.g. weddings and funerals), genres of music and social values are the basic building blocks of cultural heritage in a region. Consequently, cultural heritage encompasses the whole of intangible values besides the historical structures and events in a region.

Cultural heritage is a non-renewable and priceless resource that involves the structural remains of the past and sheds light on the economic, natural and physical history of communities (Fatoric and Seekamp, 2017: 1). Local cultural heritage is an important resource that reveals the historical roots of a region and the change it has been through from past to present. It is also one of the most important factors for the protection of local cultural properties and the sustainability of regional development (Cerquetti and Ferrara, 2018: 2). As a result of the deterioration of cultural values, social structure

and consciousness start suffering. The loss of common values will destroy the elements that hold individuals together, which will lead to cultural degeneration and dissociation. It is impossible for the deteriorated cultural values to re-emerge. The tangible and intangible cultural heritage formed by wide range of experiences cannot be reconstructed under current circumstances. Despite the vast amount of effort on the restoration of physical structures or revitalization of intangible values, historical characteristics cannot be regained. Therefore, it is of vital importance to take preventive measures to avoid deterioration in social and physical values and ensure their maintenance and sustainability.

Cultural heritage sites are featured and protected areas that include art, exhibitions, artifacts and drama activities. Cultural heritage sites may have different scope and content. The scope and content may vary from war relics and artifacts, art galleries, natural historical areas to historical and special architectural works (Berry and Shephard, 2001: 162). Besides social cultural structure, there are many other cultural and natural heritage areas which are important at a global scale. Cultural and natural heritage resources are precious assets which are of vital importance at global scale. They are also one of the main factors that can be utilized for creating tourism attractions, which is an important matter for local economies. Therefore, cultural heritage is a key element for the sustainability and development of destinations at local, regional, national and global scale (Mirza, 2016: 65; Iatu et al., 2018: 1; Sabaté and Warren, 2015. 147).

Organizations such as UNESCO act with the purpose of raising awareness on the protection of globally important values that are of great importance to humanity. Such organizations have adopted the mission of ensuring the sustainability of global values. In this regard, it is aimed to protect and preserve the important historical ruins, natural assets and tangible and intangible cultural heritage properties (UNESCO). In the event that individuals and communities fail to protect cultural values by their own efforts, these voluntary organizations step in and take the cultural values under protection. In this way, cultural heritage elements that are almost forgotten or destroyed are protected and the sustainability of cultural heritage is ensured.

2.2. Culture Tourism

Until the twentieth century, culture was considered to be one of the means for tourism activities. On the other hand, this perspective has changed and culture became the main component of tourism. Contemporarily, culture is directly associated with tourism. Culture and cultural heritage have started to be considered as the driving forces and the most important building blocks of tourism. In this context, cultural attraction centers are recognized as the baseline of tourism culture (Richards, 2001: 4).

Cultural tourism, in the simplest terms, refers to travelling for a special interest holiday to the places characterized by historical cultural values (Medlik, 2003: 48). Cultural tourism is based on the

idea that cultural values are utilized as an attraction element and as a different form of tourism. It embodies various components such as geographical, archaeological, literary, architectural and social values (Prentice, 2005: 192; Emekli, 2006: 56). Cultural tourism can be considered as the starting point of tourism, and it refers to managing and directing the attractiveness of cultural heritage and natural resources in a region in a way to yield positive economic outcomes.

Cultural tourism resources can be listed as follows;

Table 2.1: Sources of Cultural Tourism

<i>Sources Subject to Cultural Tourism</i>	
Geographical (Natural) Sources	<p>Comprehends geographical structure and characteristics of local regions regarding to cultural heritage. Examples are:</p> <ul style="list-style-type: none"> • Geographical and historical places such as fairy chimneys (erosion columns), • Natural resource centers (hot springs), • Waterfalls etc. <p>Regional characteristics that became part of the culture which are formed naturally and have been subject to the life of local residents</p>

<p>Archeological Sources</p>	<p>Places that are discovered by archeological site excavations and part of historical and cultural heritage. Examples are:</p> <ul style="list-style-type: none"> • Ancient residential areas such as Catalhuyuk, • Ancient temples such as Athena Temple • Ancient cities such as Olympus, Ephesus, Hattusa and Troy, • Archeology museums etc. <p>Archeological sources are life style examples that belong to ancient periods and discovered by site excavations.</p>
<p>Architectural Sources</p>	<p>Architectural buildings and patterns that belong to national administrations or sanctuaries. Examples are:</p> <ul style="list-style-type: none"> • Mosques • Churches and cathedrals • Temples • Palaces • Eiffel Tower, Pizza Tower, Burj Khalifa, Colosseum, Giza Pyramids, The Taj Mahal, Big Ben(Dalkiranoglu, 2017) <p>Architectural sources are the ones that are shaped and characterized by host culture characteristics.</p>

<p>Intangible Sources</p>	<p>Phenomenon such as traditions, values and life styles that do not exist directly with tangible dimensions within the framework of cultural tourism. Examples are:</p> <ul style="list-style-type: none"> • Hand crafts • Ceremonies • Rituals • Gastronomic practices and products • Beliefs • Cultural arts such as ceramic and marbling • Specific local celebration days and conventions such as Sivlilik (written as şivlilik in Turkish, a specific tradition peculiar to Konya, Turkey) and Hidrellez • Stage plays such as Meddah and Shadow plays such as Hacivat and Karagoz • Religious ceremonies and rituals such as Mavlawi whirling • Festivals etc. <p>Intangible cultural characteristics are the most important explanatory sources of local culture and cultural identity.</p>
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Source: Prepared by the Author.

The main driving force behind tourism mobility is the availability of resources that can be subject to tourism and create regional attraction (Boniface, 2003: 7). Cultural heritage and values are recognized as the fundamental sources of local, regional, national and global tourism.

Natural resources and cultural heritage elements are of vital importance for tourism activities. Individuals who decide to go on a vacation set their travel routes in line with their expectations and budgets. Holiday expectations may vary on a wide scale ranging from relaxation, having fun, and learning, having new experiences to health and sports activities. In this respect, an individual who will go on a vacation will prefer the regions offering such natural and cultural assets that will meet his/her expectations. Regions that do not provide resources for tourism activities and for meeting tourist expectations are unlikely to receive a share from the tourism mobility. Therefore, tangible and intangible cultural values are the most important sources that can be utilized in order to turn the region into a tourism attraction center.

Cultural tourism is an important type of tourism mobility that creates sustainable awareness and provides economic advantage for the protection of cultural heritage (Meydan Uygur and Baykan, 2007: 33). Besides, it is a type of tourism that provides tourists with the most accurate information about the lifestyle, values, attitudes and traditions of the local residents (Saçılık and Toptaş, 2017: 109). Furthermore, it is an element that highlights the importance of cultural values for the sustainable tourism mobility and reinforces the concept of sustainable cultural heritage.

Beyond its importance, tourism is also perceived as a threat to natural and cultural heritage resources. Excessive number of tourism activities

or exceeding the destination carrying capacity results in deterioration of the resources. For this reason, it becomes more and more important to carry out tourism activities with the consciousness of protection and within the limits of destination carrying capacity. The increase in variety of tourism types brings along more intensive tourism mobility, which also raises concerns regarding the deterioration of natural and cultural resources. Cultural tourism is a type of tourism where enormous efforts are put in order to ensure the sustainability of natural and cultural values. It is, by nature, based on the cultural heritage. Destruction of cultural and natural resources adversely affects not only tourism but also global values. Hence, the fundamental mission of cultural tourism is grounded on the principle of protecting and preserving cultural values for a sustainable tourism and environment.

2.3. Creative Approaches in Tourism

Being one of the basic types of tourism, cultural tourism is an experience of mobility which takes place for long years. Thanks to increased social awareness and consciousness driven by advanced technological opportunities and globalization, the data on cultural tourism grows each and every year. The greater awareness on cultural values revives the interest in different cultures. As a result, cultural tourism mobility grows constantly (Jelinčić and Žuvela, 2012: 80; Sano, 2016: 128).

In the light of globalization and technological developments, rapid and comprehensive changes have taken place in economic and socio-

cultural areas. These changes have reflected in daily life in different ways such as improvements in some old-fashioned but deep-rooted consideration and habits, or shifting towards a completely new one. The new consumption habits that have arisen along with the developments in social and economic order have paved the way for the establishment of new markets in many areas. Seeking for novelty in cultural tourism has emerged in the light of these developments (Hughes, 2004: 499-500).

Technological, economic and social developments in recent years have varied tourist expectations and demands at a great extent. The fact that the classical cultural tourism activities fall short of meeting the expectations of tourists catalyzes the development of new approaches in cultural tourism. During their holiday experiences, tourists feel the desire to experience the intangible cultural values of the destinations they visit. This situation has rendered creative tourism types more interactive and experiential.

The essence of the creative tourism initiative is based on seeking for new methods to utilize the values which reflect cultural heritage characteristics and are produced by personal efforts in a way to attract tourists to the region. Resources or values must have attractive attributes so that they are perceived as important in the context of tourism. Tangible types of cultural heritage, such as physical structures, are constantly promoted within the scope of tourism. On the other hand, different approaches must be adopted in order to market more interactive and intangible values. Novelty-seeking in this

regard has laid the basis of creative and innovative tourism (Richards, 2009. 78). Creative approaches and ideas are formed within the framework of cultural innovation and activities carried out with the aim of increasing the attractiveness of classical values (Bonink and Hitters, 2001: 227-228).

Creative tourism is a type of tourism that allows tourists, who visit a destination with the intention of experiencing the values of a local culture, to improve their creativity potential and gain experience (Altınay and İstanbullu Dinçer, 2017: 344). According to another definition, creative tourism is an interactive type of tourism that includes experience, talent and learning and thus makes tourists a part of the local region and culture they visit (Jelinčić and Žuvela, 2012: 81). The importance of cultural values in the context of tourism attractiveness has been highlighted in the earlier sections. Tangible cultural values allow tourists to visit, observe and thus collect further intellectual information. Turning intangible cultural values into destination attractions, on the other hand, requires different tourism activities. It is important to meet the expectations of tourists who would like to experience intangible assets on the spot. For this reason, tourism types that provide visitors with sensory experiences in line with cultural values are generally discussed under the comprehension of creative tourism.

2.3.1. Advantages and Disadvantages of Creative Tourism

The concept and practices of creative tourism receive support and criticism as is the case with all new matters coming to the forefront in the world. Listing the advantages and disadvantages of these new approaches will bring a clearer understanding on the issue in question.

The advantages of creative tourism can be listed as follows (Creative Tourism, <http://www.creativetourismnetwork.org/>, Jelinčić and Žuvela, 2012: 80-81; Arslaner and Erol, 2017. 424; Richards and Raymond, 2000: 4; Akşit Aşık , 2018: 791);

- It meets the expectations of adventure lovers who feel the desire to have different and novel experiences.
- It may gain a mobile nature through the utilization of intangible cultural values, which increases its preferability.
- Significant sustainability issues characterized by the deterioration and destruction of tangible cultural heritage properties do not apply to the intangible resources of creative tourism. All intangible cultural values will remain sustainable as long as they are practiced as required by the original form.
- It emerges through the diversification and optimization of the existing tangible and intangible cultural heritage. Therefore, it does not require extra cost and large investments.

- It enables generating higher income from cultural tourism market.
- Since it will be the source of new tourism types, the issues related to conservation and sustainability of cultural values gain further importance.
- In the context of creative tourism, cultural heritage properties reflecting experiential aspects can be used as an attraction element. In this way, destinations failing to create tourism attractiveness via their cultural heritage properties or natural resources will be able to take share from tourism cake.
- The effective use of intangible concepts in tourism will pave the way for spreading national and global tourism mobility throughout the year. In this way, tourism will yield greater economic benefit.
- The fact that local cultural values are subject to tourism will motivate the residents to preserve the cultural heritage in the destination.
- Similarly, the share of local people in tourism will increase their self-confidence and thus social and economic satisfaction will be ensured.
- The utilization of intangible heritage in tourism mobility will increase intercultural interaction at a remarkable extent. Tourists participating in experiential activities will have a better understanding of the cultural values of local regions.

- The fact that tourists participate in experiential activities and interact with local people more makes the holiday costs more tolerable.
- It helps destinations create a positive image.
- Since the element of superior ability required by creativity is not very important for tourism experiences, it can be enjoyed by most of the participants.

Criticisms on creative tourism and the disadvantages it brings along are related to capacity utilization and cultural corruption. The natural and cultural properties of local destinations, which are deprived of experience, may suffer from new tourism trends. Welcoming such number of tourists that exceeds the destination carrying capacity may have devastating consequences for the regions. Similarly, if the awareness on the protection of cultural heritage properties cannot be established among local people, local culture may transform due to excessive interaction with people from foreign cultures. Such criticisms have arisen with the aim of preserving cultural and natural values. Potential threats will be prevented by taking necessary measures in the development of creative tourism activities.

2.4. Creative Tourism Practices

Creative tourism encompasses activities that render tourist experiences more funny and educational. In essence, it is based on the application of cultural tourism practices in different ways. Creative

tourism can take place in many different ways in line with the expectations and demands of tourists. Application areas of creative tourism are as follows;

Table 2.2: Creative Tourism Areas

Creative Tourism Areas	
Arts and Crafts	<p>Experiencing crafts making and participating artworks related to local community. Examples are:</p> <ul style="list-style-type: none"> • Carpet and rug weaving • Ceramic painting • Pottery • Marbling etc. <p>Might be defined as experiencing local artworks.</p>
Design	<p>Experiencing the examples which have local characteristics.</p> <ul style="list-style-type: none"> • Japanese design works such as origami and ikebana • Woodwork design workshops • Ornament design workshops with local materials (meerscham) etc.

<p style="text-align: center;">Gastronomy</p>	<p>Experiencing local traditional culinary practices and delicacies. Might be experienced by tasting or producing. Examples are:</p> <ul style="list-style-type: none"> • Tofu (far east cuisine, tasting and preparing) • Dumplings (Turkish cuisine, tasting and preparing) • Tacos (Mexican cuisine, tasting and preparing) • Borsch soup, (Ukrainian and Russian cuisine, tasting and preparing) • Naan and paneer (Indian cuisine, tasting and preparing) • Croissant and madeleines (French cuisine, tasting and preparing) <p>Several examples from various regions and countries which have local and interesting delicacies might extend the list.</p>
<p style="text-align: center;">Health and Healing</p>	<p>Experiencing or learning the practices which are developed regionally and expertise gained by local community or individuals. Examples are:</p> <ul style="list-style-type: none"> • Acupuncture • Bloodletting by stabbing and cupping • Spa treatments • Mesotherapy • Reflexology etc.

<p>Languages</p>	<p>Relates to learning and speaking the languages indigenous to the tourist receiving regions or generally accepted ones by many countries or communities. Tourism movements related to language courses reach considerable figures. With respect to the languages subject to this area personal needs and widespread characteristics of the languages are deterministic. Examples are:</p> <ul style="list-style-type: none"> • English • Chinese • Spanish etc.
<p>Spirituality</p>	<p>These are the movements satisfying the spiritual seeking and needs of tourists. Examples are:</p> <ul style="list-style-type: none"> • Visits to the holly regions and places • Participating to religious ceremonies and rituals etc.
<p>Nature</p>	<p>Touristic movements towards the exploration and experiencing of natural resources. Examples are:</p> <ul style="list-style-type: none"> • Camping and other recreational activities, • Hiking activities based on cultural heritage (such as ancient Lycian road) are nature based activities intrinsically. <p>Participants explore new sources by having experiences with nature intertwiningly.</p>

Sports	<p>Tourism movements in order to learn particular sports and participate or witness specific sports competitions. Examples are:</p> <ul style="list-style-type: none"> • Skiing • Surfing • Rafting • Climbing or mountaineering • Diving etc.
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Source: Prepared based on the data provided in Richards and Raymond, 2000:3

Creative tourism areas that emerge as a result of the desire of the visitors to gain cultural experiences during the tourism experience can be diversified. The number of examples presented in the table can be increased within the framework of local cultural values. The unique intangible values embraced by each and every culture are important tourism resources that will keep creative tourism areas alive for many more years.

CONCLUSION

Culture is a set of values of great importance ranging on a broad scale from local to global level. Preservation and sustainability of cultural values are among the most important matters in today's social life. Cultural heritage properties are very important means for exploring historical origins and for economic development. Cultural heritage facilitates the discovery of regional historical elements and values. Its importance in economical aspect lies behind the fact that tourism activities are the main attraction elements.

The protection and sustainability of the cultural heritage will allow us to transfer cultural values from the past to future generations and to ensure the sustainability of economic development. Therefore, the protection of cultural values is of vital importance in social and economic contexts. The accurate and balanced tourism mobility will guarantee the sustainability of cultural values.

At this point, the creative tourism types bring intangible historical values of the past to the present. The increasing popularity of experience-based tourism activities highlights the importance of intangible culture in the context of tourism. Balanced development of creative tourism types via suitable policies will not only ensure the sustainability of tangible and intangible cultural values but also increase the economic income derived from tourism and thus yield positive economic outcomes in the region.

In conclusion, cultural values and cultural heritage must be protected and used effectively in order to ensure economic development and social integrity. Development of sustainability-based approaches and themes in tourism is a sine qua non for transferring cultural heritage to future generations. The current generation owes a responsibility to cultural values and future generations; therefore, further academic and practical research is needed in this field.

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CHAPTER 3:

GASTRONOMY TOURISM AND TRENDS

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INTRODUCTION

Tourism is an experiential activity that embodies many different elements. Gastronomy is an element that is directly or indirectly but necessarily involved in tourism. Individuals participating in tourism activities travel to a region far from their residential places. Therefore, they have no other choices than meeting their vital needs such as food and shelter in the destinations they travel to. The involvement of gastronomy in tourism originates from the necessity of eating and drinking outdoors. Nevertheless, the raised cultural awareness and the growth in special interest areas in recent years have led individuals not to consider gastronomy as an instrument or element of tourism anymore. In other words, the image of gastronomy has started to change. While deciding on travel routes, individuals search for the local delicacies to experience in the destination they plan to visit and make their final decisions, accordingly. In this case, gastronomy is no longer an essential element and tool of tourism. On the contrary, it is considered as the reason underlying the destination preferences and the driving force behind tourist movements.

In this chapter, the concept of gastronomy, which is one of the basic elements of tourism, the changes in perspective towards gastronomy, and the gastronomic trends, will be examined.

3.1. Gastronomy and Gastronomy Tourism

Tourism is the set of activities that are expected to arouse satisfaction in individuals participating in a specific tourism activity. Individuals

take into consideration various variables when determining the routes for their tourism mobility. Some of these variables are as follows: the economic condition of the individual, the budget allocated for the vacation, the distance to the destination and transportation opportunities, and the expectations from the holiday experience (relaxation, entertainment, learning, etc.). Following the determination of the alternatives, one of the decisive factors in individual's final decisions is the local cuisine, especially the delicacies, of the region to be visited. Local delicacies are among the attractive tourism elements representing the gastronomic origins of the regions (Richards, 2002: 3).

Gastronomy, in the simplest terms, is defined as selecting, preparing, presenting and tasting quality food and beverages (Richards, 2002: 3). When the etymology of the word is analyzed, it is seen that it is derived from the Greek words "gastros" meaning stomach and "gnomos" meaning law. Gastronomy which increases the value of tourists' travel experiences can meet the expectations of individuals who desire to experience different tourism types. At the same time, it can be utilized as an alternative tourism attraction for the regions which do not have natural and historical beauties and cannot get a share from the sea-sun-sand tourism (Kivela and Crofts, 2006: 355, 359; Gülen, 2017: 33).

Gastronomy tourism refers to visiting the regions that are rich in local gastronomic elements with the purpose of having entertaining

experiences. Gastronomy festivals, fairs, cooking, serving and tasting events are among the activities preferred by individuals in this context (Gheorghe et al., 2014. 13). The main motivation element in gastronomy tourism is to experience a local taste on the spot (Çavuşoğlu and Çavuşoğlu, 2018. 639). To see that a region-specific dish is prepared by book in its origin place, to taste or to prepare it are the most important driving forces behind gastronomy tourism.

With the increasing tendency towards alternative and special interest tourism types, gastronomy tourism has started to develop rapidly. Remaining in an observer position in the tourism activities taking place within the framework of traditional cultural values is not sufficient for experiential pleasure and satisfaction. Nevertheless, the fact that gastronomic elements are experienced by way of tasting or participating in the preparation stages increases the regional attractiveness and satisfaction for tourists.

Individuals engaging in a tourism activity incur a certain amount of cost. The sensations of pleasure they get as a result of the holiday experience leads them perceive the cost more bearable. Gastronomic activities are successful at providing tourists with certain benefits and meeting their expectations from the holiday experience. Therefore, those activities occupy an important place in the context of tourism sustainability. The fact that cultural gastronomic values are marketed as an attraction element and thus lead to the emergence of a new tourism experience points out the benefits of gastronomy tourism in the context of sustainable tourism and cultural values.

3.2. Current Trends and Special Interest Areas in Gastronomy Tourism

The emergence of gastronomy as a factor increasing cultural attraction in tourism has also stimulated the field itself. The increase in variety of gastronomic tourism activities has brought along different gastronomic trends. In essence, the concepts that have always existed in gastronomy have begun to arise in different dimensions with the help of cultural interactions. Some of the new trends emerging as a part of gastronomy movement will be explained in this section.

3.2.1. Street Food

Street Foods are gastronomic elements that show parallelism with regional culture and are encountered in all countries and regions regardless of their level of development. The rapid urbanization and the increase in urban population in recent years have elevated the incidence rate of street foods (Edima et al., 2014: 741; Bektarim et al., 2019: 679).

Street foods are traditional elements that are embodied by all cultures. In spite of being expressed in different ways, it has a definition based on specific common features. According to this definition, street foods are ready-to-eat foods prepared or sold by itinerant or stationary vendors. Two elements are highlighted in this definition. The first is that food is sold in street environment by vendors. The latter is that the

food sold is prepared in street environment or prepared in advance for sale in the street. The products sold by street vendors may be in the form of processed food called “ready-to-eat” food and the vendors make the final touches before selling them in the streets. On the other hand, the whole process of food preparation and processing can be in the hands of the street vendor, as well. In the context of street flavor, what is important is not the quality of the product sold but the fact that it is sold and consumed in the street environment. In this context, snacks (e.g. corn), foods that can be consumed fast and easily (e.g. meatballs), beverages (e.g. orange juice) and fruit/nuts varieties can be expressed as common types of street foods. The term “street” has led to the arousal of such perception that they are more preferred by individuals from the middle and lower economic classes. Nonetheless, the rise of street foods as a popular gastronomy element in recent years has cracked this perception (Karsavuran, 2018: 247-248; Draper, 1996: 3-4).

There are certain factors that are effective in increasing the popularity of street food and the street food being greatly preferred by tourists. These factors can be listed as follows (Ballı, 2016: 4; Gönülgül and Durlu-Özkaya, 2017: 456);

- The rise of the phenomenon of eating out driven by the modernized social life is one of the important stimuli behind the popularity of street foods.

- The fact that street foods are consumed in a more social and informal environment can provide individuals with social motivation and satisfaction as they feel more comfortable in such an environment.
- Street foods reflect cultural and traditional styles of food consumption and consumption habits in general; street food allows tourists to find the opportunity to taste the local delicacies and discover their gastronomic origins
- Tourists who experience different cultures through street foods can enjoy the pleasure of being a part of that culture.
- The increasing number of studies and publications on street foods has aroused the desire to taste local street food in the regions to be visited and street foods have become an important factor in deciding on the travel route.

From the perspective of economy, street foods can be considered as a method of employment. Many people who have not had the opportunity to receive education can generate income from this field in line with their capabilities. In addition, most of the economically developed and developing countries around the world consider street foods as an alternative gastronomic trend. The fact that street foods are easily accessible, relatively inexpensive, are provided in a wide variety and that the waiting time is short have a positive effect on the frequency of the preference of such foods. This also increases the budget allocated by people to street food and to the activity of eating out (Sezgin and Şanlıer, 2016: 4072-4075).

Despite the fact that street food is a rising gastronomic trend, how healthy the conditions, where these foods are prepared and sold, are an important topic of discussion. In developed countries, the preparation and sale of street foods are often subject to certain standards and inspections. Nevertheless, in underdeveloped and developing countries, it is possible that street foods cause diseases that may pose hazards to human life (Abdussalam and Kaferstein, 1993: 191-192, Rheinländer, 2006: 17-18). On the other hand, it can be claimed that street foods will be demanded more and more in spite of the hygiene-related concerns.

3.2.2. Slow Food

Slow food which has emerged as a reaction to the understanding and lifestyle of fast food supports the sustainability of cultural, gastronomic and historical values in essence. The fact that it is a gastronomic movement/action may drive us to think that it has a culinary background only. However, its scope goes beyond gastronomy and expands towards biodiversity. It focuses on the conservation and sustainability of biological diversity, natural species and cultural values (Paksoy and Özdemir, 2014: 1510; Sağır, 2017: 52).

Slow food has emerged as an outcome of the movement led by the Italian Carlo Petrini in response to the opening of the McDonalds fast food restaurant in Rome, Italy in 1986 (Hsu, 2015: 628). The snail was chosen as the symbol of movement to emphasize slowness

(Güven, 2011: 114). In this way, the idea of slow life and slow food was also emphasized symbolically.

Despite the fact that the slow food movement is basically perceived as a food-based movement, it is a phenomenon that addresses to a lifestyle. The endeavor of adapting to the flow of life accelerated on the axis of globalization and technology may impose negative effects on human life and social values. Slow food can also be considered as a reaction against these negative effects. Fast food leads individuals to gain unhealthy, non-traditional and standardized consumption habits. In a way, this situation brings along cultural corruption. In the context of food consumption, slow food movement targets at such corruptive elements of the fast lifestyle.

The aims of the slow food movement are as follows (Simonetti, 2012: 2):

- Acknowledging the fact that seasonal products are limited and available in specific varieties; in this way, unhealthy products and additives allowing the growth off-season products can be avoided.
- Adopting methodologies allowing the efficient and effective utilization of products and different recipes
- Raising awareness on improving flavor quality and preventing food fraud,
- Protection of local and cultural cuisines, traditional and agricultural products and endangered animal species

- Avoiding standardization through protection of biodiversity
- Ensuring sustainability by adopting a clean agriculture model.

3.2.4. Halal Food

Halal, which has become a universal concept in our day and time, is a term that means “permitted” or “legal” in Islam. Halal and Haram (forbidden) elements occupy an important place in the lives of Muslims. The concept of halal dominates not only consumption habits but also many other matters and activities Muslims perform in their daily lives. Halal and haram elements cover a wide scope ranging from social justice, social behavior, animal rights and welfare to security (Baharuddin et al., 2015: 171).

Halal food refers to the foods that comply with Islamic nutrition laws laid down in the Qur'an. The concept of halal in nutrition is related to the importance attached to such factors as hygiene, quality and safety. It is also argued that food deemed as haram are harmful for human health in matters such as hygiene and safety. The main intention behind halal food consumption is to establish a healthy diet (Sebihi, 2015: 14,18; Kurtoğlu and Çiçek, 2013: 182).

The concepts of halal and haram are two fundamental elements referred to in Islamic nutrition laws. Halal is one of the most important facts in Islamic way of living. Halal food consumption is of great importance for Muslims. In the regions dominated by Muslim communities, people with different religious beliefs are also familiar with the concept of halal product. However, in the regions where

Muslims live as a minority, it is very difficult to reach halal products and the concept of halal is not recognized among people. The increase in the Muslim population all over the world has enabled the halal food and product market to revive (Hassan and Hall, 2003: 84-85).

Religious restrictions have led to the emergence of new marketing strategies and food markets. In a geography dominated by Islamic belief, halal food is not a problem or a subject of marketing strategy whereas it might be very important in a region where the Muslim population lives as a minority. The concept of Halal is of great importance for food to be traded to these regions. However, it is not always possible to assure safety in food due to the nature of trade. In order to prevent any possible confusion and uncertainty, “halal food certificates” are used. Halal certificate is an important commercial document used to certify that the product is in compliance with Islamic terms (Güzel and Kartal, 2017: 300-302). The growth in international relations and the development of transportation opportunities driven by globalization ensure that the halal food trade and demand in this field will gradually increase. The recognition of halal food as safe and hygienic food will raise awareness and create demand for halal food in non-Muslim communities, as well.

3.2.5. Cultural Cuisines

Culture refers to the values, beliefs and practices that are acknowledged by a community and passed down from one generation to another through socialization. Cultural membership, on the other

hand, is associated with ethnic origin. Ethnicity is the behaviors originating from food, clothing, family structure or beliefs unique to a specific community. Foods frequently used and preferred in a culture can be classified as the culinary habit of the culture in question. Different variables are taken into notice in the classification of cultural cuisines. Seasonal products, living standards and consumption habits in a geographical region where the culture exist and the climatic conditions of the region can be presented as examples in this regard. Other important tools for cultural culinary classification are spices. The combination and use of spices has a distinctive impact on the flavor and texture of the food. This allows spices to be used as a culinary symbol of the culture (Kittler et al., 2004:2-10; Almerico, 2014: 3).

Food habits shed light on a journey towards cultural origins. Variables such as what we eat and how we eat, who eats first at the table, who prepares the food, and how it is prepared give clues about cultural attitudes and origins (Stajcic, 2013: 5). Bread is one of the simplest examples in this respect. In some communities, white bread is preferred by the upper classes while black bread is consumed by the lower class. Within this community, the variety of bread and the type of consumption can be considered as an indicator of one's social class (Sibal, 2018: 5).

Nutrition and food come to the forefront as primary vital needs. Therefore, they are among the growing and unchanging interests and habits of humankind. Food cultures of civilizations have been

influenced by many factors such as geography, climatic conditions and transportation opportunities (Albala, 2013: 1). The fact that fish and vegetable consumption is dominant in the regions close to the sea and characterized by a mild climate is an example of the effect of geographical location on culinary culture. Consumption of fattier food and red meat in the regions dominated by continental and cold climates is an example of how climatic conditions shape consumption habits and needs. Since the access to wide varieties of spices is easier and cheaper in tropical climate zones, the use of mixtures of spices is a prominent attribute of local cuisine in these regions. These examples reveal the close relationship between the formation of cultural cuisines and geographical location.

Increasing popularity of cultural cuisines within tourism activities shows parallelism with the development of gastronomy tourism. In recent years, experiencing local dishes of different cultures has risen as a new trend in international arena. The number of restaurants offering local foods of different cultures and cuisines is increasing day by day. Far Eastern cuisine can be given as an example in this respect. The growing interest in different cuisines plays a significant role in the development of this phenomenon as a tourism trend under the comprehension of gastronomy. It also has an impact on the development of trade and international relations in this field.

CONCLUSION

Gastronomy is an important branch of science and art which is in relationship with various branches of science and art and examines food beyond the action of consumption and from various aspects ranging from its origin to its impacts. The relationship of gastronomy with food preparation and presentation refers to its artistic dimension whereas the texture of dishes and their effects on human body points out its scientific dimension. The emergence of gastronomy tourism as an entertaining experience has been driven by the improvement in living conditions and prosperity of human being. From a cultural point of view, gastronomy tourism contributes to the revitalization and sustainability of traditional values. By way of providing an alternative type of tourism, gastronomy tourism has become an important detail in meeting the expectations of tourists from a holiday experience.

Gastronomy tourism leads the regions which do not embody any tourist attraction to become attractive with their cultural characteristics. It transforms the regions into a cultural attraction element. Besides, it preserves and maintains traditional values and ensures their sustainability. It also plays an active role in the context of intercultural interaction. Taking all these matters into consideration, it can be highlighted that gastronomy tourism is of great importance for tourism sustainability.

The development of gastronomy tourism and its sub-branches is of great importance for the sustainability of tourism and cultural values.

Commercial and touristic movements driven by gastronomic mobility have positive impacts on national economies. The development of gastronomy tourism, which generates cultural, social and economic impacts, will also positively affect the social development both at local and global levels.

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CHAPTER 4:

RECREATION AND TOURISM

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INTRODUCTION

Globalization and technological developments facilitate human life in various aspects. However, the stress factor continues to exist with a growing space in life. Therefore, such matters as relaxation, socialization, entertainment and learning gain greater importance day by day.

It is necessary and important for individuals to allocate the time remaining from intensive and stressful work processes to personal development and motivation in the most effective way. For this reason, tourism, which is an effective tool of classical relaxation, has gained greater importance thanks to the developments brought along by the current era. Advanced technology has facilitated access to information and diversified transportation opportunities. These opportunities have increased the interest in different tourism activities. In this way, experiential tourism types have started to develop reputation.

Recreation tourism refers to the bundle of activities which have existed as a part of human life since ancient times and have been used to make effective use of leisure time. Wide variety of tourism activities can be considered within the scope of recreation. On the other hand, not all recreational activities can be discussed within the scope of tourism. The subjects of recreation, tourism and recreation tourism have quite similar but also different meanings in some respects.

Recreational and tourism activities which essentially target at individuals' leisure times will be explained in this chapter. Besides, how these two concepts come together and the types of recreation tourism will be discussed.

4.1. Tourism and Related Concepts

Tourism refers to individual's mobility with a specific intention than work. It is to move away from the resident places for a certain period of time without any intention of making money (Grzywacz, 2014: 6). Tourism mobility has a long-standing history with neither beginning nor end (Yeoman, 2008: 11). However, it passed through different developmental stages in each community and generation. It has undergone a process of development which is constantly differentiated by periodic movements and opportunities.

Tourism is a phenomenon covering a wide range from global to local level. It is an economic and social value that offers numerous alternatives and activities to individuals who desire to spend their leisure time well (Torkildsen, 2005: 302). In order to fully understand the phenomenon of tourism, it will be useful to clarify its relationship with various concepts. There are certain phrases which are confused with tourism or used interchangeably. Tiny but important details distinguish and differentiate these phrases from tourism. In order to avoid conceptual confusion, the terms related to tourism will be explained in this section along with their distinctive aspects.

4.1.1. Leisure Time

People must meet their basic vital needs in order to survive. To be able to meet primary needs such as shelter and food, people need a certain amount of income. In the community life, wage is paid for labor and needs are met, accordingly. In order to generate income, people work at different jobs at different time intervals. As an outcome of their labor, they earn income at different levels.

Individuals have some responsibilities and occupations apart from the working hours, as well. Private affairs and responsibilities at home are some of them. Leisure time refers to the time in which an individual can enjoy voluntary activities of their own free will after fulfilling all his/her professional and personal private tasks (Tribe, 2004:3).

In other words, it is the time left for individuals to improve themselves after fulfilling their professional, family and voluntary responsibilities. The effective use of the leisure time can be ensured by the participation of individuals in various cultural, recreational, educational and entertaining activities (Ostojić et al., 2014: 183).

Leisure time is valuable and rarely available for individuals in developing and underdeveloped countries. Challenging life conditions render leisure time something luxury. On the other hand, in developed countries, working conditions, working hours, public holidays and paid annual leaves are more clearly defined. The contracts signed between the employee and the organization ensures the protection of the rights related to free time (Clark, 2003: 72).

Leisure time is of great importance for individuals to rest, have fun, learn and socialize. In the light of the developments in labor rights and human rights, employee leisure time has not only started to increase but also become more valuable and important. This has led to an increase in the areas and activities where leisure time can be enjoyed effectively. On the other hand, the growing number of alternatives may drive individuals to fail in making the right decision (Jansen-Verbeke and Dietvorst, 1987, 362).

Tourism and leisure time are perceived as two terms having close meanings. The reason is that both terms are related to the activities taking place in non-working time. But leisure time is not tourism; it is a period of remaining free time. Tourism, on the other hand, is a kind of mobility and experience in which the remaining spare time can be utilized for different purposes. Hence, tourism can be referred to as one of the methods to make use of leisure time.

4.1.2. Adventure

Adventure is an abstract phenomenon that varies according to the sensations it evokes in the individual. Individuals' personality, traits and characteristics directly affect their perceptions of adventure. An activity which is extremely exciting and desirable for one person can be scary or boring for another one (Buckley et al., 2006: xvii). At this point, personal tastes come to the forefront.

The concept of adventure is used to express exciting and entertaining activities, despite the fact that it may differ from one person to

another. Individuals' travelling away from their resident places seeking for adventurous experiences is defined as adventure tourism. Adventure tourism refers to tourism movement to experience exciting, funny, risky and dangerous activities (Kane, 2002: i).

The concept of adventure is directly related to tourism. It can also emerge as a type of tourism. However, there is an important detail in terms of expressing adventure as a type of tourism. For this purpose, adventure activities must take place with the condition of staying at least one night away from the permanent place of residence. On the other hand, daily adventurous activities are also available. Adventurous activities in this scope are considered as recreational activity.

4.1.3. Recreation

In the simplest terms, recreation is the activities that individuals engage in to make use of their leisure time well (Tribe, 2004:3). These activities may be experienced within the framework of tourism activities or in daily life independent of tourism (Medlik, 2003: 139). In other words, they refer to the activities that individuals participate in for having fun in non-working hours and developing themselves physically and mentally (Ragoonaden, 2016: 363).

To better understand the concept of recreation, we can analyze the etymology of the word. The word recreation is derived from "recreo", which means rest and revival in Latin. Willingness is an essential element for recreational activities. Individuals are supposed to decide

on and participate in recreational activities with their free will. Otherwise, the activity will not correspond to the concept of recreation. Some elements are important to consider an activity within the scope of recreation. Personal development and satisfaction to be gained from the activity are some of them (Grzywacz, 2014:24, Demirci Orel and Yavuz, 2003: 62).

In some definitions, recreation is explained as a restorative action. From this point of view, recreation refers to leisure time activities bearing the aim of self-renewal. It is based on the idea of preparing oneself to work again. Nevertheless, it is a commonly acknowledged fact that recreation is a set of activities that take place in leisure time and provide individuals with satisfaction (Torkildsen, 2005: 57-58). Recreation refers to experiences that are enjoyed voluntarily and arouse satisfaction. There is no work-related expectation or intention before, during and after the recreational activity. It is the bundle of activities which are performed voluntarily to gain personal satisfaction and development (Veal, 1992: 8).

Recreation and tourism are directly related to one another. It is often observed that they are used interchangeably. It could be quite challenging to precisely identify the differences between these two concepts (Nicholls, 2012: 4). The most important factor that can distinguish tourism and recreation is included in the definition of tourism. Recreational activities that take place far away from individuals' resident places fall into the scope of tourism. On the other hand, recreational activities carried out by individuals within their

permanent resident places and in the nearby regions are not considered within the scope of tourism. These activities are only deemed as a recreational activity. Similarly, recreational activities do not involve any work-related activity. However, some types of tourism may be work-related (Akyürek and Köroğlu, 2017: 1067). By nature, recreation refers to the activities experienced in leisure time and after fulfilling all responsibilities at work and in private life. It does not have any vocational baseline. However, some travels within the scope of tourism may be vocational-based with no aim of making money. Business trips (financed by the workplace, which include relaxation as well as business meetings) and congress tourism can be given as an example in this respect. These two distinctive features can be highlighted as simple differences between the concepts of recreation and tourism. As a matter of fact, there are no other obvious differences between the two concepts.

4.2. Recreation as a Tourism Type

Throughout human history, individuals have struggled to survive in challenging conditions. In primitive communities, the necessity of hunting for food and activities such as searching for settlement area in wild natural environment are examples of the challenges faced by human beings at earlier ages. However, the living conditions have become more favorable and standardized as a result of numerous historical, industrial, agricultural, technological and social revolutions and developments experienced throughout the history. Hunting, climbing and natural life experiences have gained different functions

and become leisure time activities preferred by individuals for recreation and relaxation (Bell, 2005: 2).

Social and economic developments and the improvement in living standards have changed the perception of tourism, as well. Recreational activities, which were an obligation for survival in the past, have started to come to the forefront as a part of tourism and leisure-time activities in our day and time. Recreational activities are basically preferred by individuals for the enjoyable use of leisure time. Also, tourism is one of the alternative activities that individuals intend to engage in in their spare time. From this point of view, tourism and recreation, in essence, emerge on the baseline of leisure time. In other words, the driving force behind both concepts is the availability of leisure time. Furthermore, most of the tourism and recreation activities utilize the same sources. Nature and culture-based resources constitute the implementation and attraction area of both activities. Moreover, the motivational factors do overlap for both concepts (Öztürk, 2018: 38).

Since recreation emerges as a leisure-time activity, the term “recreational tourism” has begun to be used for the aspects that overlap with tourism. By definition, recreational tourism can be described as being engaged in a tourism movement with the purpose of personal development, learning, physical and mental well-being.

In the tourism industry, recreational activities involve such components as adventure tourism, nature-based tourism or outdoor

tourism. The fact that tourism-based recreational activities mostly take place in a natural environment and outdoors is the basis of its similarity with these concepts. Likewise, recreational activities in the context of tourism are usually based on adrenaline or entertainment, which explains why it is referred to as adventure tourism. In addition, recreational activities existing in tourism are classified in two main categories: Land-based recreational activities and Water-based recreational activities. Since individuals usually prefer the travel routes along the seaside, water-based recreational activities come to the forefront further in the context of tourism. Alternative recreational activities such as hiking, golf, camping, and climbing are available for those who would like to spend their spare time in different land areas or forest areas rather than sea. This explains why recreational activities exist within tourism in two categories (Webster, 2019: 111-113).

Compared to classical tourism activities, recreational tourism employs certain constraints. Recreational activities are often associated with challenging and adrenaline-boosting activities. However, it cannot be expected that everyone would have the same power, experience and interest in this matter. For this reason, recreational tourism can be considered as special interest tourism. In the context of special interest tourism, it is of vital importance that those who have sufficient knowledge, experience and training in the specific field guide the individuals in line with their special interests. Such constraints and the factors that may bring extra cost in this regard point out the limited

aspects of recreational tourism.

4.3. Types and Areas of Recreation

Recreational activities, which refer to the effective use of leisure time, are available in many different categories. Recreational activities vary in accordance with the characteristics of individuals such as emotions, thoughts and physical capability. Personal taste and expectations are also influential in the preference of recreational activities. Although it is difficult to make a precise classification, the general perspective and the types of recreational activities can be summarized as follows;

Table 4.1: Types of Recreational Activities

TYPES OF RECREATION		
Classification of Recreational Activities by Involvement	Active Recreational Activities	Participation in sports competitions, Horticultural activities, and so on
	Passive Recreational Activities	Reading book, Listening to music, and so on.
Classification of Recreational Activities by the Number of Participant	Recreational Activities for Teams	Team games, Sports competitions, Camping activities, and so on.
	Recreational Activities for Single Person	Riding a bike, Walking, Reading book, and so on.
	Recreational Activities for the Mass	Festivals, Concerts Theatre and so on.

Classification of Recreational Activities by Place	Recreational Activities at Home	Cooking Listening to music Doing Cross-word Puzzles, and so on.
	Outdoor Recreational Activities	Rafting, Sun-bathing, Picnic, and so on.
Classification of Recreational Activities by Payment Requirement	Commercial Recreational Activities	Collecting, Shopping, Concert and theater, and so on.
	Free Commercial Activities	Trekking, Swimming Hiking, and so on.
Classification of Recreational Activities by Expected Benefits	Artistic Recreational Activities	Photography, Painting, Playing an Instrument, and so on.
	Cultural Recreational Activities	Attending dance, gastronomy courses, Museum visits, and so on.
	Social Recreational Activities	Festivals, Camping, Parties, and so on.
	Creative Recreational Activities	Model-making, Crafts, and so on.
	Physical Recreational Activities	Swimming, Riding a horse, Running, and so on.

Source: Compiled from Grzywacz, 2014:25; Öztürk, 2018: 37; Rehimov, 2018: 14-16; Demirci Orel and Yavuz, 2003: 65.

Recreational activities that embody a great number of variables cannot be classified into clear-cut categories. An activity can be both creative

and commercial. Likewise, another activity may reflect both physical and creative features. Therefore, it would be misleading to put forward definite judgments about recreational activities. However, information about the types of recreational activities can be provided within the framework of general classifications. The table was prepared in this respect. The types of recreational activities can be diversified further. The activities in the table are exemplary.

The most significant matter in the context of recreational and tourism activities are the availability of resources. Tourism resources are the elements that provide regional attraction for the individuals who will engage in the tourism activity. Recreational resources, on the other hand, are the factors that impress and attract individuals towards recreational activities (Gjorgievsk et al., 2013: 56). Table 4.2 presents the resources and general activity areas that will attract individuals to recreational and tourism activities.

Table 4.2. Recreation and Tourism Resources

RECREATIONAL AND TOURISM RESOURCES			
Division of recreational and touristic resources by:		Type of recreational and tourist resource	Types of recreation (activities)
Genesis	Natural	Mountains Rivers Lakes Flora and Fauna	Hiking Walking Alpinism Skiing Driving in a sledge Mountain biking Paragliding Swimming Water sports Fishing Hunting etc.
	Anthropogenic	Sports fields Sport halls Trim tracks Bicycle tracks Roller blade tracks Gyms Swimming pools Aqua parks Theme parks Golf courses Go-cart tracks Hippodromes Recreational areas etc.	Football Basketball Volleyball Badminton Tennis Jogging Cycling Roller balding Swimming Golf Horseback riding Paintball shooting Bungee jumping Fitness etc.

Attractive landmarks	Recreational Landmark	Sport fields Swimming pools Fitness centers etc.
Attractive properties	Cultural landmark	National parks Thematic parks etc.
	Complex	Mountains Recreational areas and facilities, etc.
	Individual	Golf courses Aqua parks Go-cart tracks Cycling
	Complementary	Public sport facilities Public swimming pool, etc.
Geographical space	Urban Rural	

Source: Gjorgievsk et al., 2013: 58

In their study in 2012, Gjorgievski, Kozuharov and Nakovski prepared the table above, which clearly defines the areas of recreation and tourism. The table perfectly identifies all areas and classifications required for recreation and tourism. Areas that include one or more of the resources listed in the table may be an alternative destination for tourism and recreational activities. Otherwise, they do not reflect any added value for tourists or those interested in recreational activities.

For a region to be subject to tourism demand, it must have adequate supply resources for tourism. The diversity and natural characteristic

of the supply resources increase the demand by tourists. Individuals intending to engage in tourism mobility primarily decide on the destination to visit in line with their travel expectations. The importance of recreational and tourism resources shine out at this point. The importance of recreational activities in the context of the sustainability of tourism activities is beyond discussion. Protection and development of recreational tourism resources will pave the way for sustainable tourism.

CONCLUSION

Tourism is a bundle of experiences that are influential in many areas of life ranging from economics to sociology. Since the impact area is large, the motives underlying individuals' preferences may also vary. In recent years when healthy life-style and consumption have come to the forefront more, tourism types that can positively affect individual development and health have started to grow in reputation. Along with these new trends, the concept of recreation and recreational tourism started to attract attention, as well.

Current awareness on recreation, which is an integral part of tourism, has led it to be described as a separate activity and tourism area. In specific contexts, recreational activities differ from tourism. Nevertheless, the fact that it is considered as a different field than tourism in certain aspects shows parallelism with the increase in special interest areas and experiential tourism preferences.

Recreation is an integral part of tourism. Therefore, the development of recreational activities by protecting the recreational resources is of great importance in the context of tourism. As mentioned in the earlier parts of the paper, recreational activities share common features with tourism in terms of resources. For the sustainability of these two concepts, which utilize common resources and areas, all values subject to tourism must be preserved elaborately. Hence, the sustainability of tourism, environmental resources and economic development will be ensured.

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CHAPTER 5:
SUSTAINABILITY IN TOURISM

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INTRODUCTION

It might be stated that consumption, satisfaction, preferences, needs and expectations have begun to vary with developing technological opportunities, increasing economic opportunities and globalization. As the opportunities for production have increased, the variety of products and services has increased. Easy access to exact information by consumers has changed their needs and expectations by raising their preference criteria. Easy access to products and services has increased the speed of consumption. All these developments have opened the way to becoming a consumption society.

Overmuch and fast consumption of products and services causes value loss and depletion of resources increasingly. Technological developments reduce the cost by offering easy access to raw materials. However, products and services becoming cheaper are one of the main reasons of permanent overuse and capacity exceeding. Easy access to products and services cause them to depreciate. Overuse of resources, on the other hand, causes irremediable environmental harms by creating natural destruction.

Proper use of technological opportunities providing convenience in many respects, preventing the destruction of environmental, natural and cultural values are one of the main issues of the technological age. Although technological and global developments are used for affirmative purposes, they have negative impacts in varying

magnitudes and are putting resources of future generations under stress.

Tourism is a sector whose intensity is increasing through developments such as increasing transportation opportunities, easy access to information. Using tourism destinations in a way exceeding their capacities is causing natural, environmental and cultural destruction to accelerate. The concept and approach of sustainability which gains importance at this point is becoming the focus of many economic, social, cultural, technological aspects.

In this chapter of the study, the concept of sustainability will be dealt in detail in this respect. Also, the relationship between tourism, which is one of the sectors directly affecting sustainability, and sustainability will be tried to be explained. Since the topic of sustainability is not a global value and problem, evaluations related to precautions which must be taken in this regard and practices which might be carried out will be tried to put forward.

5.1. The Concept of Sustainability and Its Development

Sustainability is a concept which has been frequently encountered in every field of social life recently. The concept of sustainability is often used interchangeably with the concept of organizational social responsibility. Although they have differences in terms of origin, they might be evaluated in the same meaning socially. However, while organizational social responsibilities represent social responsibilities of an organization to its society, sustainability is a concept that has

emerged as an obligation and gained importance (Eccles and Krzus, 2010: 129). Besides, it emphasizes responsibilities of not only organizations but also every individual in a community regarding to their operating environment. Basically, organizational social responsibility is a fact which has developed as a reaction to organizations exploiting natural resources and social values. However, sustainability puts responsibility on each individual in a community. A whole society benefits from natural resources and cultural values. Therefore, everybody has responsibilities to the physical and social environment that they take part in, no matter the position they hold as producers or consumers.

When historical processes are examined, it is seen that many social, natural and economic developments that have been experienced since 1970 have played a role in the developments of the concept of sustainability. The concept of sustainable development, which was formalized and gained importance by Brundtland Report in 1987, depends on the understanding of not causing harm to the opportunities of meeting the needs of future generations while meeting the needs of current generation (Weaver, 2006. 10; Steurer et al., 2005. 263; Miller and Twining-Ward, 2005:7; Niedziółka, 2012: 2; Ham and Weiler, 2002: 36). We benefit from many values, especially natural resources, in order to meet our daily needs. However, most of these resources that we use are non-renewable and non-recyclable. Naturally, each resource that we use excessively is in danger of disappearing before reaching future generations. While we consume resources excessively

to satisfy our needs, future generations are in danger of not having these resources at all. The only way to stop this situation and to attach a permanent status to these resources depends on developing the understanding of sustainability. Sustainable development is the conceptualized form of the understanding of “living with what is left by our ancestors and what we take from our children” (Murphy and Price, 2005: 169). Everything we use today is a resource what we take away from the next generation. Unnecessary use and wasting will make life harder for our children and next generations.

The concept of sustainability taking its strength from this vulnerable point has begun to receive support by gaining more importance every passing day. In the upcoming years, the concept of sustainability and its purpose caught more attention and became more defensible by many countries. Today, we encounter it in many fields as compulsory rules far beyond a simple conscientious responsibility. Increasing overconsumption of resources is effective in this situation. Consequently, sustainable development is a philosophy of life becoming important every passing day.

5.1.1. The Concept of Sustainable Tourism and Its Historical Development

Sustainable development advocates that economic development and natural protection must be provided in harmony. However, conducting economic order and economic resources in harmony is not enough for sustainable development. It must be accepted that there is a

compulsory association between these two concepts beyond accordance. Neither of these concepts can exist without the other one (Ham and Weiler, 2002: 36). Economic developments and progress cannot be long lasting without natural resources.

In many fields taking part in producing services and products, natural and cultural resources are used as raw materials. Without this raw material input, it is not possible to carry out a productive activity and obtain outputs. Therefore, economic development will be able to sustain by protecting nature and the natural. Similarly, if there is not a stable economic growth, the budget that is necessary to protect natural and ecological resources cannot be created. On the contrary, overconsumption of resources begins to appear.

Sustainable tourism is a concept which has been developed in order to protect environmental, economic and social unity. Sustainable tourism consists of every kind of activities assuring protection of natural and cultural heritage. In addition, it is also the management of practice that has been developed for the proper use of tourism resources (Niedziółka, 2012: 3; Swarbrooke, 1999: 13). Sustainability of natural and cultural resources is quite significant in many economic and social fields. However, tourism is one of the most delicate sectors in terms of sustainable environment. The main sources of tourism sector are natural environment and cultural heritage. It is not possible to talk about tourism attraction of any regions without these two factors. Therefore, the topic of sustainable tourism is essential for the continuity of tourism sector.

The development of sustainability perception started in 1980s when the concept of sustainability emerged. In 1950s and 1960s, tourism was considered to be a miracle sector providing income by using natural resources which were used the least in economy. Tourism started to obtain effective results by changing the situation of natural resources which were inactive. Thus, its economic advantages, rather than its negative sides, were evaluated. In 1970s and 1980s, it was started to be advocated that tourism was not as innocent and special as it was considered to be. It was believed that mass tourism activities revealed results such as social and economic colonization. In 1980s and 1990s, the notion of protecting and supporting local values through forms of alternative tourism emerged. The main purpose was to minimize negative sides of tourism and to create a sustainable framework. Since 1990s, successive steps related to sustainable tourism have been taken and national and international decisions have been taken (Miller and Twining-Ward, 2005:28-34).

In tourism industry, one of the most important steps taken on behalf of sustainability is international hotel environment initiative which was begun in 1992 (International Hotel Environment Initiative (IHEI)). Accommodation industry has determined some sustainability rules in order to reduce the pressure and the destruction which occur during tourism activities. These rules exhibiting a balanced distribution among social, cultural and environmental factors are as follows (Niedziółka, 2012: 2);

- Sustainable use of natural and cultural resources which are necessary for tourism,
- Reducing the habit of excessive consumption and waste disposal emerging especially in accommodation organizations,
- Enabling sustainability by protecting biological diversity existing in natural life,
- Considering tourism sector and its requirements while making economic and ecological planning,
- Protecting and supporting local regions and economies which are the basic resource of intangible cultural tourism experiences,
- Including local cultural values and local people in economic development,
- Consulting organizations, tourists and local people that are taking part in the sector in order to attract more attention about the sustainability of tourism,
- Obtaining educative staff related to sustainable resource use and touristic activities,
- Conducting researches on sustainable tourism consistently,

To enable sustainable tourism, new tourism types have been provided in practice. The purpose of this approach is to infuse sustainability and tourism types, which are new and needs to be evaluated in terms of sustainability. Table 5.1 shows these tourism types and their explanations.

Table 5.1.: Types of Sustainable Tourism

Sustainable Tourism	Responsible Tourism	A tourism mobility understanding which aims to improve the life standards of local community and prevent their rights. As well as host people this movement also aims to provide visiting tourists better experiences (Goodwin and Pender, 2005: 302).
	Alternative Tourism	A tourism movement which correspond to tourism types that are based on local community and that emphasize ecological balance (Aall, 2014: 2566).
	Ecological Tourism	The tourism movement understanding which aims to sustain tourism mobility on its beneficial level by preserving the balances in ecological systems. Its development is based on the philosophy of regulating the nature-human-environment relationship for the good of nature and environment (Kısa Ovalı, 2007: 66).
Sustainable Tourism	Rural Tourism	It is based on the understanding of increasing shares of rural regional community from tourism's (social and economic) benefits (Okech et al, 2012: 37). It offers the visitors having rural experiences.

Sustainable Tourism	Soft Tourism	It is a sustainable tourism movement type which is formed as a reaction to mass tourism. It has a comprehension of preserving the health of human being, preserving the nature by means of human being and environment harmony. (Juganaru et al.,2008: 798)
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Source: Adopted from Swarbrooke, 1999: 14

It is likely to encounter these sustainable tourism types in the literature or practice with different names such as Green Tourism, Eco-friendly Tourism etc. Alternatively, it is possible to mention about different sustainable tourism kinds having similar qualifications. However, due to the fact that few differences are observed in practice and fundamental philosophy, the kinds given in the table are given as general fields.

5.2. The Relationship of Tourism and Sustainability

Factors such as having more leisure time, providing cross-national peace, cross-national travels becoming cheaper and reducing procedures affect tourism mobility considerably. Preserving regional attractions is significant for the sustainability of tourism activities. When all these evaluations are examined, it is seen that sustainability of tourism depends on social development, enabling economic growth successfully and properly and protecting natural environment (Todd, 2003: 5). Because of its multifaceted structure, it is necessary for all

these fields to interact with each other by developing in a balanced way in order to enable sustainable tourism.

Rapid developments in the field of tourism produce various effects on tourism centers and local destinations having touristic importance. Different demands emerging in social domain and enhancing new tourism types are the factors playing important roles in increasing tourism activities. Enabling tourists to have different tourism experiences by using the same resources is aimed through new kinds of tourism. By this means, the pleasure and the satisfaction that visitors experience from tourism will contribute to the sustainability of tourism. Unfortunately, developments emerging in tourism may not always produce positive results. There might be negative effects of rapid development of tourism on destinations and cultures of hosting regions. Today it is an accepted truth that unplanned and disorganized tourism activities might cause considerable environmental and social problems in touristic destinations (Rämet et al.,2005: 1). It is necessary to deal with positive and negative effects of tourism separately to explain this topic better. In this respect, positive effects and the fields which they affect are as follows;

Table 5.2.: Positive Effects of Tourism

Favorable Impacts	
Economic Benefits	<ul style="list-style-type: none"> • Provide the local destinations receiving share from tourism
	<ul style="list-style-type: none"> • Increases the rate of local economic development
	<ul style="list-style-type: none"> • Helps decreasing the level of poverty by means of increasing employment rate
	<ul style="list-style-type: none"> • Plays a role as a push factor with respect to economic development by its dynamic structure
Social And Cultural Benefits	<ul style="list-style-type: none"> • As local community becomes more powerful regarding to economy they become much more conservative regarding to tourism resources.
	<ul style="list-style-type: none"> • Use of tangible and intangible cultural heritage as input for touristic activities increases the consciousness and ascribed importance to cultural values
	<ul style="list-style-type: none"> • Parallel to increases in economic income based on tourism activities interests and concerns related to sustainability of cultural heritage and natural resources increase as well.
	<ul style="list-style-type: none"> • Development of international relations and interaction of communities are ensured by means of sharing cultural values
Environmental Benefits	<ul style="list-style-type: none"> • Natural areas and cultural values which were not known formerly emerge and become popular worldwide as they are shared

Source: It has been prepared using the data in UNWTO, 2013:13

It is possible to increase the number of benefits that are explained in the table in general. However, it is not true to say that it has only positive effects. Although it has benefits, it has threatening sides centered upon destinations and local people. The negative effects of rapid development of tourism on communities and destinations can be as follows;

Table 5.3.: Negative Effects of Tourism

Damages To Environment	<ul style="list-style-type: none"> • Intense tourism movements and demand might deteriorate or destroy biological diversity
	<ul style="list-style-type: none"> • Natural habitats of living beings might be destroyed. Especially the living beings and natural beauties on coastal areas are prone to destruction.
	<ul style="list-style-type: none"> • When natural resources serve as the major input for tourism activities the areas close to these resources become popular for zoning and constructional development. Destruction of green areas for the sake of infrastructure and superstructure development in order to respond tourism demand is a major and significant problem.

	<ul style="list-style-type: none"> • It might be said that accommodation operations play an important role about the consumption and depletion of water resources. They also increase the amount of waste released.
	<ul style="list-style-type: none"> • Might cause the excessive use of natural resources beyond their carrying capacity. This situation might cause the destruction of natural beauties which constitute the foundations of tourism.
	<ul style="list-style-type: none"> • All these unfavorable results might deteriorate or destruct cultural and natural values and preclude sustainable tourism.
	<ul style="list-style-type: none"> • City centers might be affected negatively based on congestions and jams caused by excess increase in tourism movements. Noise and air pollution increases are quite possible to be observed. Increasing traffic intensity might become a major source of stress for host region and its community.
<p>Cultural and Social Impairments</p>	<ul style="list-style-type: none"> • Excess interaction of local community with tourists might damage the cultural originality of local community. Even cultural degeneration might be the case.

	<ul style="list-style-type: none"> • Intense tourism movements might cause working conditions to be affected unfavorably (increased working hours, deterioration in working conditions and environment...)
Economic Damages	<ul style="list-style-type: none"> • Concessions about quality in order to respond the increased demand might be a possible result. This situation might create unfavorable, poor or inverse image formation on tourist receiving destinations.

Source: Yazdi, 2012. 52; UNWTO, 2013:14

There are some remarkable findings when positive and negative effects of rapid developments experienced in tourism are compared. These are;

- When the increase in tourism mobility and the experienced developments are examined, it is seen that positive effects mostly occur in the field of economy.
- Cultural and social benefits follow economic benefits.
- Environmental benefits, on the other hand, are at the minimum level.
- When negative effects of tourism mobility are examined, it is understood that the greatest harm is about environmental and natural factors.
- The weakest adverse impact occurs on economy.

When all these data are taken into consideration, it is possible to say that while mobility in tourism provides economic benefits, it causes environmental destruction. However, it is a short-term effect. When environmental destruction increases in the long run, it will wipe the economic advantage out and decelerate touristic activities. The significance of the balance between the concepts of natural and economic development which has been mentioned before comes in sight again.

The concept of sustainable tourism aims to keep a balance among these explained positive and negative effects. It is apparent that these negative effects mostly affect especially hosting communities and destinations. Therefore, sustainable tourism aims to establish a balance between positive and negative effects to enable hosting communities to have better standards. Besides, minimizing negative effects is one of the main objectives of sustainable tourism (Yazdi, 2012. 50). Sustainable tourism impels communities in terms of protecting their natural and cultural values on local, national and global levels.

Since the greatest effect of tourism is on natural and cultural values, sustainable tourism is perceived as constant ecological approaches. It is true that precautions of sustainability are centered on ecological activities. However, tourism sector must focus on sustainability activities in four main dimensions to enable sustainability exactly. These dimensions can be explained as follows (Ritchie and Crouch, 2003: 44);

Table 5.4. Dimensions of Sustainable Tourism

Sustainable Tourism Dimensions	
Economic Sustainability	<p>Being developed economically leads the nations to be advanced in many areas compared to other nations. Economic development may result in important investments in the field of tourism. At the same time promotional projects may be effectuated regarding to local tourism destinations. For the sake of sustaining tourism, efforts backed economically are vital. Because of this reason ensuring economic sustainability sets out the foundations related to the success of tourism sector's sustainability.</p>
Ecological Sustainability	<p>Ecological sustainability is one of the most important subjects of tourism destinations. Natural environment components are attractions for tourism activities. These attractions form the main motives for people to add that specific location to their travel routes. Deteriorations in ecological balance and destructions in natural environment cause deterioration in potential attractiveness of local destination and leads to a total loss of gains from tourism. That's why tourism enterprises need to take all possible preventive actions effectively with respect to the sustainability of natural and ecological components.</p>

<p>Political Sustainability</p>	<p>Political sustainability is an important subject even it is perceived as irrelevant to sustainability of tourism directly. Efficiency of economic, ecologic and cultural responsibility precautions and regulations to be announced might be achieved by an efficient political structure. Additionally political actions taken regarding to macro issues such as national safety concerns of tourists undoubtedly are expected to increase touristic activities. As a result political sustainability deserves the greatest importance for the sake of ensuring sustainability in all other areas.</p>
<p>Socio-Cultural Sustainability</p>	<p>Tourists generally have expectations from the local community to have high life quality and from the local culture to have a quite colorful and diverse cultural heritage.</p> <p>As well as natural beauties and components cultural heritage is a very important constituent of touristic destination. If the sustainability of social structure and cultural heritage are not ensured in a touristic local region it becomes impossible to mention the sustainability of tourism. Because of this reason socio-cultural sustainability is one of the main components of sustainability of tourism.</p>

Source: It has been prepared benefiting from (Ritchie and Crouch, 2003: 44; Swarbrooke, 1999: 50-70).

While sustainable tourism meets the needs of current tourists and hosting regions, it also provides development of opportunities and resources by protecting them for future. Through sustainable tourism mindset, many economic, cultural, social, biological resources and values have been taken under preservation by correct management (Liburd, 2010: 5). Correct management of sustainable tourism will provide significant economic opportunities for local communities and regions.

Consequently, sustainable tourism and sustainable economic growth are two important concepts and practices affecting each other directly and having the dual interaction process. It is significant to accept that the sustainability mindset is not one-way in order to make a social progress. It is necessary to make an effort to provide sustainability with all its components and dimensions.

5.3. Measures to Be Taken In Respect to Sustainable Tourism

Sustainable tourism puts social, economic, cultural and ecological elements of tourism forward in order to enable the balanced use of natural resources and cultural values. Sustainable tourism represents a life philosophy, rather than a technical term having certain boundaries (Rämet et al.,2005: 2). Sustainable approaches are not short-term projects for the protection of ecological, natural and cultural values. Sustainable practices are the process of adopting permanent awareness and good practices including protection of current resources by generations.

There are various measures to take while providing sustainable tourism. These are as follows (Yazdi, 2012. 54; UNWTO, 2013:15-16, Niedziółka, 2012: 3);

- Using cultural and natural resources in a sustainable and balanced way,
- Taking measures to protect biological diversity,
- Organizing activities protecting natural habitats of living things in the nature,
- Supporting local and small-scale economic units,
- Enabling local communities to take part in tourism activities through creative and experiential tourism activities,
- Training local units about tourism activities by providing consulting services for free,
- Preventing overconsumption of natural resources,
- Preventing excessive waste production, calling attention to the issues of environmental, water, soil and air, pollution.
- Enabling educated employees to be in service in the field of tourism and supporting uneducated staff in terms of receiving training related to tourism.
- Respecting to social and cultural values, lifestyles of local communities,
- Protecting tangible and intangible cultural values

It is possible to increase the number of measures to be taken in order to provide the sustainability of tourism. Tourism and environmental values will be protected by means of policies which might be developed on the basis of sustainable society, sustainable environment and sustainable economy.

CONCLUSIONS

Sustainability is an important concept gained increasing importance in recent years and directed to prevent imbalances in use of social, economic and ecological resources as well as increasing efficiency in consumption and waste disposal. This issue is major interest to be concerned for every unit of society regardless of type of whether it is a personal enterprise, a company or only an individual of society.

As the pollution rate has increased all over the World and waste problems have become formidable many other problems related to these problems emerged. It is a known fact that in spite of developing technology and scientific progression in last century epidemic contagious diseases have started to appear and World population have started facing new diseases which led indirect mass destructions on human and other species caused by types of pollution and tremendous waste disposals to the environment. Some of the well-known problems are mega deaths of fishes in lakes, seas and oceans, many of the species become extinct or many of them facing extinction. Natural and environmental destructions have become inescapable resulting deteriorations in population or impairments in functioning of endemic plant and animal species.

Excess uses of natural and environmental resources and pollution types caused by human being have destroyed the ecological balance dramatically which in turn caused climate change. Significant increases in frequency and magnitude of natural disasters such as

heavy rains combined with super storms in recent years have become a major problem with respect to harvesting and production as a whole. It might be stated that human being is the underlying reason of all these unfavorable environmental conditions. Individual or business related excess resource usage and over disposal of waste constitute the foundation of environmental calamities.

Tourism is an industry directly related to environment. Because of this reason deteriorations in environmental conditions and social values directly affect this industry in a serious manner. In order the sustainable approaches to be adopted, development of sustainable tourism phenomenon and awareness level of human being about this phenomenon is of great importance. Sustainable tourism is not only a specific industrial concept. It is an important application framework which has serious impacts that closely interest the community as a whole. Majority of the benefits gathered by many production industries focus on increasing their own revenues and profitability. On the other hand sustainability concerns of tourism industry are directly related to social values of community.

As well as preventing cultural values to be degenerated gradually or vanished totally preventing excess use of natural resources is aimed by means of achieving sustainable tourism. It is of great importance to support various sustainable tourism applications on a global scale in order to maximize prospective benefits. Another benefit of sustainable applications is the increased rate of development with respect to local economies. It might be concluded that sustainable tourism on a local

scale undoubtedly will make great contributions economically, socially and ecologically to the sustainability of world as a whole.

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