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AN APPROACH TO A STRATEGY FOR IMPROVING LIBYA'S TOURISM INDUSTRY

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ABSTRACT

Tourism is one of the fastest growing industries in the world. It has been observed that, for many countries, tourism represents significant potential for future development, while for others it offers a diversification of the national economy. In addition, people at all levels and occupations in society are affected in one way or another by this fast growing and important industry.

Libya possesses a variety of natural and man-made tourist attractions, which can be used for competitive advantage in the global tourism market place. However, in order for Libya to capitalize on this natural advantage, the Libyan tourism industry leaders and policy makers are called upon to formulate and implement a systematic tourism strategy. This strategy should be consistent with the best practices found in the highly competitive global tourism market.

The aim of this paper is to indicate how the strategy should be formulated to meet the necessary requirements to improve the tourism industry in the country.

***Keywords**: Strategy, Tourism, Libya, Development, Planning*

1. INTRODUCTION

Since the beginning of civilisation, travel has been a feature of all human society. According to the World Tourism Organization (2002), it has been estimated that there were 25 million tourist arrivals globally in 1950 and this has risen to 763.9 million by 2004. It states that tourism is the world's largest growth industry with no signs of slowing down in the twenty-first century. The study of tourism 2020 vision, forecasts that international arrivals will reach one billion by 2010, and 1.6 billion by 2020 (WWTC, 2002). Moreover, by 2010, the tourism economy contribution is estimated to grow to 12 per cent of global GDP (Gross Domestic Product), and it will support 250 million jobs (9 per cent of total employment) (WTTC, 2002).

According to information from WTO (2004), the information includes arrivals of non-resident visitors from various countries world-wide visiting Libya. International tourist arrivals from top generating tourist markets during 1999-2003 are shown in Figure 1. These data show international visitors who really travelled to Libya for tourism purposes and does not include, those who visit the country for the purpose of seeking work.

Figure 1 indicates that tourist arrivals from those markets increased from 28,371 in 2000 to 125,480 in 2006. On the other hand tourist arrivals went down from 27,622 in 2001 to 23,412 in 2002 showed (-15.24) per cent compared to 2001, due to September 11th impacts, which affected international tourist arrivals all over the world. In addition international tourist arrivals witnessed a slight decrease (by -2.64 per cent) in 2001 compared to 2000, due to the weakening economies of major tourism generating markets. In 2006 tourist arrivals to Libya has risen to 125,480 due to the improvement of image and relationship with tourism generating markets.

Figure 2 illustrates numbers for Libya as a tourist destination from the top generating tourist markets during the same period. It can be noted that, most international tourists visiting Libya are generated from Italy, Germany, France and the UK respectively. A small number of international arrivals represent the other countries. The Libyan tourism authority is trying to boost the number of tourists generated from these markets and aiming to target new tourist markets from various countries around the world, such as the USA, Japan, China and South Korea etc.

Libya has an extensive and varied range of tourism resources that are spread widely throughout the country. These include attractive natural features and many different landscapes of the vast Libyan desert, human achievements in the form of buildings, town, art history as well as modern man-made attractions etc. These unique attractions need the provision of additional facilities to improve the presentation and interpretation at the major sites as well as leisure facilities to improve visitor comfort.

The objective of this paper is to show how the strategy should be formulated to deal with the problems which hinder the development of tourism in Libya.

2. Problems Facing Tourism In Libya

Problems such as inefficient resource allocation, poor infrastructure, and frequent policy reversals, in addition to the UN (United Nation) international embargo which has been recently lifted, are major reasons for the delay and observed slow tourism development. The UN international embargo has been a major deterrent for tourists. It has resulted in delay in tourism development and made it difficult for tourists, who have instead had to travel through an arduous, physically exhausting road into and out of the country through the Tunisia-Libya land border.

Despite the fact that Libya possesses a splendid variety of tourist attractions (natural, historical and cultural), the problems facing the tourism sector and the development of tourism activities in Libya are several and each needs to be considered carefully in order to formulate the right policy to tackle them. These problems can be summarised as follows:

2.1 Lack of tourism-related infrastructure

The sufficient infrastructure necessary for the development of a successful tourism sector is lacking. Alexander's Gas & Oil Connections (1999), adds that:

"Tourism is part of a plan to make the country's economy less dependent on oil. Libya, however, has done little to improve its tourism infrastructure despite its drive to attract visitors".

Most important amongst these, is that there is a lack of available accommodation in terms of both quantity and quality close by the principal attractions such as, classical archaeological sites, selected coastal areas and convenient desert stopover points suitable for international tourists.

The facilities regarding the presentation of some attractions is not wholly adequate for visitation by tourists in aspects such as, lack of road signposting and informative signposting at places of interest that are in language other than Arabic, inadequate road maps of Libya as well as detailed ones for the principal towns and cities, beside that the need to improve the existing information centres at the site areas and establishing some more all over the country. In addition, despite the large number of restaurants, there are only a few that are of an acceptable standard to international tourists. Besides that, there is little or no entertainment or cultural activities organized for presentation to visitors. In addition, the availability of Libyan souvenirs and handicrafts in general, and those of unique quality in particular, is poor. Consequently, the shortages of these facilities will definitely have its impact on the level of tourist demand.

The visa entrance system might be another deterrent for international tourists, as well as the fact that the official currency exchange rate for the Libyan dinar is at a high level, which results in uncompetitive prices for tourist related services such as accommodation and transportation, compared with neighbouring countries. Moreover, tourist accommodation in some tourist areas is not up to standard to meet international tourist market requirements and there is a lack of tourist information centres. Also, the poor communications between the travel trade in the international tourist market and Libya has resulted in an absence of awareness and knowledge in the tourist generating markets of Libya's tourism resources and attractions.

2.2 Lack of awareness and image

Beside the severe lack of tourism infrastructure, there is a lack of awareness and image of Libya as a tourist destination among international tourist markets. The promotional tools, which are presently employed by, GBT (General Board of Tourism) and local tour-operating companies are insufficient. Therefore, the need for more effective promotional campaign has become essential in order to change the negative image of the country as a tourist destination that has been held in the outside world and particularly European tourist markets resulting from western media in the last couple of years.

2.3 Lack of competent human resources

The tourism industry is a labour-intensive service industry dependent for survival and competitive advantage on the availability of good quality personnel to deliver, operate and manage the tourist product. The interaction between tourist and tourism industry personnel is an integral part of the total tourist experience (Amoah and Baum, 1997). According to HCTC (1995), tourism and hospitality have one of the highest levels of skill shortages (cited by Jameson, 2000), and Libya no exception.

In Libya, tourism related services have a lack of good quality personnel. Therefore, there is an urgent need to develop human resources, particularly indigenous personnel, for delivering quality services for tourists, as well as enhancing general skills of the local workforce. All hotels and beach resorts should be staffed with skilled managers and technical services personnel to be more familiar with customers' needs and wants, help them and handle their enquiries and complaints as well as to meet an international standard of skills. As the industry continues to develop and managerial roles and companies become more complex, the nature of the unit management role will increasingly require the skills and knowledge that education and training bring.

3. Strategic framework to improving tourism development in Libya

As tourism activities are crucially affected by activities undertaken by other sectors in the economy, the sector should not be considered in isolation and should be in harmony with overall national aims. The tourism strategy framework is aimed at the Libyan tourism industry policy makers as they formulate tourism policies and plans to improve tourism development in the country, as illustrated in Figure 3.

Tourism in Libya faces a number of opportunities, which it should fully exploit in order to sustain and accelerate tourism development in the country. On the other hand, the development of tourism will encounter some challenges, which might hinder or slow down the development of the sector. Therefore, analyses of the opportunities and challenges, with which Libya's international tourism is confronted, and learning from the successes and failure of other tourist destination countries helps to formulate appropriate plans and policies for managing tourist resources. This all helps to suggest the choices of effective policies and strategies that Libya should undertake for its tourism development in the shadow of the country's new orientations to reduce its economy dependency on the oil revenue. The strategy's objectives have been divided into two different parts and stated as follows:

3.1 Immediate to short-term objectives

These can be stated as:

To stimulate various companies (public, private domestic and foreign) to invest in tourism infrastructure.

To sustain and improve image, awareness and knowledge of the country's tourist product within the tourist market.

To improve tourist services standard, level of planning and decision-making.

3.2 MEDIUM TO LONG-TERM OBJECTIVE

Based on the current situation of the Libyan tourism sector, the medium to long-term objectives could be considered to be:

To make the tourism sector a vital contributor to the national economy of the country by the generation of foreign exchange. To improve the quality of life for many Libyans by the generation of new employment. To prolong tourism assets for future generations by achieving sustainability.

In order to achieve the above objectives, the following key issues and priorities should be considered. Initially, need to overcome a number of weaknesses, as illustrated in Fig 3. These weaknesses relate to tourism aspects, which do not allow the country's basic tourism strengths to be fully exploited.

There is a need for a comprehensive set of tourism regulations covering consumer protection requirements, customs and immigration, environmental protection, land use planning and zoning, allocation of resources, exchange rate, food quality controls, tariffs, health, sanitation and safety. Some practical measures such as a welcoming attitude to international visitors at the airport, border or port should be introduced without delay. In this regard, training for customer care may help to overcome the common problems faced by tourists at such places.

4. KEY FACTORS FOR ACHIEVING TOURISM GROWTH

In order to achieve the above objectives the following key factors and priorities should be considered:

4.1 GOVERNMENT AND COMMUNITY INVOLVEMENT

Government involvement in developing countries including Libya has become essential especially in the initial stages of tourism development. The industry could not survive without them. Governments have the power to provide the political stability, security and the financial framework which tourism requires. They provide essential services and basic infrastructure.

Finance represents a core factor for any business. In the Libyan case, in order to utilize its extensive and varied range of tourism resources (natural and man-made) effectively, increased finance should be allocated for tourism in the country's national economic strategy. The public and the private sectors' cooperation and collaboration play a vital role in the development of the sector. If tourism is to flourish more widely across the country to reap the socio-economic and environmental benefits, government commitment with increased budget for the tourism development is essential as, obviously, without budget and estate commitment, tourism will never develop.

In Libya, residents should be a central component of tourism plans (unlike what has been experienced in several tourist destinations) and should be remembered not just in post-plan implementation. They should be aware of the economic benefits of tourism development to their community and should perceive the positive changes in their communities from tourism with aspects such as changes in living standards, investment, level of income, employment opportunities, and recreational facilities for residents, tourism as a source of valuable experience and preservation of antiquities and public facilities etc.

This all could lead to good tourist-host interrelationships, which results in better interaction between local people and tourists. This would encourage both parties to care more about the community's tourist assets, which in return leads to more sustainable tourist assets.

4.2 SUFFICIENT BUDGET AND ACTION PLANS

An adequate budget for funding tourism projects and implementing tourism plans is an important factor for accomplishing successful tourism growth. Some tourism development plans were prepared to further tourism in the country. However, non-implementation of these plans mainly due to insufficient budget, in addition to some other reasons, was a major drawback to accelerate tourism development. Therefore, in order to achieve tourism growth in the country the government involvement and commitment became essential to overcome any financial problems concerning the development of the tourism sector, which should be combined with an effective controlling system. According to Clayton (2003), in a situation of external shocks, mismanagement, corruption or some combination of these factors, which may lead to significant unproductive over spending, without commensurate or growth, this usually requires governments to get their budgets back under control. In addition, the establishment of a tourism development bank is recommended to enhance tourism growth in the country.

Action plans are required to take immediate action towards the establishment of tourism-related infrastructure. The aim of planning for tourism is to identify major issues that are likely to affect the development and management of tourism as well as to develop policies and programmes to assist in making the industry more viable and sustainable. Many have argued that, in order to achieve integrated and sustainable development, the macro level of economic and development policy must incorporate social and environmental factors at the outset of planning (Clayton, 2003).

Tourism in Libya is included in the national plans, but the resources are not allocated to achieve the sector's goals. The delay in the execution of tourism plans in the given time has been a major problem in the slow growth of tourism in the country. Therefore, the provision of necessary requirements, such as sufficient capital with an effective controlling system to avoid corruption, in addition to the provision of good expertise, flexibility etc to allow the completion of the projects, have became crucially urgent and important. A prepared plan, which cannot be implemented, to achieve the desired results is useless and a waste of resources as Jenkins et al (1991), argue that:

"much of the effort and funding given to tourism development planning has resulted in the preparation of technically excellent master plans, often detailed as physical development plans. Too little attention has been given to the implementation of these plans and particularly to post-plan audits."

Wall, (2005) added that, in developing countries, there is continued emphasis on master plans which are often made by external consultants, who usually come from developed countries, where there has been a shift in the emphasis on tourism master plans for larger areas. Those external consultants often do not undertake such tasks in their places of origin. In fact, such master plans are designed to attract external investors by ensuring potential developers that there is a broad vision for the destination area and that their investments are desired and secure.

Therefore, action plans are required, to accomplish positive results. Plans for the tourism sector should not be considered in isolation. As tourism is an interdependent sector, plans for tourism should be integrated with other sectors' plans. Problems arise when development is rushed, with little consideration for the environment. Therefore, the socio-economic and environment fabric of the country should be carefully considered in order to achieve sustainable tourism development.

4.3 INVESTMENT IN TOURISM

Investment in tourism infrastructure must be addressed as soon as possible as it is a core factor for tourism development. This cannot be achieved unless the provision of physical infrastructure is completed. Developing a new tourism-related product or service, requires intensified efforts at the initial stages in order to gain an adequate proportion of the international tourist market share and then to maintain this position in the medium to long- run. In Libya, where tourism is viewed as an economic alternative for gaining economic growth, the government should make investment as easy as possible for prospective investors. Consequently, this could lead to an increase in the tourism market share and enable Libya to compete more effectively.

Sufficient funding, and establishing an appropriate atmosphere for investors that might boost confidence among them, is required to encourage local and foreign investment to invest in tourism related services by treating tourism investment legislation as a special and more distinctive case in order to be more attractive. This might take the form of exempting both domestic and international components from tax for a certain period of time in the full investment. The development of more tourist accommodation such as small and medium-sized hotels, beach resorts, roadside travel-lodges and guest houses to meet the demand of prospective international and domestic tourists at a competitive price and more “value for-money” facilities could lead to sustainable tourism development and fast promotion of the country as a tourist destination. Similar investment policies in the oil sector which has been very successful could be adopted for investment for Libya’s tourism industry. Encouraging foreign investment (renowned companies in particular) to invest in tourism-related services, could generate employment for Libyans and bring in the highest technology and experience.

4.4 MARKETING ACTIVITIES

The need for marketing activities, which Libya is currently lacking, represents a core factor for achieving tourism growth in the country. In addition to awareness and knowledge about the tourist product and improving the image of Libya as a tourist destination among international tourist markets, marketing plays a vital role in understanding the needs and desire of the actual and potential customers. Help in responding quickly to tourist markets, changing conditions, offering the country’s tourist product in a more attractive way than its competitors as well as portraying the diversity of the Libyan tourist product in terms of society and culture, history and heritage while targeting specific segments related to individual types of activity or pursuit.

In order to increase the awareness and image of Libya as a tourist destination, it is proposed that a foreign tourist office should be established in major tourist generating countries. As a cost saving device or interim step, the London office for example, should be responsible for some other countries in the European Union. In the long run it will be essential to have an office in the USA, which would also serve Canada.

The importance of a destination having a foreign office lies in it is ability to help travel agencies in a tourist generating country to influence the choice of the destination in various ways. Furthermore, the need for a foreign office becomes more crucial when it is considered that travel agencies handle about 70% of travel business.

Tourism planning and development authorities with a well developed institutional framework at various levels (federal, provincial and local) are required to manage the existing resources to meet the tourist market demand. A fully provisioned marketing section with competent professionals is the most important need for the country to introduce its assets in the tourist market and to the travel trade. As a result, the formulation of marketing plans which are missing in most of the Libyan tourist enterprises due to the lack of expertise etc have become essential for the co-ordination of marketing activities. The marketing plan basically should have objectives/targets, strategy (utilization of tourist marketing mix), time limits, budgets and controls.

4.5 EDUCATION AND TRAINING

Education and training is required for enhancing the skills of those working at all levels in the tourism industry, which is critical to its future prosperity. Training should be performed in a wide range of skills, including management and information technology. The industry needs skilled managers and staff who are capable to identify and meet the needs of international visitors. Training facilities should be provided at university level to produce better educational programmes directed towards planning, developing, development and management of tourism. Beside the formal education system, informal training, either on-the-job or through programmes should be carefully tailored to meet defined objectives and targeted at specific types of individuals. Foreign expertise to train tourism personnel on specific aspects, should be organised by the public and the private sectors to provide a base for future education and training and to improve the standards.

The tourism training institutions in Libya have formulated educational and training programmes for the industry but at this stage they lack both efficiency and sufficiency. As a matter of a fact, we have to recognise that it will take a long-term sustained effort for the industry to adapt to the view that effective human resources development is critical to business performance. Moreover, education helps change people’s perceptions towards tourism and raises their awareness of the opportunities and challenges involved in tourism.

5 WAYS TO ACHIEVE SUSTAINABILITY

Practical steps and modalities are needed in order to translate these broad objectives into realistic policies aimed at attaining sustainable tourism development and making the tourism contribution to GDP higher to reduce dependence on the oil factor. In this regard, there are further factors need to be taken into consideration:

5.1 CONSERVING TOURISM ENVIRONMENT

Conserving the natural and built tourist resources for future generations against any environmental damage will lead to long-term tourism development. Management of the natural and built resources and tourism planning should be directed towards quality as well as growth. In this context the level of management should be improved and staffed with competent personnel. The development of tourism should be linked to other sectors of the economy, if it is to stimulate production in agriculture and industry that will contribute to the development of a more balanced economy and reduce the percentage of foreign exchange leakage.

In order to suit the needs of long range development of the tourism sector and to solve its problems, management planning is essential to know the positive and negative effects of tourism on the environment with a view to preventing environmental degradation. Problems start to emerge when development is rushed, with little consideration for the environment. The extra volume of visitors arriving at particular destinations causes most of the damage done to the environment as a result of tourism. These destinations are likely to be affected by congestion, smoke, ecological disruption, land use pollution etc.

As a result, for Libya to attain sustainable tourism development, it is crucial to consider environmental issues as a key factor in the overall development of the tourism sector. Distinctive investment incentives to local and foreign investors could help to conserve the natural and built environment. In addition, it is apparent that successful tourism planning requires the involvement and participation of residents in the destination areas. Interaction between tourists and residents plays an important role in conserving the local environment. This could be attained, by developing a tourism product that makes the visitor care about and feel for the local environment.

5.2 DIVERSIFICATION OF TOURISM PRODUCT

Moreover, diversification of tourism products becomes a necessity as modern tourism activity has shown a growing tendency towards it. Keeping pace with the rapidly changing and complex requirements of tourists in a highly competitive international tourist market and allowing the emergence of new tourist destinations cannot be achieved without tourism product diversification combined with a high standard of tourist services and facilities for the presentation of those tourism products.

The image of Libya as a tourist destination is entirely based on historical places, desert and culture. In other words, the image of the country in the viewpoint of tourists is as a cultural destination. Therefore, the opportunity for diversifying the tourist product exists. Libya can become one of the best sea, sand and sun destinations in the world, which requires heavy investment in beach resorts, hotels and sea sport facilities.

Moreover, many other tourism resources such as business tourism, scuba-diving, spa tourism, wildlife, mountain trekking, marine-based activities (e.g. game fishing, flotilla sailing) and fairs tourism are not fully exploited due to the lack of tourism services and facilities, which could play a significant role in diversifying the country's tourism products. Those tourism resources might be helpful for Libya both in the short and long-term and could create more leisure and construction activities for other areas apart from the capital which may create community well being and encourage settlement of people in rural areas who would otherwise prefer the urban areas for job seeking purposes.

The major objective of developing international tourism in all countries is to increase foreign exchange, which aims to increase the number of tourists and prolong their length of stay. According to a survey, which has been conducted with international tourists visiting Libya, the length of stay of these visitors is relatively short. In order to encourage visitors to prolong their length of stay, diversification of the tourist product has become a necessity. Extending opportunities for visitors to consume can be encouraged by offering intensive tours programmes and more convenient and preferential treatment for tourists, such as tax-free shopping, convenient payment systems (credit card machines etc), the provision of proper shopping facilities for incoming tourists, and the development of unique souvenirs and gifts which are warmly received by visitors.

According to Getz (1993), shopping villages combine both visitor-oriented services with natural or historical attractions, giving the visitor an opportunity to combine both shopping and tourism (cited by Eccles, 1995)

Conferences and conventions tourism is a major economic activity in most developed countries. After the lifting of UN sanctions on Libya, many foreign companies came forward seeking investment in various sectors. This encourages the opportunity to conduct conferences and conventions, which require sufficient congress halls and facilities offered by hotels in Libya. Conferences organizational skills and event development knowledge are required to channel the market.

The necessity of developing convention tourism in Libya should be recognized because of the following factors: This specific tourist market yields large financial benefits; it helps to extend the tourist season the whole year round; it can be an opportunity for special promotion and advertisement for Libya as a tourist destination; it gives an opportunity to the participants to experience various tourist products of the country, therefore, raising the possibilities of coming back as ordinary tourists as well as conveying the message to their friends and relatives (word of-mouth).

5.3 CONTINUOUS IMPROVEMENT

Continuous improvement is needed, as Libya may face increased tourist demand in the future. Whether the Libyan tourist market will be able to meet and take advantage of this increased demand will depend on how various tourism organisations both public and private cope with the problems in the present and take the necessary steps to meet the challenges of the future. Three important aspects should be considered carefully to achieve sustainable tourism development: The product's life cycle, the socio-economy and the environment. Problems arise when development is rushed taking little or no consideration of these three aspects. These development problems can be resolved, by responsive tourism planning as well as by the government and industry working towards sustainability. In addition, to remain competitive in the tourist market place, new products or concepts need to be developed.

The effort of Libya's General Board of Tourism (GBT) and other tourism organisations in the country should focus on the development of the quality of the tourism product and services. In addition, all tourism projects should have the appropriate capacity and the range of facilities that will allow their coexistence without affecting the natural, historical, social, cultural and economic environment. Consequently, the greater tourism attraction of Libya will be preserved for posterity, and holidaymakers may continue to enjoy activity-based leisure time both in and out of season.

For achieving successful and sustainable tourism development, in addition to related-tourism infrastructure and tourism product diversification, Libyan tourism needs continued improvement in marketing activities and training in order to meet the continually changing tourism markets' demand. Marketing and promotional activities will be indispensable if Libyan tourism is to survive the keen competition of established and emerging tourist-receiving countries. Finally, it may be said that Libyan tourism will not achieve any improvement unless an adequate budget is devoted to tourism plans and marketing activities. Moreover, a product that works in harmony with the environment remains successful for much longer as well as generating income for both the public and private sectors.

6. CONCLUSION

Tourism development is seen as a way of improving a country's economy and social well- being, but if this development is not handled carefully, problems began to emerge. The development of tourism products should be combined with a sustainable focus, which helps to fit in with the local environment and ensure its preservation. The successful formulation and implementation of a tourism development policy is predicated upon the mobilisation of human, capital, physical and other resources. These resources spearhead any tourism policy. If they are inadequate, tourism plans will not succeed. Overall, in order to improve Libya's tourism industry careful consideration should be taken of the following elements:

Plans for the tourism sector should not be considered in isolation but should be integrated with national and regional planning.

Improving the tourism infrastructure and creating an appropriate atmosphere for investment in the sector.

Local involvement and control over tourism development.

Foreign, private-public sector partnerships for tourism development.

Availability and allocation of appropriate resources such as financial, human, product, etc.

Building image of Libya as a tourist destination through a marketing and promotional campaign.

Promoting community tourism awareness campaign.

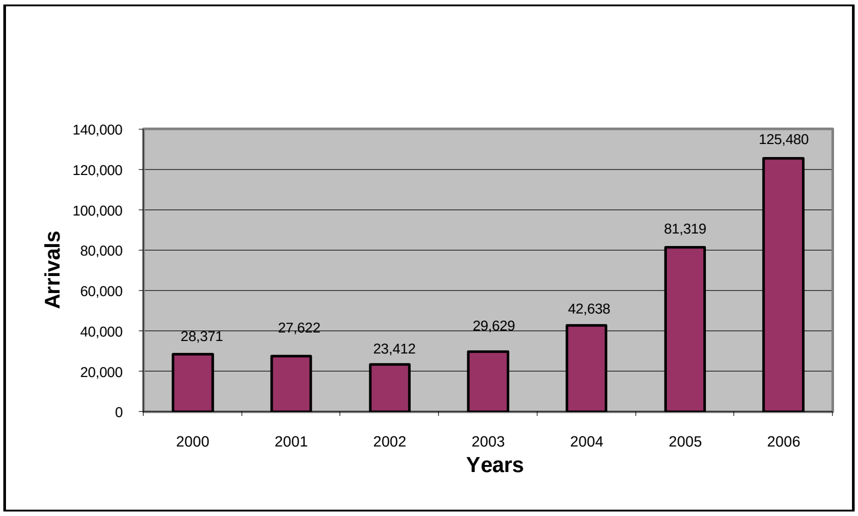
Increasing awareness and knowledge about the tourist product among tourism generating markets.

Product diversification to increase tourism income.

Product's life cycle, socio-economic and the environment are important to achieve sustainable tourism development.

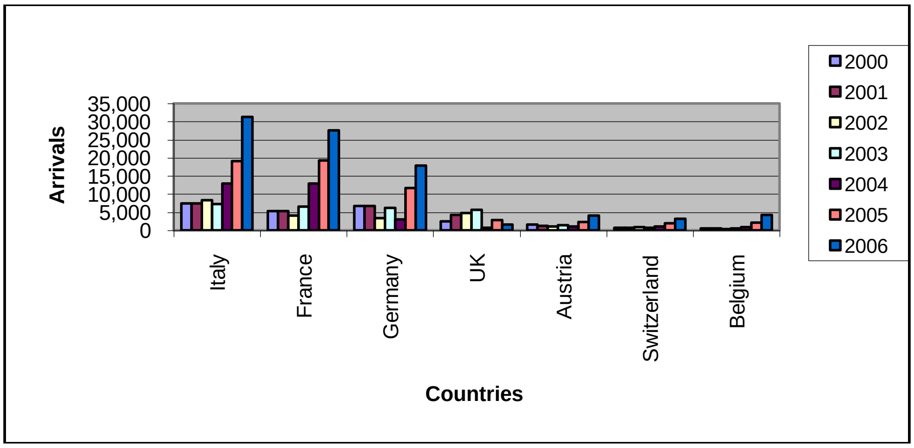
Innovation of new products or services is necessary to remain competitive.

7. APPENDIX



Source: (WTO, 2004)

Fig 1 International tourist arrivals from top generating tourist markets to Libya (1999-2003)



Source: (WTO, 2004)

Fig 2 Libya's visitor numbers from the top generating tourist markets (1999-2003)

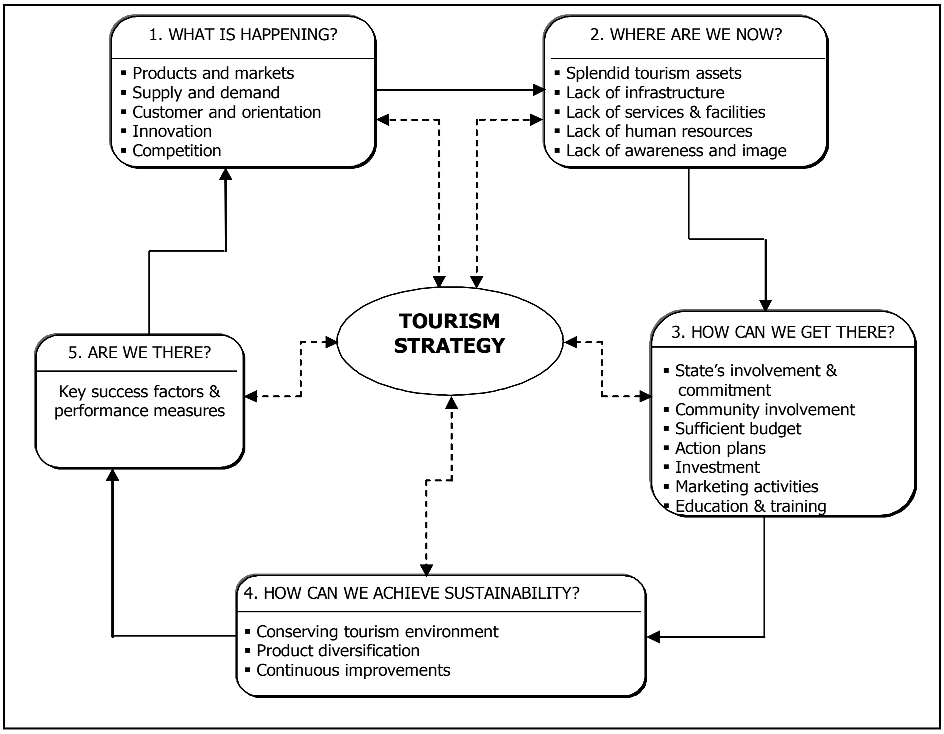


Fig 3 A strategic framework for improving Libya's tourism industry

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TOURISM AND ECONOMIC DEVELOPMENT: THE CASE OF TURKEY

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ABSTRACT

Tourism is seen an important source of foreign exchange earnings, employment of domestic labor and a contributor to economic growth. It is commonly believed that tourism has contributed positively to economic growth. However, in spite of the robust verification of the hypothesis from numerous studies, there have also been a number of empirical studies that failed to support this hypothesis. Therefore, there is no widely accepted consensus on what tourism brings because the consequences are contingent, varying from place to place.

This paper empirically examines the question of causality between tourism and economic growth using the time series methods of causality analysis with quarterly data over the period 1992Q1-2006Q4 in the Turkish economy. The results of co-integration analysis suggest that there is one co-integrated vector between real gross domestic product and tourism revenues. Granger causality tests have indicated that there is a strong Granger causal relationship between real GDP and tourism revenues.

1. INTRODUCTION

Tourism, as an alternative form of exports, can contribute to the balance of payments through foreign exchange earnings and increase the employment, household income and government income in the host country. It is generally assumed that tourism expansion should have a positive effect to economic growth. As such, tourism can certainly be an efficient tool for economic growth, but a precondition is a certain level of development and its success depends on a performing public sector and an efficient tourism policy. Environment, folk culture, society, institutional settings, the rule of law, human resources, information technology, infrastructure services, security, financing mechanisms and financing possibilities are important elements of performance for the tourism sector and main determinants of a lasting tourism growth. Tourism is mainly driven by the private sector but its success depends on a performing public sector and national tourism policy.

Tourism policy can strengthen the positive externalities of the tourists' expenditure and thus increase the potential of growth in the economy. Some researchers have proposed a "tourism-led economic growth hypothesis" that assumes tourism to be a major factor of economic growth in the long run. The main positive economic impacts of tourism relate to foreign exchange earnings, contributions to government revenues, and generation of employment and business opportunities.

However, the seasonal character of the tourism industry creates economic problems for destinations that are heavily dependent on it (UNEP, 2007):

Problems that seasonal workers face include job (and therefore income) insecurity, usually with no guarantee of employment from one season to the next, difficulties in getting training, employment-related medical benefits, and recognition of their experience, and unsatisfactory housing and working conditions.

Similarly, tourism development can cost the local government and local taxpayers a great deal of money. Developers may want the government to improve the airport, roads and other infrastructure, and possibly to provide tax breaks and other financial advantages, which are costly activities for the government.

Therefore, there are many hidden costs to tourism, which can have unfavorable economic effects on the host community. Often rich countries are better able to profit from tourism than poor ones. Whereas the least developed countries have the most urgent need for income, employment and general rise of the standard of living by means of tourism, they are least able to realize these benefits. Among the reasons for this are large-scale transfer of tourism revenues out of the host country and exclusion of local businesses and products.

Tourism is a significant economic activity in Turkey: Especially, foreign tourist arrivals increased substantially in Turkey between 2002 and 2005, from 12.8 million to 21.2 million people, which made Turkey a top-10 destination in the world for foreign visitors. On the other hand, 2005 tourism revenues are 17.5 billion USD which also made Turkey the top-10 biggest revenue owners in the world.

This paper intends to investigate causality relationship between tourism and economic growth in the Turkish economy. The interaction between tourism revenues and real GDP is investigated by using co-integration and Granger causality techniques with quarterly data over the period from 1992 to 2006.

Year - Arrivals
(in millions)

2001 - 10.4
2002 - 12.8
2003 - 13.3
2004 - 16.8
2005 - 21.2
2006 - 19.8

In this study, four hypotheses are examined with regard to the relationship between tourism revenues and economic growth in Turkey:

Hypothesis 1: There is a long run equilibrium relationship between tourism expansion and economic growth in Turkey.

Hypothesis 2: Tourism expansion leads to economic growth (One-way causality: The tourism-lead economic growth).

Hypothesis 3: Economic growth leads to tourism expansion (One-way causality: The economic-led tourism expansion).

Hypothesis 4: Reciprocal relationship between the two variables. That is, tourism expansion and economic growth cause each other (The two way causality).

Recognition of a casual relationship between tourism revenues and economic growth has important implications for the development of appropriate tourism policy decisions, especially for the developing countries.

The rest of the paper is organized as follows. Section 2 summarizes the related literature. Section 3 describes the data and methodology. Section 4 focuses empirical analysis and estimation results, and discusses the results of hypotheses. Finally, Section 5 contains a summary and conclusions of this research.

2. Literature Review

There are few studies investigating empirical relationship between tourism and economic growth. Earlier studies in this area mainly focus foreign trade and tourism (Kulendran and Wilson, 2000; Shan and Wilson, 2001). Recently studies concentrate on the contribution of tourism sector to the economic growth (Balaguer and Cantavella-Jorda, 2002; Diritsakis, 2004; Oh 2005; Gunduz and Hatemi-J, 2005; Kim, Chen and Jang, 2006).

On the other hand, there is an unverified question of whether tourism growth actually caused the economic growth or, alternatively, did economic expansion strongly contribute to tourism growth instead. To date, articles that have analyzed the causal relationship between economic growth and tourism sector demonstrated mixed results.

For example, Balaguer and Catavella-Jorda (2002) found that tourism affected Spain's economic growth in one direction. Their study is supports tourism-led economic growth hypothesis. Diritsakis (2004) observed a strong reciprocal causal relationship between tourism earnings and economic growth for the Greece economy. Therefore, his study supports both tourism-led economic growth and economic-led tourism expansion hypotheses. Similarly, Kim, Chen and Jang (2006) found a bi-directional causality between economic growth and tourism expansion in Taiwan. However, Oh (2005) suggested that the hypothesis of tourism-led economic growth is not held in the Korean Economy. In his study, Granger causality test imply the one-way causal relationship of economic-led tourism expansion. Gunduz and Hatemi-J (2005) found that the tourism-led growth hypothesis is supported empirically in the case of Turkey.

3. Data And Estimation

3.1. Data

While real GDP has been widely used to measure the value of economic development, the total tourist arrivals or tourism earnings have been commonly used proxy of tourism activity. For the empirical analysis we use the real GDP (REGDP) as a proxy for economic development and tourism revenues (TOURRE) as a proxy for tourism expansion.

The quarterly series of REGDP and TOURRE were available from January 1992 to December 2006. These series were taken from The Central Bank of The Republic of Turkey web site.

The variables are then transformed by the use of natural logarithms to ease interpretation of coefficients and are symbolized with the letter "L" preceding each variable name (LREGDP and LTOURRE). Furthermore, the two variables were adjusted for seasonality.

3.2. Augmented Dickey-Fuller Unit Root Test

Many macroeconomic time series contain unit roots dominated by stochastic trends. Unit roots are important in examining the stationarity of a time series, because a non-stationary regressor invalidates many standard empirical results. In brief, stationarity means that the mean and the variance of a series are constant through time and the auto covariance of the series is not time varying (Enders, 1995). The presence of a stochastic trend (non-stationarity of a time series) is determined by testing the presence of unit roots in time series data. Augmented Dickey-Fuller (ADF) tests were employed to test the non-stationarity of the variables.

Table1. ADF Unit Root Tests

Variables	ADF t-statistics / (level)	ADF t-statistics / (1st difference)
LTOURRE	-0.28	-5.36**

LREGDP	-1.61	-2.94*

Note: ADF unit root tests should be compared to the critical values which are -2.91 and -3.54 for the level and first differenced at the 5 % and 1% significance level, respectively. The symbol * and ** indicate that the null hypothesis can be rejected at the 5% and 1% level, respectively.

The results of ADF tests for two variables are provided in Table 1. No time series appear to be stationary in variable levels. However, when the logarithms of the time series are transformed into their first differences, they become stationary and consequently the two variables characterized integrated order one, I (1).

3.3. Johansen Cointegration Test

Before specification and estimation of cointegration test, it is required to examine the stationarity of the variables. If the time series are non-stationary in their levels, the variables can be integrated with integration of order 1, when their first differences are stationary. These variables can be cointegrated as well, if there are one or more linear combinations among the variables that are stationary. If these variables are being co-integrated, then there is a constant long-run linear relationship among them.

Since it has been determined that the two variables are integrated of order 1 by using ADF tests, then the cointegration test is performed. The Johansen Cointegration Test hypothesis is the null of non-cointegration against the alternative that is the existence of cointegration using maximum likelihood procedure (Johansen, 1988).

Table2. Johansen Cointegration Test

Trace statistics		Max. Eigenvalue statistics	
None (coint. vector)	at most 1(coint. vector)	none (coint. vector)	at most 1 (coint. vector)
20.57	1.56	19.00	1.56
(15.41)	(3.76)	(14.07)	(3.76)
(20.04)	(6.65)	(18.63)	(6.65)

Note: The optimal lag number (4) is selected based on AIC and SC. Critical values for rejection of the null hypothesis at the 5 % and 1% level are in the parentheses.

The results of cointegration test between two time series are shown in Table 2. The estimation results reveal that the linear combinations of two series are cointegrated in the long-run. In other words, the long-run equilibrium exists between tourism revenues and real GDP.

Therefore, the first hypothesis (there is a long run equilibrium relationship between tourism expansion and economic growth in Turkey) of this paper is supported.

3.4. Granger Causality Test

The cointegration technique pioneered by Engle and Granger (1987) made a significant contribution towards testing causality. Cointegration means that the non-stationary variables are integrated in the same order with the residuals stationary. Two or more variables are said to be cointegrated if they share a common trend. As long as the relevant variables have a common trend, Granger causality must exist in at least one direction (Granger, 1988). However, although cointegration indicates the presence or the absence of Granger causality, it does not indicate the direction of causality between the variables.

The existence of a stable long run relationship (cointegration relationship) between real GDP and tourism revenues implies that the two variables are causally related at least in one direction. As a final step, to answer the question regarding the direction of causation, the Granger causality tests were performed:

Granger (1988) points out that if two series are cointegrated, and then there must be Granger causality in at least one direction. A variable x_t is a Granger cause of y_t (denoted as $x_t \rightarrow y_t$), if y_t can be predicted with better accuracy by using past values of x_t, rather than not doing so, all else held constant. The Engle-Granger causality tests between real GDP and tourism revenues are performed by two equations separately:

$$LREGDP_t = \mu_1 + \sum{}^{4}_{i=1} \alpha_{1i}\, LREGDP_{t-i} + \sum{}^{4}_{i=1} \beta_{1i}\, LTOURRE_{t-i} + e_{1t} \qquad (1)$$

$$LTOURRE_t = \mu_2 + \sum{}^{4}_{i=1} \alpha_{2i}\, LTOURRE_{t-i} + \sum{}^{4}_{i=1} \beta_{2i}\, LREGDP_{t-i} + e_{2t} \qquad (2)$$

The model was used in order to examine the Granger causal relationship between the variables under examination. In a cointegrated system, the null hypothesis that LREGDP does not Granger-cause LTOURRE cannot be rejected if $\beta_{11} = \beta_{12} = 0$. Similarly, the null hypothesis that LTOURRE does not Granger-cause LREGDP cannot be rejected if $\beta_{21} = \beta_{22} = 0$. As a testing criterion the F statistic was used. With the F statistic the hypothesis of statistical significance of explanatory variables was tested for each separate function. The optimal lag length was selected with AIC and SC criteria.

The results relating to the existence of Granger causality relationship between the two variables appear in Table 3.

Table3. Granger Causality Test

Null Hypothesis :	LTOURRE doesn't Granger cause LREGDP		LREGDP doesn't Granger cause LREGDP	
Lag Number	F-statistics	p value	F-statistics	p value
2	4.19	0.02	5.55	0.00
3	3.30	0.02	3.67	0.01
4	2.92	0.03	5.32	0.00
5	2.52	0.04	3.96	0.00
6	2.85	0.01	2.78	0.02
7	2.53	0.02	3.28	0.00

Estimation results support to co-movement in the LTOURRE and LREGDP time series; therefore there is two-way Granger causality between real GDP and tourism revenues:

The null hypothesis regarding no causation of real GDP (LREGDP) to tourism revenues (LTOURRE) is rejected at the 5 % significance level; the null hypothesis concerning no causation of tourism revenues (LTOURRE) to real GDP (LREGDP) is also rejected at the 5 % significance level.

Therefore, the last hypothesis (reciprocal relationship between the two variables, that is, tourism expansion and economic growth cause each other: The two way causality) of this paper is supported.

4. Concluding Remarks

This paper employs Johansen cointegration and Granger causality tests to examine the relationship between economic growth (real GDP) and tourism expansion (tourism revenues) in Turkey over the period 1992-2006. Prior testing for cointegration between the two variables, the ADF unit root test was applied to check the time series properties and to determine the order of integration of the data used in this study. Then, the results of cointegration test suggested that there is one cointegrated vector between the two variables. Finally, the Granger causality test was applied to investigate the direction of causation between real GDP and tourism revenues in Turkey. The empirical results suggest that bi-directional causality from real GDP to tourism revenues and vice versa exist.

Turkey has experienced substantially large-scale development in the tourism sector, especially over the past three years. In this reason, it is examined that causality relationship between economic growth and tourism expansion in the Turkish economy and found that tourism expansion and economic growth cause each other. That is, there is a reciprocal relationship (the two way causality) between the two variables.

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THE EFFECT OF TOURISM ON THE PAYMENTS BALANCE OF TURKEY AFTER 1990S

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ABSTRACT

The tourism sector in the world has improved after World War II. With this improvement tourism's socio-economic effects increased. In this sense, tourism has become a very important sector for developing countries. Developing countries need tourism, then foreign exchange for creating incomes, employment, covering payments balance's deficits. Being a developing country, Turkey is concerned with tourism for its development. At this point, this article shows tourism sector's contribution to Turkish economy.

Keywords: *Tourism Sector in Turkish Economy, Tourism and Payments Balance*

1. INTRODUCTION

From the half of 20th century, tourism has become one of the fastest progressive sectors.

This is because tourism sector has reached much more number of people in the world and become an essentiality, not a luxury. Thus, attention of governments has also attracted to this sector. Especially for developing countries this sector has a vital importance as elimination of economic problems and bottlenecks.

As being a developing country Turkey had serious foreign currency bottlenecks in 1960s. For annihilating these negative effects the country began to promulgate Development Plans. With these Plans tourism sector's improvement and its contribution to balance of payments was aimed. However Turkey's external tourism has begun to improve with the 1980s. With new laws, new supports and new investments this sector has contributed the country's economy on a large scale. This structural change has created new employment possibilities, new incomes and the most important one, it has created a possibility to cover balance of payments deficit. The last one is important because Turkey has continued to live with this truth.

This article's aim is to show the tourism sector's importance and improvement in Turkish economy and especially to show this sector's economic effects as a sample of balance of payments. The first part of the article includes progress of tourism in Turkey from 1980s. In this part change of tourist numbers and tourism incomes from 1980s to today are underlined. The second part of the article includes the improvement of this sector in the country's economy. To show this effect tourism incomes and GNP values and rate between these are used. The third part of the article includes the relationship between tourism and balance of payments. First, meaning of the balance of payments and then its importance and formation are pointed out. At last, tourism's share about covering of balance of payments is described and case of Turkey is shown with values from 1990s to 2006. The fourth part includes the conclusions about the article.

2. A SHORT GLANCE TO TURKEY'S TOURISM SECTOR

After World War II, probably the impact of the third globalisation wave, international tourist flows and tourism incomes increased. Despite this fact Turkey acted lately about improving its tourism sector while it was an open door museum with its natural and historical beauties. As a result, the importance of this sector could not be understood until 1960's.

After 1960's Turkey began to plan its economical, social and cultural future for five years periods. Even these plans could not enough for developing tourism in Turkey. Although deciding the policies that would be following about tourism and activation of infrastructure and superstructure investments were made with the beginning of plan periods, share of tourism investments did not pass 0.7% of total fixed investments until 1980's (Yalınpala,1999:407; Çımat & Bahar, 2003:3). For Turkey everything changed after 1980's.

At the beginning of 1980, Turkey was in a worse situation because of currency bottlenecks that resumed according to import substitution policies and also petroleum shocks. Something must be done to stop this trend. So that 24 January 1980 Decisions were promulgated. After these Decisions, Turkey adopted a new growth strategy and new structural changes in all economic, social and cultural courses. With these changes position and importance of tourism sector also changed in Turkey. Especially with the 2634 numbered Tourism Encouragement Law (1982) superstructure investments were supported and for this aim public territories were allocated for investors, for providing some investment supports some lawful arrangements were made. Consequently, tourism was accepted as an important sector for developing and some economic means which are pecuniary support means like donation and support premium that were used in countries successful about tourism were promulgated (Yalınpala,1999:408). Thus, investments towards this sector increased and tourism became to contribute to the economic growth. In 1985 as a consequence of encouragement of foreign capital and private sector and Tourism Bank's credits to private sector for acting them, there was a certain increase at the number of accommodation facilities (Ertin :202). Most researchers accept 1985 as a turn point for Turkish tourism.

Table.1 The Share Of Tourism Investments In the Fixed Capital Investments (1980-1990)

Years	Private	Public	Total
1980	0.6	0.5	0.6
1985	1.8	0.9	1.4
1989	5.3	1.1	3.9
1990	5.0	1.2	3.8

Source: http://ekutup.dpt.gov.tr/ekonomi/gosterge/tr/ (15.03.2007)

While total tourist number in the whole world was 285 million and total income was 70 billion Euro, the number of tourist who came Turkey in 1980 was 1 200 thousand and total income was 248 million Euro. After all, While total tourist number in the whole world was 455 million and total income was 193 billion Euro, the number of tourist who came Turkey in 1980 was 4 800 thousand and total income was 2 425 million Euro. For understanding the development of tourism sector in Turkey between the years 1983-1991 share of world cake can be useful. At the beginning of 1980's Turkey took the share of the cake's 0.003% while this share increased 1.25%. Of course everything was not shining all the time. In 1986, negative effects of twin reservation of some firms, application of currency price on internal tourism, terror movements in Europe and Chernobyl Tragedy caused decreasing of tourist entrance (8.6 %) and tourism incomes (18%) (Egeli, 1997:114; Bulut, 2000:75). But even these unfavourable formatives could not inhibit the improvement. Between the years 1987 and 1991, every 0.75 Euro that government gave as a pecuniary support to tourism sector returned 19 Euro to it (Taşar). This data prove the advance of tourism after the 1980's.

Table.2 Tourist Arrivals and Tourism Incomes in Turkey (1980-1990)

Years	Tourist Arrivals	Tourism Incomes

	(000 Person)	(In Millions of €)
1980	1 288	246
1983	1 625	317
1984	2 117	414
1985	2 615	826
1986	2 391	718
1987	2 856	1 115
1988	4 173	1 779
1989	4 459	1 932
1990	5 389	2 437

Source: http://ekutup.dpt.gov.tr/ekonomi/gosterge/tr/ (15.03.2007)

1990's did not begin fairy events for both world and Turkey. With the beginning of Gulf War Turkey's tourism found itself in a dead-end. Because of its geological situation holiday reservations were cancelled in the country. Although the war was finished on February 1991, effects continued with the new worse formatives as condensation efforts of foreign travel agencies in the sector for domination and failure of European Overview Campaign which was started on 1st April 1991. Even though there was an increase after the half of the year, incomes did not affect positively because of low price application. In other words, while tourist number increased 2.4% according to the previous year, the tourism incomes decreased 19.8% (Egeli, 1997:116). Of course there were also different adversities about the sector but both tourist number and tourism incomes increased until 1998. With the effect of Asian Crisis in 1998, increasing of terror attacks and the big earthquake in 1999, stabilisation mode of capitalisation in the world, important price dumping in some countries like Spain, Greece and Portugal, Turkey's seasonal tourism conception tourist number and tourism incomes decreased (Çımat & Bahar, 2003:4).

Table.3 The Share Of Tourism Investments In the Fixed Capital Investments (1991-2004)

Years	Private	Public	Total
1991	4.7	1.5	3.7
1992	3.5	1.6	2.9
1993	2.4	1.7	2.2
1994	2.3	1.9	2.2
1995	2.4	2.4	2.4
1996	2.3	1.3	2.1
1997	2.5	0.6	2.1
1998	3.7	0.5	2.9
1999	5.5	0.5	4.0
2000	4.9	0.5	3.6
2001	6.3	0.6	4.4
2002	6.9	0.8	4.6
2003	8.6	0.7	6.2
2004	7.2	0.7	5.6

Source: http://ekutup.dpt.gov.tr/ekonomi/gosterge/tr/ (15.03.2007)

While Turkey was fighting with financial crisis in 1999, 2000, 2001 and global terror attacks that happened all over the world and Turkey, its tourism sector stand out against all of these. As Turkish tourism's share in the international tourism incomes was 1.6% in 2000, it increased 2.9% in 2005. At the same period foreign tourist number increased from 10.4 million to 21.1 million and tourism incomes increased from 5.76 billion Euros to 13.75 billion Euros. While the documented bed capability from Culture and Tourism Ministry was 352 thousand in 2000, it was 450 thousand in 2005; documented bed capability from municipality was 350 thousand in 2000 and became 400 thousand in 2005. With these advances, Turkey was 12th in the order of most tourist acceptable countries in 2005 and in the order of tourism incomes it was 8th (IX. Plan). Although the bed capability increase and important improvements, need of a reform about presentation and marketing is specified both in VIII. Plan (2001-2005) and IX. Plan (2007-2013).

Table.4 Tourist Arrivals And Tourism Incomes In Turkey (1991-2005)

Years	Tourist Arrivals (000 Person)	Tourism Incomes (In Millions of €)
1991	5 518	2 004
1992	7 076	2 749
1993	6 501	2 991
1994	6 671	3 265
1995	7 727	3 745
1996	8 614	4 269
1997	9 712	5 290
1998	9 431	5 422
1999	7 487	3 931
2000	10 428	5 768
2001	11 619	6 111
2002	13 247	6 406
2003	14 030	9 972
2004	17 518	12 085
2005	21 100	13 750

Source: http://ekutup.dpt.gov.tr/ekonomi/gosterge/tr/ (15.03.2007)
http://ekutup.dpt.gov.tr/plan/ix/9kalkinmaplani20070302.pdf (15.03.2007)

It is estimated that people who make travel for touristic aims will be 1 billion in 2010 and will be 1.6 billion in 2020 (Bulut, 2000:73). In this situation Turkey estimate its tourist number 38 million in 2013 and tourist income 14.80 billion Euros in the IX. Plan. So it can be said that Turkey is so much desirous to develop its tourism sector. But previous Plans show us that Plan targets mostly don't come true. As being an open museum country with covering by three seas, climate four seasons, cultural and historical treasures and amiable citizens Turkey have to be in a better situation in the world orders, it has a great potential for it. Making the needed reform, breeding its people and with more investments our good wishes come true.

3. Situation of the Tourism Sector in Turkey's Economy

Tourism affects Turkey's economy and has importance in different ways. These ways can be ordered as effects on GNP, on touristic commercial rates, on domestic prices, on governmental incomes and expenditures, on employment, on sectors, on infrastructure, on balance between regions and finally on payments balance (Olalı,1984:19-20). In order to most of researchers the importance and effect of the tourism in an economy are measured with the share of tourism incomes in GNP, in this part a short look to share of tourism incomes in GNP will be done. As the headline keeps the situation after 1990s, Table 5 which shows the share of tourism incomes in GNP that are kept the values between 1990-2005. But it shouldn't be forgotten that in these tables tourism incomes provided from international tourism are included. Domestic tourism incomes are hard to be measured.

Table.5 Share of Tourism Incomes in GNP (1990-2005)

Years	GNP (Million Euro)	Tourism Incomes (Million Euro)	Tourism Incomes / GNP (%)
1990	112 756	2 422	2.1
1991	112 836	1 993	1.8
1992	118 813	2 733	2.3
1993	134 286	2 973	2.2
1994	99 412	3 245	3.3
1995	127 732	3 723	2.9
1996	137 885	4 477	3.2
1997	144 481	6 074	4.2
1998	155 122	5 864	3.8
1999	139 136	3 907	2.8
2000	151 115	5 734	3.8
2001	111 273	6 075	5.5
2002	135 851	6 363	4.7
2003	179 667	7 266	4.0
2004*	226 000	11 900**	5.0
2005*	271 000	13 700**	5.1

Source: Kar et. al., 2004, p.95
* This years' values are got from http://www.ttyd.org.tr/istatistikler.html (16.03.2007)
** Incomes from foreigners + Turks live in abroad

As it is shown in Table 5, in the crisis years like Gulf War, Asian Crisis or all financial and political crisis time, rate between tourism incomes and GNP decreased. But the values didn't change together all the time. For example in 1994 GNP value decreased but tourism incomes increased. With the stabilisation almost all parts of economy and politics, the values has got higher recently. Although it is obvious that Turkey has a great development in its tourism sector almost in 35 years, it still couldn't enough for the country like Turkey which has a great potential about tourism sector.

4. TOURISM AND PAYMENTS BALANCE

One of the economical indicators of tourism is share of tourism incomes in export incomes. Incomes from international tourism make positive effects on the payment balance being in form of additional export or invisible item (Çımat & Bahar, 2003:10). Tourism, which is one of the fastest improving sectors, is an instrument of emerging countries for their developments.

So that tourism has a great important not only for its contributions in GNP but also for foreign exchange incomes that provide healing of payment balance (Yavuz, 2006:162).

Widely, the balance of payments measures the payments that flow between any individual country and all other countries. It is used to summarise all international economic transactions for that country during a specific time period, usually a year (Wikipedia). Somehow balance of payments is used for determining of payments from one country to others and incomes that are achieved from foreign countries (İçöz, 2005:236).

So, foreign exchange incomes and expenditures and their values are important for creating the balance of payments. At this point importance of tourism sector is getting high, especially for developing countries. Because they've also battled with external deficits for years and for their development they need intermediate and capital goods. As being a foreign exchange provider, tourism looks like a 'lifeguard' for them. Foreign exchanges that have been got from international tourism can be effective on foreign exchange supply and demand. In the domestic country which is attractive for tourists foreign exchange supply increase and in the foreign country foreign exchange demand increase. Thus domestic country gets foreign exchanges and absolutely its balance of payments is affected by entrance of it.

If tourism brings in foreign exchange, it can remind of exports. So that the incomes are achieved from tourism are called invisible export and all kind of goods and services that are sold to tourists are called additional exports (Şen, 2005:19).

The effect of tourism on the balance of payments is unavoidable; it can be understood from the explanations above. But this effect cannot be positive all the time. The rule is that foreign exchange revenues must be more excessive than foreign exchange expenditures. Otherwise balance of payments will be affected negatively.

For getting net foreign exchange income some terms must be formed (Bulut, 2000:78; Şen, 2005:19);

First, the rate between foreign exchange expenditures (c) and foreign revenues (r) must be under 1 ($c/r<1$);

Foreign exchange share of tourism sector must be much more than the foreign exchange when there is not a tourism sector in that country.

Tourism incomes and expenditures together make 'external tourism balance'. For a narrow meaning, external tourism balance means tourism incomes from foreign tourists and residents' foreign exchange expenditures when they are abroad. Incomes are specified in active part and expenditures specified in passive part. The total of these will help to make the assessment of this balance.

If external tourism balance is examined, it can be seen that international touristic movements do not only depend on the entrance and exit of the tourists. Thus, there are primary, secondary and tertiary effects of tourism on balance of payments. Primary effects include daily expenditures of tourists. Secondary and tertiary effects include touristic imports, commissions of travel agencies, profit shares of foreign investments, interest payments, effects of touristic incomes to suppliers of other goods and services manufacturers. In fact, for measuring the effect of tourism on payments balance primary effects are often used (Şen, 2005:20). So that share of tourism incomes in export incomes can show us this effect.

Table.6 Share of Tourism Incomes in Export Revenues (1991-2005)

Years	Export Incomes (Billion Euro)	Tourism Incomes	Tourism Incomes

		(Billion Euro)	/ Export Incomes (%)
1991	10.2	2.0	19.8
1992	11.0	2.7	24.5
1993	11.5	3.0	26.1
1994	13.6	3.2	23.8
1995	16.2	3.7	23.1
1996	17.4	4.2	24.1
1997	19.7	5.2	26.6
1998	20.2	5.4	26.7
1999	20.0	3.9	19.5
2000	21.0	5.7	27.3
2001	23.5	6.0	25.9
2002	27.1	6.3	23.5
2003	35.5	7.2	20.5
2004	47.5	11.9*	25.2
2005	55.2	13.6*	24.7

* Incomes from foreigners + Turks live in abroad
Source: http://www.ttyd.org.tr/istatistikler.html (16.03.2007)

As Table 6 shows, tourism incomes are very important for Turkey's economy. Share of tourism incomes in export incomes increased from 1991 to 2005. Of course some values are bigger than 2005's value. But it isn't forgotten that Turkey is still a developing country situation and has battled lots of internal and external crisis in the period of 15 years. Also the rate of covering of tourism incomes to external trade deficit helps to understand the contribution of tourism for balance of payments.

Table.7 Rate of Covering of Tourism Incomes to External Trade Deficit (1990-2006)

Years	External Trade Deficit (Million Euro)	Tourism Incomes (Million Euro)	Rate of Covering of Tourism Incomes to External Trade Deficit (%)
1990	7 023	2 033	28.9
1991	5 603	1 995	35.6
1992	6 131	2 735	44.6
1993	10 586	2 976	28.1
1994	3 882	3 248	83.6
1995	10 578	3 726	35.2
1996	15 336	4 247	27.6
1997	16 762	5 268	31.4
1998	14 243	5 395	37.8
1999	10 587	3 904	36.8
2000	20 092	5 740	28.5
2001	7 566	6 081	80.3
2002	11 648	6 375	54.7

2003	16 603	7 274	43.8
2004	25 839	9 114	35.2
2005	32 548	10 471	32.1
2006	39 006	9 436	24.1

Source: http://www.dtm.gov.tr/ead/gosterge/baslica.xls (17.03.2007)
http://www.tursab.org.tr/content/turkish/istatistikler/gostergeler/63TSTG.asp (17.03.2007)

It can be proved from the rate in the Table 7 that the tourism income of Turkey is very important to match external trade deficits. Average covering of tourism incomes to external trade deficit is 40%. It is a high value.

As it has been said above, developing countries need foreign exchange for providing capital goods to remain their development, fighting with foreign exchange bottlenecks and clearing the deficit of payments balance. Tourism is one of the most important item that contribute foreign exchange to the economy. Because of this reason, this sector is in Top 10 for developing countries to accomplish their improvement. So Turkey had targeted to develop its tourism sector in 1960s with the Plans but the improvement began in 1980s. Today the last point is average of 40%. It is a high value then if you consider the ‘dirty’ economic history of Turkey. Also increasing of tourists’ number, tourism revenues and tourism investments show that Turkey has learnt the importance of the sector and try to improve all values of it.

5. CONCLUSIONS

Nowadays, with becoming a life style or life art, tourism has an important place for both developed and developing countries. It is defined as the most consistent and the fastest growing sector in the world after World War II. Globalisation’s effect on the contagion of tourism can’t be contradicted. Especially, in these days impact of globalisation is heaviest, importance of this sector has increased one more step.

However, Turkey understood this sector’s importance for development lately. Actions began in 1960s did not get a solution until 1980s. With the 24 January 1980 Decisions Turkey opened its doors to world and promulgated open-door policies in all economic, social and cultural areas. These Decisions declined import substitution system which had been performed and accepted export led growth. According to this, the importance of foreign exchange for a developing country has been understood. Everyone knows for growing and developing emerging countries need capital goods. For buying capital goods and intermediate goods they need foreign exchange. This time, Turkey believed the word ‘growth’ faithfully. So export was elected instead of import. But there was another sector which could provide foreign exchange to the country: Tourism.

Although it has positive effects on incomes and employment, for developing countries like Turkey covering balance of payments deficit effect is much more important, because this deficit has become a chronic item for Turkey. To understand this effect most researchers look for the rate of tourism incomes in export incomes. Turkey has an increase inclination between the years 1991-2005. Also rate of covering of tourism incomes in external trade deficit can be examined. At the average, this rate is 40% for years 1990-2006. This is an incredible figure for Turkey. If one looks the values separately, he can see that this rate never decrease 24.1% for these years and even in crisis years rates gets higher values. So these results prove us effect of tourism incomes on payments balance of Turkey has an important place.

Owing to growth strategy of Turkey, these external deficits will be for a while. Last five years’ deficit values have proved it. So Turkey has to be improved in its tourism way. The values are better but not the best. Turkey has a great potential about tourism, it is a tourism heaven.

Turkish government knows the truth and examines it in IX. Plan. For attracting more tourists presentations and advertisements must be increased. For providing tourists' pleasure bed capability, qualified employee number must be increased and currents must be improved. Also, still infrastructure and environment problems exist. They have to be resulted. Turkey has four seasons in a year. When you are swimming in south, maybe someone is making snowman in the east. It has amazing historical relics all over the country. Diversifying the tourism activities will be beneficial to increase tourist numbers and tourism incomes.

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COMMUNITY PARTICIPATION IN TOURISM DECISION MAKING A CASE OF LANGKAWI ISLANDS, MALAYSIA

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ABSTRACT

Community participation is regarded as an important tool for successful tourism development planning. Western scholars generally agree that active community participation in decision making will benefit local communities. However, in developing countries, such participation is difficult to put into practice because of shortcomings in structural, operational and cultural limitations in the tourism development process (Tosun, 2000). A study in Langkawi Islands, Malaysia was conducted in March to July 2004 to explore and identify weaknesses in, and constraints upon current community participation frameworks.

The study adopted a mixed method approach combining both quantitative and qualitative methodologies. Quantitative data was gathered through 800 questionnaires distributed to a stratified sample of local community members in the islands. 392 questionnaires were returned and analysed using SPSS version 12. A Principal Component Analysis shows three main problems in existing community participation approaches: (1) inadequate information about the participation process; (2) limitations in participation procedures; and, (3) local residents' negative attitudes towards the process. Qualitative data was gathered through 40 semi-structured interviews with local stakeholders including hotel managers, government and non-government agencies representatives, resort and tourism developers and community leaders. Interview data was analysed using Ritchie and Spencer's (1994) 'framework method'. Three key issues were identified: (1) the weakness of the current community participation approach; (2) local residents' attitudes to the participation program; and, (3) aspects for improvement in community participation approach.

Finally based on the study's finding, several suggestions are put forward for a future framework for community participation in the study area. Given that community participation exists in different sizes and objectives, a future participation framework should provide an alternative for optimum involvement with a potential for a higher participation level.

***Keywords**: Tourism development, community participation, decision-making process, Langkawi Islands.*

1. INTRODUCTION

Tourism is an important mechanism for economic development and the creation of employment opportunities in many countries (De Kadt 1979; Pearce 1989; Hall 1998; Wahab 2000). This has attracted attention from the governments of developing countries looking to maximize economic benefits from tourism development in their own countries (Jafari 1974; Jenkins & Henry 1982; Lee 1987; Winpenny 1982). Many developing countries have tried to exploit the tourism industry for economic stimulation by getting foreign investment, capital, and surplus from currency exchange (Din 1997; Telfer 2003). However, even when the governments' economic achievements from tourism are recognised, their response to public participation process during the stages of tourism planning and development is always questionable. Local community participation in the decision-making process is always limited or sometimes marginalized, particularly in developing countries (Edelmann 1975; Lea 1988; Timothy 2000). Local communities not only fail to participate in the decision making process, but also fall short in maximising the benefits of tourism development (France 1998; Scheyvens 2003).

Researchers (Keogh 1990; Hall 1998; Timothy & Tosun 2003) stress the importance of public participation in the decision-making during tourism planning and development. Tourism planning involves many stakeholders, such as government agencies, private companies, and non-government organizations (NGOs), which should strengthen the importance of public contribution in the public participation process. It is the public who are the most important party, since it is they who will be most affected either positively or negatively (Tosun 2000) by tourism planning and development. In fact, public participation in tourism development does not only relate to the decision-making process and the benefits of tourism development, but also regarded integral to sustainable tourism (D' Amore 1992; Green 1995; Leslie 1993; Murphy 1988).

2. Tourism Planning In Malaysia

In Malaysia, government involvement in tourism development began in the 1970s; this followed an economic downturn and the decline in popularity and demand of commodity products, which caused the government to explore new resources, with the aim to improve Malaysia's economy (GOM 1976). This resulted in the establishment of the Tourism Development Corporation (TDC) in 1972 following the Pacific Association of Travel Agencies (PATA) conference in Kuala Lumpur. Following the establishment of the TDC, the first Tourism Master Plan was completed in 1975 with help from international consultants. The plan provided a detailed explanation of the policies for tourism planning and development in Malaysia. However, the implementation of the 1975 Tourism Master Plan met with resistance from local residents, because of perceived negative social and cultural impacts that tourism could have on the local society. However, continuous efforts by the government and economic benefits resulting from tourism development have changed the residents' perception of the industry from a negative to a positive stance (Wells 1982; Sharif 2000).

A part from the 1975 Tourism Master Plan, the national Five Years Plan, which is produced by the federal government in every five years is also important in formulating the strategy for tourism planning and forecasting the progress of tourism development in Malaysia. The plan is used for statistics and budget allocation for tourism development in every state in Malaysia. It also outlines government policies and strategies for tourism development. The government also promotes Malaysia as a tourist destination for international visitors, by reference to Malaysia's political stability. These all regarded as important policies that will help to create a favourable image of Malaysia internationally. Additionally, the policies in the Third Five Years Plan (1976-1980) reveal that whilst community participation in tourism development is important (GOM 1976), the focus is more on sharing the economic benefits rather than involvement in the decision-making process. The policies fail to explain how the public can be involved in the decision-making process.

3. The Case of the Langkawi Islands

This research focuses on the Langkawi Islands as a case study (Figure 1). The Langkawi Islands have experienced tremendous development in public infrastructure and tourism facilities since 1986 when the island was declared as a duty free area. Many construction projects on the islands have only one purpose: to accommodate tourism development. Since he was taking the office, former Malaysia Prime Minister, Dr. Mahathir Mohamed has encouraged local and international investors and businesspersons to invest in the Islands.

Figure 1: Langkawi Islands, Malaysia

Source: Langkawi Municipal Council (2005)

To guide the progress of tourism development in the Langkawi Islands, the government prepared the Langkawi Structure Plan, which was gazetted in 1991. The 1990 Langkawi Structure Plan outlined the government policies and strategy for socio-economic and physical planning and development for Langkawi Islands from 1990 until 2005. During the preparation of the Langkawi Structure Plan, local residents have been provided with an opportunity to give their comment and suggestion. Nevertheless, based on his study, Din (1993) questioned the effectiveness of the public participation process during, since local residents can only participate without influence the decision making-process. Similarly, Hashim (1986) and Mohd Saad (1998) also argued the transparent of the decision making process. Mohd Saad (1998) stated that government administrator has made most of the decisions without public consultation. Due to that, most of issues related to tourism planning and development failed to address the need of local residents (Din 1993, 1997)

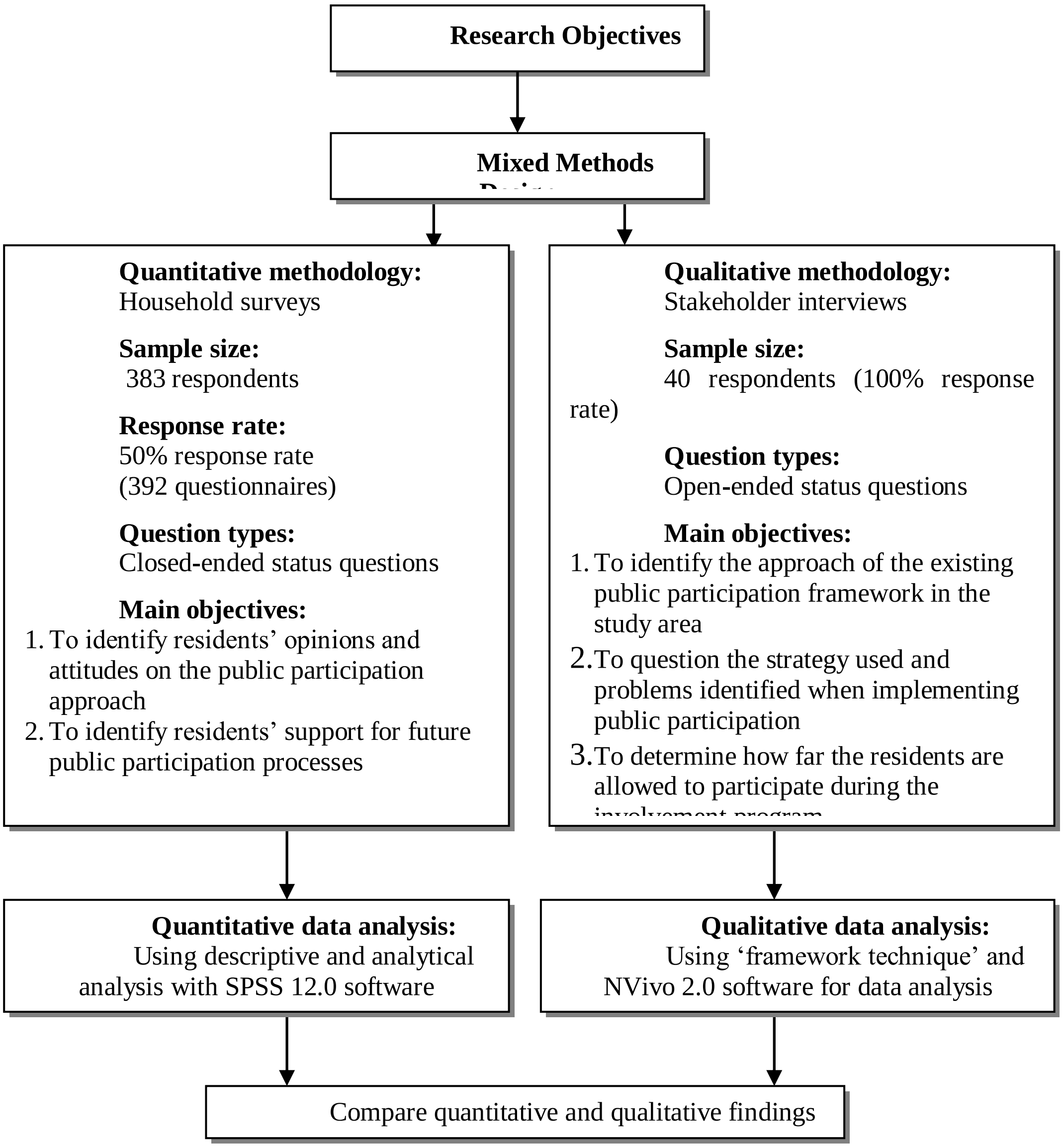
Therefore, Din (1993) suggested that local residents should be given greater chances to voice their opinions or ideas, despite of shortcomings in implementation approach and the lack of their understanding. Local residents need to be informed of tourism development since the lack of knowledge of tourism might result in the low level of awareness in the participation process and could contribute to negative perceptions.

4. Research Methodology

Johnson and Onwuegbuzie (2004: 17) defined mixed methods research as ‘the class of research where the researcher mixes or combines quantitative and qualitative research techniques, methods, approaches, concepts, or language into a single study’. Creswell et al. (2003) stressed that the mixed method researcher can give equal priority to both quantitative and qualitative methods or choose to emphasise either one or the other, but a researcher should select the designs ‘that effectively answer their research question’ (Johnson and Onwuegbuzie (2004: 20).

Therefore, from six designs suggested by Creswell et al. (2003), the concurrent triangulation design was selected and employed in this study after considering the study objective and question under investigation. Figure 2 defines the steps involved in concurrent triangulation design in this study. The quantitative and qualitative methods are used as separate, but complementary, means to cover the weakness of one method with the strength of another method. The result from both analyses were compared and integrated in the interpretation process.

Figure 2: Research process



5. Research Findings

5.1 Respondents response to the problems in the public participation processes

An exploratory factor analysis (EFA) using principal component analysis was carried out to identify the respondents' perceptions of the problems of the public participation process. The Barlett's Test of Sphericity shows statistical significance with the Kaiser-Meyer-Olkin value of 0.7, exceeding the recommended value of 0.6 (Hair et al. 1995). This means the items can be subjected to further exploration to identify the underlying factors that may exist. Reliability analysis (Cronbach's alpha) was calculated to test the reliability and internal consistency of each factor and a cut-off point of 0.45 was used to include items in interpretation of a factor (Table 1).

Table 1: Factor analysis on the public participation process (*N=392*)

Factor of participation problems	Factor Loading				Commonality
	1	**2**	**3**	**4**	
Factor1: Implementation weakness					
The involvement was limited to early stages	.816				.678
Was excluded from participation process	.787				.707
Only selected individuals were invited	.713				.573
The process was difficult and too complex	.629				.703
Factor 2: Inadequate information					
Did not know how to participate		.807			.671
Did not have enough information		.804			.673
Was not aware of the participation program		.730			.572
Factor 3: Resident attitudes					
Did not ready to participate			.865		.782
No interest in participating			.827		.703
The process was not important			.589		.515
Factor 4 [a]					
Was not invited to participate				.848	.824
Eigenvalues	2.93	1.87	1.58	1.00	
Variance (%)	26.69	17.03	14.40	9.15	
Cumulative variance (%)	26.69	43.73	58.13	67.28	
Cronbach's alpha	.67	.75	.68	-	
Factor Item	4	4	3	1	

[a] Factor 4 has only one item and was excluded for further analysis.

From the Varimax-rotated factor matrix, four factors representing 67.28 % of the explained variance were extracted from 11 variables. However, factor number four was excluded from further analysis because it consists of one item, leaving another three factors with at least three or more items. The results showed the alpha coefficient for all three factors ranged from 0.67 to 0.75. The value is acceptable as it is above the minimum value of 0.50 indicated for reliability for basic research (Nunnally 1967).

5.2 Stakeholders views on the public participation implementation

Stakeholder interviews identified three problems in the public participation processes in the Langkawi Islands. The first relates to government control in the decision-making processes. This situation existed in all decision making during the Structure Plan and Local Plan studies. Excessive control by the government limited the public's involvement in the decision making process. One of the government officers (Respondent 5) explained:

"...if the public disagree with the plan they can make an enquiry to the State Planning Committee. That was the highest level of participation in any physical plan development in this country...even though, the state planning committee considered the enquiry, the committee was still free to make a decision which they held to be relevant."

Interestingly, the residents understood how the decisions were made. Although they were encouraged to attend the draft plan exhibition, they did not have an opportunity to raise any questions or suggestions. Community leaders viewed the exhibition technique as not effective since the residents could not participate actively. One of the community leaders (Respondent 32) stated his regrets:

"Usually, the decision was made at the top level of administration without in-depth involvement from the local level. Even when they (government officials) went to the local level, the approach used was not effective because we were not able to be actively involved."

Second, <u>the weaknesses of the existing participation approach</u> were another major concern for most of the interviewees. They claimed that flaws in the current practice had limited residents' opportunity to be properly involved in the decision-making process. A community leader (Respondent 32) explained his views on that situation:

"I think the priorities in the participation process was just to inform the residents but not to look at their reaction...actually, some of the residents had objections but the problem was that they didn't have proper means for voicing their objections...the government approach was very simple...we were only involved in the early stages of participation"

An officer from the government department also did not deny the failure of the existing participation process. The officer (Respondent 5) remarked how the limitation exists:

"One of the failures was when we did the Structure Plan or Local Plan, the consultant carried out the household survey among the community and they claimed that that was public participation. That was right, but it was only a one-way communication approach. I mean the residents just filled the questionnaire without having a discussion with the consultant to draft the plan together"

Finally, <u>the attitude of residents</u> also contributed to the ineffectiveness and low response to the public participation process. The government officials blamed the residents' negative attitudes for not participating in the involvement process. One of the government officers (Respondent 11) explained:

"They (the residents) did not participate because of their attitude...normally; people will not react unless something happens...they just wait to see what will happen to the development before giving their feedback."

However, the community leaders claimed that the residents were not involved because of insufficient information. They stressed that the government needs to inform and educate the residents prior to any participation process. One of the community leaders (Respondent 34) explained further:

"I think they (residents) were not involved because they knew nothing...it is so often for us to find out about any project only after they (project proponents) had started their work..."

The NGO representative in a contrary statement blamed the government for not educating the residents. Based on his experience in the 1990 Langkawi Structure Plan, he (respondent 37) stated that:

"...most of them (the residents) are not involved because they are not understood about the Structure Plan. That's why since 1991, we have urged the state and local government to educate local community about tourism development, the benefits to get involve and the consequences from the development. We suggest them to organise a seminar or forum for local community but nothing was done until now."

6. DISCUSSION: COMPARING THE RESIDENTS AND STAKEHOLDERS VIEWS

In a comparison of the findings, the quantitative and qualitative results show that the three main problems of the participation process are as follows:

1. <u>Government control in the decision making process.</u> This issue was influenced by the administration system and bureaucracy constraints. The legislation limitation was also a major issue since many of the important regulations and procedures were designed to maintain government control.

2. <u>The implementation weaknesses resulted in the simplicity in the existing participation</u>

approach. The level of knowledge among the government officials (see chapter 6) also contributed to these problems.

3. Residents' attitudes. It was undeniable that some of the residents had a negative attitude towards the government program and the participation process. However, the significant findings were that the limited information of the participation processes and the level of education caused those problems. Since the limitation of information decreased the number of participants, a low level of education resulted in the failure to increase the quality of comments or suggestions.

Despite of the problem, the majority of respondents supported a greater involvement for future public participation processes. Survey results show that most of the respondents want to have more information (87%) and take part in the consultation process (82%). Although the current practice in Langkawi does not include the participants in the decision-making process, the respondents want to be involved in the decision-making process (78%). They want to share the responsibility in making the decision (76%) and more than half of the respondents (53%) want to have complete control in the decision-making process.

However, the stakeholders reacted differently to the survey respondents, regarding the suggestion of greater public involvement. Most of them suggested that several aspects should be considered before the residents could be involved at higher levels of participation. One of the government officers (Respondent 2) remarked:

"Firstly, we must educate the public about the meaning of the participation process and what they should do when they come to participate. However, I think at this moment our citizens are not ready for a higher level of involvement yet, maybe in the next 10 or 15 years. The highest level they can make a contribution is at the consultation level."

Community leaders (Respondent 35) supported this position:

"I think our community is only ready to be involved to the second level (consult) because we have to consider their level of education also, since many of them still cannot understand the purpose of the participation itself. What we need to do is to educate them and after that we can think about the next level, if not we will struggle even at the first level."

However, another government officer (Respondent 4) explained that the problem not only existed among the residents but also within the government staff:

"We at the government level were also still in the learning process especially within local government, because we need to train and expose staff to the participation process. Therefore, for the local people for sure they were one-step behind us."

Even though there were differences between survey respondents' views and the stakeholders' views on the stages of future involvement processes, several suggestions, such as increasing the education level of residents and government officials, were important for further consideration. These factors significantly influenced the effectiveness of the existing public participation process in the study area. The range of stakeholders' opinions on improvements to the participation approach show how the system was run in the study area and Malaysia generally. The public seems to understand their right and need for greater participation in the decision-making process. However, by contrast, some government officials object to any suggestion to provide more opportunities for greater public involvement, even though they recognise its importance to improve the decision-making process.

Some differences existed in the case of participation problems. The interviewees from the government groups explicitly represented the government and viewed the problem from their working experience. They thought the residents' attitudes played a major role in their response to the participation processes. Community leaders, however, disagreed and explained that the implementation weaknesses and the limitations in the involvement process were the reasons for the weak response from the residents, and affected their ability to participate effectively. However, this study found that the residents were not excluded in any of the public participation process, in fact, they were encouraged to participate, but some limitations in the practice had unintentionally excluded them from the process.

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INTERNATIONAL TOURISM MOVEMENTS IN MEDITERRANEAN REGION: TURKEY AND COMPETITIVE STRATEGIES

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ABSTRACT

With its economic, social, cultural and politic effects tourism produce important results especially in international economic and politic relations in addition to national economy in present days. This condition increases the importance of tourism so the importance of evaluating international tourism movements not only in developed countries which have a big market share, but also in developing countries. To augment a country's tourist receipts depends on comprehensive analyses of tourists profiles and meet their requests, needs and expectations at top level. Therefore it is very important to recognize the tourists better and serve them suitable products and services to their requests, needs and expectations. For that reason international tourism movements should be comprehensively analyzed. The last 15 year development trends of Mediterranean region where are important destinations of world tourism movements is investigated and the share of Turkey in international tourism is analyzed in this study. According to the results of the analyses and investigations the competitive strategies that should be used are determined. Finally, the developments and changes lived in the last 15 years have been explained and a framework have been drawn for the region and our country in order to take place in major destinations and to increase their market share in the future.

***Keywords**: International Tourism Movements, Mediterranean Region, Turkey, Competitive Strategies.*

INTRODUCTION

Tourism is one of the fastest developing sectors in the world. The substantial growth of the tourism activity clearly marks tourism as one of the most remarkable economic and social phenomena of the past century. The number of international arrivals shows an evolution from a mere 25 million international arrivals in 1950 to an estimated 763 million in 2004, corresponding to an average annual growth rate of 6.5 per cent (UNWTO, "a", 2006). According to World Tourism Organization's data international tourism maintained its fast growing in 2005.

The number of international tourist arrivals was 439 million and international tourism receipts was 270 billion dollar in 1990 while the number of international tourist arrivals was 806 million and international tourism receipts was 680 billion dollar in 2005. Europe is an important destination which takes nearly 55% of international tourism movements and Mediterranean region takes nearly 20% of Europe's tourist arrivals. On the other hand, Mediterranean region is one of the most popular destinations in the world where the action of tourism born, develop and attract lots of tourists.

Tourism is not only arguably the world's largest industry; it also involves the greatest flows of people on the surface of the earth. It is, therefore, a major agent of change in today's world. With this new tendency, customization has also begun to play an important role in the industry. Tourism actors are attempting to gain a competitive power by taking into consideration the individual needs. The tourism product has thus been transformed over time from being completely dominated by mass tourism to an industry that is quite diversified and caters more to the individual needs of its participants. Growing number of people, especially those who travel frequently now approach tourism with different expectations. Rather than simply going on sight-seeing tours and relaxing at poolside, these tourists search for more meaningful or intense experiences (Akpınar, 2003).

The rise of the new technologies, changing lifestyles, changing consumer behavior and values provide the fundamental driving force for a new tourism approach. The increased travel experience, flexibility and independent nature of the new tourists are generating demand for better quality, more value for money and greater flexibility in the travel experience. These changes in tourism approach give rise to competition in world tourism. To care their market share or to increase their market share that they take from international tourism, countries should change their tourism approaches, diversify their tourism activities and revise their competitive strategies.

1.1 International Tourism Movements and Tourism Receipts in World

Worldwide tourist arrivals are estimated at 806 million in 2005. The majority of international tourist arrivals corresponded to trips for the purpose of leisure, recreation and holidays (50%) reaching a total of 402 million. Business travel accounted for some 16 per cent of the total (125 million) and another 26% consisted of travel for other motives, such as visiting friends and relatives, religious purposes/ pilgrimages, health treatment, etc (212 million). For the remaining 8% of arrivals the purpose of visit was not specified (UNWTO, “b”, 2006).

Based on information from the large majority of destination countries that have reported receipts data for the full year, it is estimated that worldwide receipts from international tourism reached US$ 680 billion (548 billion euros) in 2005. In absolute terms, international tourism receipts increased by US$ 49 billion in 2005. In size, this signifies an amount comparable to the receipts of the world’s second biggest tourism earner, Spain, or to the combined receipts of the Caribbean, Central America, South America and South Asia (UNWTO, “c”, 2006).

Compared with 2004, the top-ten rankings in 2005 remained virtually unchanged. For international tourist arrivals, the major change has been that Turkey entered the ranking in the ninth position, as a result of its 21% increase in 2005 –on top of a 26% rise in 2004. Turkey has consolidated its position in recent years as the fourth most important destination in the Mediterranean region and the sixth in Europe after the tourism giants France, Spain, Italy, the UK and Germany. The results in Southern and Mediterranean Europe owe much to the excellent results achieved by Turkey (+21%) and the solid performance of Spain (+6%), which has succeeded in diversifying its markets through the development of new products that highlight the multiple, lesser-known attractions of the country (UNWTO, “b”, 2006).

1.2 International Tourism Movements and Tourism Receipts in Mediterranean Region

Tourism showed a great development in Mediterranean region since 1960’s. The petrol crisis in 1974, the war between America-Libya and Chernobyl incident in 1986 (Bozok, 1996), Iraq war in 1991, political instability and international terror in 1990’s, terror attack in 11 September 2001, Iraq war in 2003 and SARS virus, the fail both in global economy and Euro region countries (Türsab, 2005) effected tourism badly both in world and Mediterranean region.

The Mediterranean region is one of the most crowded areas in the international tourism movements (Baykal, 1992). Mediterranean region plays an important role in international tourism because of its social, cultural, historical and natural values. Tourism in Mediterranean developed greatly due to these factors. Although Mediterranean region’s climate is much warmer and the sunny days are more than Europe, the region has a great historical heritage. All these features that the region acquires make it a destination that entertains lots of international tourists (Bozok, 1996).

According to World Tourism Organizations data (2005), the region gets 32% from international tourist arrivals and 29% from international tourist receipts and maintained its importance in world tourism movements. Also Mediterranean region occupy one fourth of the tourist accommodation capacity in the world (Batman, 2001).

The basic tourist receiving countries are France, Spain, Italy, Turkey, Greece, and Portugal. On the other hand Monaco, Albania, Slovenia, Croatia, Morocco, Algeria, Tunisia, Libya, Syria, Egypt, Israel, Cyprus, Lebanon and Malta have remained weaker as for tourism. The visitors of the Mediterranean coast mainly come from the Western and Northern parts of Europe, particular Germans. Later come the Americans. Subsequently various Mediterranean people then the Japanese and the Arabs, in small numbers, follow the previous ones (Baykal, 1992).

Table 1 International Tourist Arrivals and Mediterranean Region's Market Share

	International Tourist Arrivals (million)					
	1990	**1995**	**2000**	**2003**	**2004**	**2005**
World	439	540	687	694	764	806
Mediterranean Region	151,63	172,91	232,47	238,37	246,34	257,43
Market Share (%)	34,53	32,02	33,83	34,34	32,24	31,93

Source: (UNWTO, "b"&"d", 2006).

As it is shown at table 1, the number of international tourist arrivals increased with the average of 3.5% per year since 1990 and nearly 257 million tourists have visited the region in 2005 while the number of visitors was around 152 million in 1990. But the market share of the region decreased from 34,6 to 31,8 from 1990 to 2005.

Table 2 International Tourism Receipts and Mediterranean Region's Market Share

	International Tourism Receipts (billion US $)					
	1990	**1995**	**2000**	**2003**	**2004**	**2005**
World	270	411	481	533	633	680
Mediterranean Region	71,385	110,244	130,387	168,406	192,871	197,122
Market Share (%)	26,43	26,82	27,10	31,59	30,46	28,98

Source: (UNWTO, "b"&"d", 2006).

Despite the decrease in tourist arrivals market share, the market share of the incomes increased from 27.3 to 28.9 from 1990 to 2005, as it is shown at table 2. The region's tourism receipts are estimated at around 196 billion US$ in 2005 while it was nearly 74 billion US$ in 1990.

Table 3 International Tourist Arrivals to the Countries in Mediterranean Region

	International Tourist Arrivals (million)					
	1990	**1995**	**2000**	**2003**	**2004**	**2005**
Mediterranean Region	151,63	172,91	232,47	238,37	246,34	257,43
France	52,49	60,03	77,19	75,04	75,12	76,00
Spain	34,08	34,92	47,89	50,85	52,43	55,55
Italy	26,67	31,05	41,18	39,60	37,07	36,51
Turkey	**4,79**	**7,08**	**9,58**	**13,34**	**16,82**	**20,27**
Greece	8,87	10,13	13,09	13,96	13,31	14,27

Portugal	8,02	9,51	12,09	11,70	11,61	12,00
Croatia	..	1,48	5,83	7,40	7,91	8,46
Egypt	2,41	2,87	5,11	5,74	7,79	8,24
Tunisia	3,20	4,12	5,05	5,11	5,99	6,37
Morocco	4,02	2,60	4,27	4,76	5,47	5,84
Syria	0,56	0,81	1,41	2,08	3,03	3,36
Cyprus	1,56	2,10	2,68	2,30	2,34	2,47
Israel	1,06	2,21	2,41	1,06	1,50	1,90
Slovenia	..	0,73	1,09	1,37	1,49	1,55
Albania	0,30	0,40	0,32	0,41	0,42	0,46
Algeria	1,13	0,52	0,86	1,16	1,23	1,44
Malta	0,87	1,11	1,21	1,11	1,15	1,17
Lebanon	0,40	0,45	0,74	1,01	1,27	1,14
Monoco	0,24	0,23	0,30	0,23	0,25	0,28
Libya	0,96	0,56	0,17	0,14	0,14	0,15

Source: UNWTO, “b”&“d”, 2006.

Table 4 International Tourism Receipts of the Countries in Mediterranean Region

	International Tourism Receipts (US $billion)					
	1990	**1995**	**2000**	**2003**	**2004**	**2005**
Mediterranean Region	71,385	110,244	130,387	168,406	192,871	197,122
Spain	18,484	25,252	29,968	39,645	45,248	47,891
France	20,184	27,587	30,757	36,593	40,842	42,276
Italy	16,458	28,731	27,493	31,245	35,656	35,398
Turkey	**3,225**	**4,957**	**7,636**	**13,203**	**15,888**	**18,152**
Greece	2,587	4,135	9,219	10,741	12,872	13,731
Portugal	3,555	4,831	5,243	6,616	7,846	7,931
Croatia	..	1,349	2,758	6,304	6,848	7,463
Egypt	1,100	2,684	4,345	4,584	6,125	6,851
Lebanon	..	..	..	6,374	5,411	..
Morocco	1,259	1,296	2,039	3,225	3,924	4,617
Israel	1,396	2,993	4,088	2,060	2,380	2,853
Cyprus	1,258	1,798	1,941	2,016	2,253	2,329
Syria	0,320	1,258	1,082	1,340	2,057	2,130
Tunisia	0,948	1,530	1,683	1,582	1,970	2,063
Slovenia	..	1,082	0,965	1,340	1,630	1,801
Malta	0,496	0,661	0,610	0,699	0,790	0,775
Albania	0,004	0,065	0,389	0,522	0,735	0,861
Libya	0,006	0,002	0,075	0,205	0,218	..
Algeria	0,105	0,033	0,096	0,112	0,178	..

Source: UNWTO, “b”&“d”, 2006.

As it is shown at table 3, France, Spain and Italy are the countries that get the most of the tourists that have visited Mediterranean region since 1990. Spain, France and Italy are the tourism giants in Mediterranean region since 1990, as it is shown at table 4. From this point of view it is possible to say that France, Spain and Italy are dominate countries in the Mediterranean tourism. Turkey has consolidated its position in recent years as the fourth most important destination in the Mediterranean region after the tourism giants France, Spain and

Italy. However, Greece and Portugal is coming just after Turkey and there isn't a big difference in the number of tourist arrivals. On the other hand Egypt, Tunisia, Morocco and Algeria have a growing tourism potential. For that reason Turkey has to define its strengths/weaknesses and opportunities/threats in order to make a stand against its competitor and neighbor countries that have similar tourist products with Turkey.

1.3 International Tourism Movements And Tourism Receipts In Turkey And Competitive Strategies

Tourism has become more popular in Turkey since the middle of the 1980s. As the number of visitors coming from main tourist generation countries (especially from OECD countries such as Germany, UK and Benelux countries) with inclusive tours increased, the accommodation capacity and other tourist facilities in major tourist destinations within the country increased as well (Kozak & Rimmington, 1999). Nearly 20 million tourists have visited Turkey in 2005 while the number of visitors was around 5 million in 1990. Turkey's tourism receipts are estimated at around 18 billion US$ in 2005 while it was nearly 3 billion US$ in 1990. Turkey was ranked as the 9th destination in terms of international tourist arrivals and 8th in terms of tourism revenues in 2005 (UNWTO, "b", 2006).

More than half the demand is based on sun, sea and sand. Cultural, shopping and congresses constitute 20% of tourism. With 8% of total tourism, visiting of relatives cannot be disregarded. Taking into consideration these demand Turkey has to develop package tourism like golf, mountaineering, trekking, ornithology, botany, canoeing, rafting, cycling, scuba diving, paragliding and skiing (Smid & Loewendahl-Ertgal, 2002).

Contribution of foreign currency while the country was having economic problems helped to decrease foreign debt and unemployment. It will be possible for Turkey to have a greater share from international tourism sector earnings if more competitive and sustainable policies are implemented in the future; and this will increase social welfare in the possible shortest period. (Çımat & Bahar, 2003). It is assumed that tourism will be the most important industry in the country's economic structure and will continue to occupy a leading place amongst the tourist receiving countries in the future. However, two of Turkey's most serious problems are a low level of tourism income compared to the number of foreign visitors and the perceived level of service quality, due to the lack of knowledge and motivation to follow current international improvements (Kozak & Rimmington, 1999). As aforesaid, statistics indicate that France, Spain, Italy, Portugal and Greece are the main competitors of Turkey in the Mediterranean region.

Tourism establishments and destinations should determine a strong marketing strategy which will define their place in the market and provide competitive advantage in international tourism market. This competitive strategy should be harmonious with the establishment's and destination's sources, facilities and aims. Therefore it is important to be informed about the strategies that the competitors use and the facilities of the tourism products which are presented to the market by making a swot analysis (Oral & Kurgun, 1998).

The lack of a specific image in international tourism market, relatively new entrance to international tourism market, having similar tourism products with neighbors and competitors, inadequate budget for marketing and introduction activities are the main problems of Turkish tourism. In order to solve whole these problems Turkey should make a swot analysis and determine its strengths and weaknesses (Yüksel, 2001).

According to Avcıkurt (2005) strengths of Turkey are: Beautiful and sandy beaches; Scenery of mountains, forests and rivers; Mild climate; Being a bridge between Europe and Asia; Rich historical and cultural heritage; Great facilities of sport, yacht and sail; Hospitality; Young and dynamic population; Rich kitchen; Shopping facilities; Being comparatively a cheaper destination.

Weaknesses of Turkey are: Season density; Insufficient infrastructure; Low quality in tourism service; Lack of sufficient for campsites, hostels, self catering establishments; Insufficient motorway and railway; Insufficient airports; Lack of sufficient for tourist health and security; Lack of sufficient for qualified staff; Insufficient introduction; Being comparatively faraway from countries that send tourist to Turkey (Avcıkurt, 2005).

Opportunities of Turkey are: Fast growing world tourism; The development of other tourism product alongside the seaside tourism product; Thermal tourism facilities; The rise of new markets in Eastern Europe; The development of cooperation facilities of Turkey and its neighbors; The process of Turkey's full membership to European Union; The possibility of using the second houses in tourism; Having a great local tourism potential; The development of transportation and the increase of long term travels (Avcıkurt, 2005).

Threats of Turkey are: Image problems and negative news in foreign press; Growing competitiveness in tourism; The dominance of international tour cartels in the market; The increasing interest to Eastern Europe of the countries that send tourist to Turkey; New attractive tourist destinations; The policy of European Union in order to encourage tourism in the union; The membership to European Union of the competitive countries; Terrorist activities occurring at irregular intervals; The location of Turkey in a hot spot due to its geopolitical situation (Avcıkurt, 2005).

According to Öztürk's research results (2001); Turkey take the first place in beautiful beaches, historical and cultural values, buying power of money and security issues when Turkey's performance is benchmarked with France, Italy, Spain and Greece. On the other hand entertainment facilities, shopping facilities and fair, meeting and conference facilities has been found insufficient.

Friendliness of local people, value for money, attitude of staff working in tourism, safety and security, local transport, natural environment, speed of check-in and check-out at the resort airports, quality of restaurants and bars, responsiveness to customer complaints, food, facilities on beaches are ranked as the most positive elements of the tourism industry in Turkey. However, cleanliness of beaches, comfort of transport between the resort airport and resort, standard of spoken English, nightlife and entertainment, facilities for children, facilities at the resort airport, quality of accommodation, hygiene and sanitation, signposting to tourist attractions and facilities, sport facilities and activities perform less well. On the other hand, Turkey has a good reputation alongside Spain, Portugal and Greece. Therefore, Turkey should consider the strengths and weaknesses of these countries and develop new strategies by examining overall performance against its counterparts (Kozak & Rimmington, 1999).

The importance of consumer satisfaction, indefinites of the sector's boundaries, the growing of global economy, the transformation from industry society to information society, the decrease in the process of supplying new and different products to the market, the increase in competition etc. shows that it is impossible to competitive with strategies left from 1980's (Kırım, 2003). Economic Revolutions that have been lived in recent years gave a rise to changing world and obligate countries and establishments to determine their competitive power and strategy (Bahar & Kozak, 2005). According to Türkan (2001), competitive capacity is to have relatively more power to be able to compete in comparison to the competitors. The competitive strategy shows how to be able to compete more effectively in order for the position in the market to be strengthened (Bahar&Kozak, 2005).

Competitive advantage is now commonly accepted as being of central importance to the success of organizations, regions and countries (Kozak & Rimmington, 1999).

There are already clear signs that tomorrow's successful destinations and other tourism industry stakeholders are those that adapt the new operating environment and cater for all forms of distribution (UNWTO, "e", 2006).

CONCLUSION

Changes in the global environment are presenting organizations with both new opportunities and challenges. Rapid advances in technology, increasing international trade and investment, growing wealth and affluence across the globe, and a convergence of consumer tastes and preferences are compelling businesses to expand their globalization strategies and tactics (Young & Javalgi, 2007).

It is important for the Mediterranean countries, those takes big share from international tourism movements, to concentrate on variety tourism products and develop a common marketing strategy. But the differences in culture, religion, political and economic structure, ethnic problems and environmental pollution impede to create and apply a common strategy for the region.

In Mediterranean region Turkey who has recently taken great advantages in tourism, is taking place just after France, Spain and Italy as for number of visitors, accommodation capacity and tourism receipts. Although Turkey takes the fourth position in Mediterranean tourism there is a big difference in tourist arrivals and tourism receipts between the first three countries (France, Spain, and Italy) and Turkey. So, Turkey should create suitable products for different consumer tastes and preferences, and should increase the variety of its market, too.

The main likes and dislikes of tourist where Turkey compared favorably with its competitive set are hospitality, value for money, weather, safety and security, local transport and natural environment. To sustain and increase its competitive performance, Turkey needs to benchmark itself against its main competitors including Mediterranean countries that supply similar type of tourism products. As part of this process, it should also address areas of competitive performance where it is less strong (Kozak & Rimmington, 1999). Turkey has created the image of a cheap destination, attracting low spending tourists. In order to attract higher-income tourist groups, a higher budget for promoting Turkey as a holiday destination (not just sun-sea-sand) on a national, regional and sectoral level is required. Therefore Turkey should give importance to establish a Turkey trademark and also individual trademarks for various destinations including Istanbul, Cappadocia, Ephesus, Pamukkale, Troy and Antalya. However, Turkey has to give priority to a more effective introduction, information and tourism marketing in order to compete with the competitive countries which attract almost the same tourist groups. Turkey should increase the number of qualified labor, the variety of tourism activities like ecotourism, cultural tourism, religious tourism, congress tourism etc., should aware of its tourism potential and focus on developing sustainable tourism products, should look to develop its winter ski potential and spa tourism as well as rural and mountain tourism. In order to diversify its tourism activities, attract more tourist and spread arrivals throughout the year Turkey has to organize special promotion and personal relation campaigns. The more Turkey provides these differences the more Turkey will gain a competitive advantage. In order to gain a competitive advantage Turkey has to diversify its market and target audience. Therefore Turkey should increase marketing and introduction activities in countries like China and India which are traveling too much and spending too much money. On the other hand Turkey has to focus on the countries like Pakistan and Turkic Republics which share the similar culture and religion with Turkey. For that reason Turkey should make market investigations in these countries and give importance to sales promotion. In order to provide whole these activities and define a competitive advantage it is an obligation for Turkey to develop cooperation between government and private sector. Consequently, a coordinated effort based on strong cooperation is urgently needed by all the stakeholders (government, Ministry of Culture and Tourism, tour operators, travel agencies, hotels, tour guides, investors) to take advantage of Turkey’s unused competitive potential.

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SWOT ANALYSIS FOR THE DETERMINING TOURISTIC POLICY AND PLANS IN CANAKKALE

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ABSTRACT

Tourism, one of the sectors that is largest and fastest improving in the world. For many countries and regions, tourism has an important role to provide employment chance, to improvement infrastructure and superstructure, to grow economy, maintain environment. Canakkale is a city which has historical and cultural heritage and natural sources. City includes the battlefields and memorials of Gallipoli, the legendary ancient city Troy, the mystical and fascinating ancient city Assos, the popular historical resort island Bozcaada, the impressive nature of Ida and so on. This study intended to determine tourism potential of Canakkale with SWOT analysis. With this analysis, strengths, weaknesses, opportunities and threats of tourism potential (ex. the economy and human resources, quality of life, quality of environment, transport, technical infrastructure etc.) and necessary requirements to improve the tourism in Canakkale are determined.

Keywords: *Tourism, tourism destination, SWOT Analysis, Canakkale.*

INTRODUCTİON

With the technological innovations, globalization, competition and increasing touristic demand, the importance of destination marketing has been increased in last decade. To gain competitive advantage in destination, basic characteristics of destinations should be determined and evaluated. To reach this aims, effective techniques as SWOT analysis can be used.

This paper tries to determine the strengths and weaknesses of Çanakkale as a tourism destination by utilizing SWOT Analysis, and nevertheless to expose the factors that create opportunities and threats in the region. For this purpose, in this paper, at first, SWOT analysis and using aim of SWOT analysis were explained; afterwards some assessments were made about Çanakkale region through this analysis.

1. DEFINITION OF SWOT ANALYSIS AND USAGE IN TOURIST DESTINATIONS

Term of SWOT comes from the first letters of four English words; **S**trengths, **W**eaknesses, **O**pportunities, and **T**reats. SWOT Analysis is a strategic planning tool used to evaluate the Strengths, Weaknesses, Opportunities, and Threats involved in a project or in a business venture. Strengths and weaknesses are internal to an organization. Opportunities and threats originate from outside the organization. A SWOT analysis, usually performed early in the project development process, helps organizations evaluate the environmental factors and internal situation facing a project (Wikipedia 2007). SWOT analysis is one of the most productive and memorable planning tools (Dwyer and Tanner 2002).

As it can be used for several industrial and commercial sectors. At the same time SWOT analysis is a tool to be profited in order to determine internal (strengths and weaknesses) and external (opportunities and threats) factors of tourism potential of a country or a region and in order to make clear alternative tourism politics of a country (Avcıkurt and others 2003). These strengths, weaknesses, opportunities, and threats can be analyzed to provide support rationale for developing marketing action plans. (Nykiel 1997)

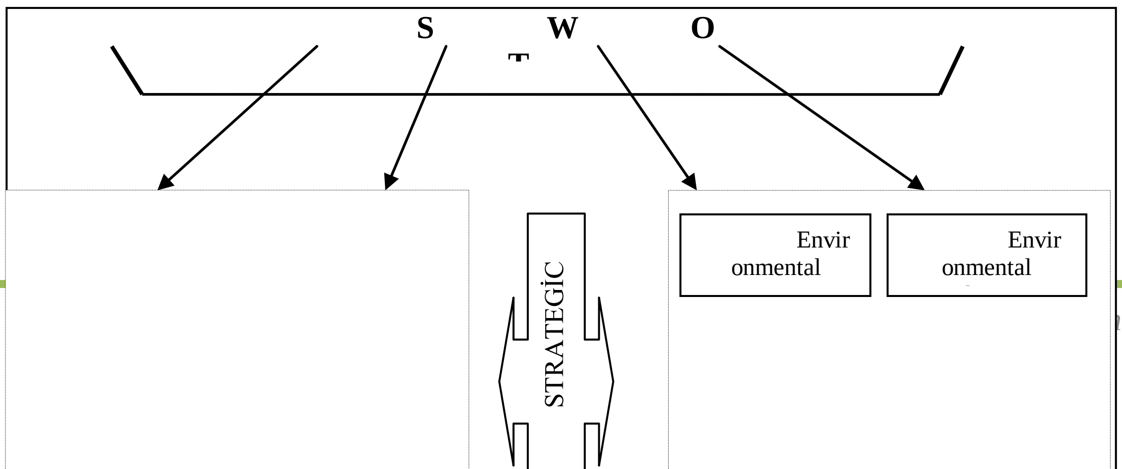
To evaluate environmental conditions of tourism businesses, SWOT analysis is one of the most usable methods. To be able to analyze marketing problems of businesses and to be able to make right decisions, we need information about these four groups (Tekeli 2001). Tourism businesses are easily affected by internal conditions and particularly positive or negative changes that occur in external environmental conditions. Because of the fragile structure of tourism sector it is necessary to apply this analysis. For example, tourism destinations are easily affected by environmental deterioration, over capacity, changes in touristic tastes and preferences, appearance of new tourist destinations and new tourism types, wars and terrorism attacks and in a short period come into face with lack of demand. Lack of demand will cause increasing of inactive capacity or closure of touristic establishments in the region.

If this kind of lack of demand happens in one another industrial sector, that establishment could move to another region or could change type of production or business. But, this is not a solution for tourism establishments, particularly accommodation establishments. Because it is not possible to move accommodation establishments to another region or there is a little chance to change the type of business. Because of this reason, in choosing establishment place of a hotel, holiday village, it is necessary to make SWOT analysis to determine existent business potential as well as future business potential (Oral 2005).

Knowledge and analyzing of strengths and weaknesses of a region or country will help to chose suitable strategies for country or region. Additionally, continuously evaluating alternative possibilities of the country or region will help to be aware of possible mistakes and will create a chance to make necessary revision (Avcıkurt and others 2003)

SWOT analysis, is formed from internal and external environments, and exposes an entire process (Kotler 2001). In figure 1, it is seen usage of internal and external environmental analysis for a tourist destination. According to figure 1, when this process is thought for a tourist destination, at first, it is necessary to determine internal environment of destination (strengths and weaknesses of tourist destination) and to external environment of destination (opportunities and threats for tourist destination). The process is put into practice after determination of objectives, and afterwards controls and feedback are made. During this process, it is necessary to take into consideration strategic harmony.

Figure1 : A SWOT Analysis for Tourist Destination



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NAL

Reference: Geoff Lancaster, Lester Massingham & Ruth Ashford, Essentials of Marketing, McGraw-Hill, 1998, compiled from p. 72

The information that is obtained through SWOT analysis is very important in realizing strategic marketing plans of tourist destinations as well as tourism establishments. In this way, tourism destinations will be able to estimate future more trustworthy by benefiting from past and present datum. By being put into practice of strategic marketing plan, tourism destinations will be in a strong position against rival destinations. (Tunc and Uygur 2002). If the strategic plan is applicable, it is thought that destination is attractive and, in a powerful position as a tourism destination. In a contrary situation, it is not worthy to develop tourism in that destination (Gokce 2006).

In studying of SWOT analysis for a tourist destination, answers can be searched to the following questions (Schartz 2006);

1. What are actual products and services in the tourist destination?
2. What can be future products and services in the tourist destination?
3. How is the image of tourist destination in national and international platform?
4. What is the level of prices of products and services in the tourist destination?
5. What are competitive advantages and disadvantages of the tourist destination compared to other tourist destinations?
6. What is the level of education and professional experiences of staff working at touristic establishments in the destination?
7. What is the share of the tourist destination in country’s tourism revenues?
8. Are there education possibilities for local people and staff working in the destination?

In addition to above questions, for a SWOT analysis much more detailed subjects must take into consideration in order to determine strengths and weaknesses of the region and threats and opportunities that would be occurred in the future. For example; monetary policy, attitudes of local people against tourists, possibilities of tourism investments in micro level to the region and in macro level to the country, development level of other industries except for tourism, physical and service quality level of accommodation and business-tourism facilities, ecological situation, political stability, security, health risk and problems, adequate of infrastructure and superstructure, environmental pollution condition, weather conditions, geopolitics situation, cultural heritage, festivals and entertainment possibilities, niche markets, already available tourism types and development possibilities of other tourism types create opportunities to make SWOT analysis multi dimensional.

A SWOT analysis can be done for Canakkale as follows, by taking into consideration these and similar factors.

2. A SWOT Analysis for Canakkale

2.1. Strengths

- Attractive seashores
- Availability of unspoiled environs such as Gelibolu peninsula
- Nationally and Internationally well known and atttractive historical heritage, such as Troy, Gallipoli and Assos (Behramkale)
- Richness of the region about historical and archeological sites
- Saroz gulf which is one of the cleanest and unspoiled gulf of Turkey, is located in the region
- Mount Ida that is one of the most oxygenious and healthy region, is located between Canakkale and Balikesir provinces
- Richness of the region about various fauna and flora
- Newly opened accommodation facilities
- Possibility of over construction is low because of becoming SIT site of the region
- Because of continuous wind, region is highly attractive of surfers
- Availability of educated and experienced employment force because of four tourism schools located in the region
- Crime level is low in the region which is an important factor in tourism industry

2.2. Weaknesses

- Limited transportation facilities, particularly weak public air transport links.
- Because of geopolitics location, military areas has spreaded widely in the region
- Because of strategic structure, estate prices are highly expensive. This prevents attractive investment opportunities in tourism.
- Inconsistent implementation of Planning regulations causes disorganized constructions
- Infrastructure is inadequate in quality and capacity and cannot to the need of tourism investments
- Lack of regional development plans
- Underdevelopment of highways restricts rapid and safely transportation. Existing road are highly spoiled and bended
- Unexistence of a bridge over the channel causes problems in transpassing of the channel
- Tourism season is very short in the region
- Existence of intense winds throughout the year

2.3. Opportunities

- Because of the natural and geographical possibilities of the region, Alternative types of tourism such as scuba diving and wind surfing can be developed.
- With the special interest tours such as wine tourism, cruising, diving overnight staying of visitors can be increased
- Diverse tourism resources within the region range from nature to culture, history, sports, health and wellness

- Develop the meetings, incentives, conventions and exhibitions market
- Work jointly with public – and private – sector partners in order to concentrate maximum resources for promotion tourism and building positive image.
- Well-established tourism marketing efforts can be organized by sector stakeholders in cooperation
- New investors can be promoted by improving long term tourism development plans and projects
- Cooperation in marketing activities with neighbor provinces can increase arrivals of foreign visitors
- Improving rural tourism products, promoting organic agriculture such as viniculture, olive grove. Environmental improvements in villages, archaeological sites and natural parks
- Transportation facilities can be improved by constructing new motorways and airway companies can increase their flights
- Community based tourism can be improved particularly in rural areas and in islands. By this way local products and local ownership can be promoted

2.4. Threats

- Intense interest and immigration to the region can cause some problems such as increasing noise, traffic, housing, pollution, violence, robbery problems
- Social, cultural structure of local habitants can be affected negatively by developing of tourism
- Resentment from communities due to lack of benefits or due to impact on key community values
- Rising cost of living for local residents
- Uncontrolled influx of more tourists or tourists seeking inappropriate experiences damage to ecosystem from misuse
- Competition nationally and internationally

Conclusion

In recent years, the tourism industry continued to develop despite small growth in the world economy and a recession in some industries. As world globalization takes place, it is predicted that the tourism industry, will continue to develop and renew itself. However, the tourism sector will develop at a gradual pace to maintain stable development. It is necessary to create specific tourism policies for developing a long term plan for tourism industry and to avoid the long term problems associated with faulty tourism development.

In order to eliminate the disadvantages of this type, it is essential to develop long term plans and policies relating to the development of types of alternate, sustainable tourism. Adhere to these plans and policies, but remain flexible to change in response to tourist demands. Sustainability is an essential principle of all future tourism development. The future management of natural, man-made and human assets is critically important for the long-term sustainability of any tourism industry. Developments which adversely impact the environment, which are short-term, high volume and opportunistic in nature should be avoided. Within this vision, it is necessary to determine appropriate and inappropriate factors and try to eliminate inappropriate factors. On the contrary, it must be struggled to improve appropriate ones. In order to reach this objective SWOT analysis is an important and useful guide.

As mentioned above, Canakkale has various properties to become a new and important tourism destination. However, it is understood that particularly insufficient infrastructure and superfrastructrure is an obstacle in development of tourism sector. Cooperation between public and private stakeholders to improve image of the region and try to market the region as a whole Implementing tourism master plan, providing sustainable tourism development, developing alternative types of tourism to produce year around tourism throughout the whole region and developing policies specifically aimed at developing type of alternate tourism based on the culture, historical, and natural richness of the region which very few other provinces in the world possess.

In future studies, a survey can be made and opinions of local habitants, private and public stakeholders can be obtained. SWOT analysis that is presented above can be improved. By this method, not only theoretically but practically as well, it can be determined strengths, weaknesses, opportunities and treats of Canakkale province.

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TOURISM DEVELOPMENT IN SHOPPING CENTERS

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ABSTRACT

The Shopping Centres which show themselves with their general planning are designed as consumption based and aimed to make shopping activity entertainning and inviting. Constructing the designed shopping centers in different types, extents and scales make the tourism income bear in mind.

The accommodated quality in the centers that start in planning stage and comes to the usage stage presents a different ambience to the users. To perform different possibilities, the togetherness of the building with its environment, having its own identity, the permutation of the urban areas under the same construction are in spending good time supported character.

The urban public locations are the places where the various groups of city dwellers can be together. These places have gone through a process paralel to the development of the cities. Shopping activity concentrated at open areas at the stage of the establishment of city. It has been partially transferred to the closed areas. And so; the ability of realization of the activities in urban areas presents a different model of urban tourism and shopping tourism by carrying the closed urban model as current issue.

The shopping centers that have been established in the recent years play a rather distinguishing role in determining the development of city. It is a compelling reason to consider the urban and public locational features of these places in the scope of tourism potential due to the fact that these centers are a visiting place for almost all inhabitants.

In the first part of the study, to prop up / not to prop up the tourism by the urban–public area features and their effects of the shopping centers are examined. Becouse of this reason, the urban – public qualities in the usage density focused areas are determined and the discussions are made on these qualities. The focus area planning examples in Kanyon and Cevahir Shopping Centers which are in the form of urban – public areas examined in the study are chosen as the research area. In the second part of the study; searching results for the necessities of urban – public areas; the guidance of the used techniques for the development of the urban tourism in the perceptive, totalitarian point of view are examined with the basic principles.

Keywords: *Shopping Centers, Tourism, Public Space, Publicity*

INTRODUCTION

Shopping Centers show their improvement as the state of being the focus of interest of the native/foreigner tourists and the characteristic/symbol state of having fun beyond the physical state, as equal to different type of planning, application and take shape of management. The condensation and gain variety of shopping activity under many Marks, the compensation of the answers easily which are given to the requests starts the usage attractiveness. The existence and the variety of the relaxation / entertainment / cultural aimed alternative possibilities that are present in centers, prepare a background for the tourism development by triggering the user density.

The guidance of designs by determining the qualities in the point of view of structural integrity, supply the segregation and the difference of designed urban / public areas with their own identities beside the completion of deficiencies inside themselves. It is inevitable presenting the low scale urban model in the city and surrounding the shopping centers with characteristic image elements.

There are a lot of large and small retail shopping units and services of these units in a shopping center. The aims are to provide an appropriate environment for the users to have their shopping and also to exhibit the products that are to sale. The shopping centers whose main function until the last few years were only to sell the products are started to design as appropriate for user necessities and as directed to the development of urban shopping tourism.

Shopping Centers have the "Social Center" character nowadays, which have the solutions for the physical, social and cultural needs. They rapidly go on becoming focus points of the city (Ülker, 1999). People come to a state of communicative to each other depending on the usage density, the state of the ability of the experience sharing to each other with the help of these created social centers.

According to Çubuk, urban public spaces are the places in which people meet each other. Generally, it's needed to create solutions for the necessities that emerge becouse of the quantitative and qualitative density of social life in the constructed and not constructed areas that form the urban public spaces. There are important functions obtained by public areas. It's possible to list them in four categories:

1. Obtaining the psychological and sensor necessities (the variety that drive the boredom away – enjoyment – dream – discovery – excursion – one within the other in the crowd – or being isolated – silence or activity – speed or slowness, description of the places – symbols of the common life)

2. Obtaining the Social Relations (automatically, individual or common enterprise programmed accepting – information Exchange – trust – waiting – to idle – culture – demonstration – different communications – education learning games)

3. Obtaining the Economical Changes (Services – trade – business – common areas, obtaining the economical changes on each of the conditions proper to sectors which have different relations)

4. Obtaining useful displacements (pedestrian that can be adapted to whole vehicles in comfort conditions, allow for – vehicle – pram – cripple displacements ext.) (Çubuk, 1991).

In general view, the main aim of the public area can be determine as "to place sociality and to balance the social relations". In this situation, it is possible to think about the encounter of the two functions that reduce the power of each other. Public areas are "open for everyone" and because of this reason, public areas are the spaces where we may shuttle without a permission of an authority or shuttle without determining a right goal and in which we experience our privileges or the feeling of pertain to anywhere. Although these places have special functions like shopping centers, the same freedom is in question. Because each activity comes out in a collective determined level and the participation may be coincidental like it may be institutional. The public areas in shopping centers not only remain with obtaining the usage possibilities also support the activation of urban tourism beside the shopping tourism by containing a lot of functions and activities which are synonymous with the urban life.

PUBLIC SPACES – THE QUALITIES THAT EFFECT THE FORMATION OF THE SPACE – PUBLICITY

It's thought that the shopping centers must have the feature which are sensitive for the people activity that get in touch with the created spaces instead of two dimensioned surfaces that touch the city.

The area between the subject and the other one is the diversity area and the hybrid zones are important for the experience of these difference. To arise from the contact and the difference from both the subject and the other ones is important for the hybrid. It's necessary to have the subject / subject relation between the subject and the other ones. In other words, public areas must make conceptualization for "the other ones" as subject instead of an object in social thought (Bhabha, 1994).

There must be spaces where everyone may exist as themselves, meet with differences and where everyone may come together and get in touch with these areas. Instead of neutralizing the differences to make the public spaces liveable hybrid zones, there must be spaces whose themes support the cosmopolitan (Demirtaş et al., 1996).

The necessities related to the spaces are dealt with information – getting information, alterations, surprises, getting excited, differences, changes, physical and psychological security, arrangements – relations, symbolizations, belonging to the surroundings and emotional relations, identity – binding, characteristics and public, participation and exhibition. (Köhler, 1981; Çevik, 1991). These necessities show the background and transitive features that are related to each other (Çevik, 1991).

Shopping centers must accommodate the qualities which are connected to these three spaces below to make the public spaces – publicity high quality and to be the spaces in which differences may encounter to each other;

1. Physical Architecture
2. Usage - Function
3. Social

It's named as not to grasp the ideal if shopping centers not to carry out one of the three qualities exactly. And this case obtains the fall of the usage density unwillingly counter to the expected tourism development.

1. THE QUALITIES RELATED TO THE PHYSICAL ARCHITECTURAL SPACES

They are the qualities that expose the design of urban spaces which are related to the reliable relations between the buildings and the other components that occur the urban environment. These qualities occur the distinctive language based on the city that supply the formation of the formal and space based conditions meaningfully. The qualities that are bounded to the physical architectural spaces can be examined on these headlines;

- Closeness of Space
- Inside / Outside Relation
- Consecutive Space Formation / Continuity Between Spaces, Compositional Editing
- Changible Tendings
- Dynamics / Statical Spaces
- Other Qualities
    - Water, Landscape and the Other Furniture
    - Material – Tissue - Color
    - Lightning

- Elevation Difference

2. USAGE – FUNCTION RELATED QUALITIES

It's necessary to bring the functions to the places to arouse the users to the public spaces. The clause to create liveable, active areas are dependent to the stipulated functions which are suitable to the way of living of the people who are living on the place and dependent to the goal of tourism that is about to execute. When public spaces are thought with the business, they become combined to compensate the necessary needs of people to survive. The needs can be got by daily shopping. By the way of these achievements, the existence of the other alternative possibilities describe the enjoyable state of the shopping activity with the working way inside themselves and also describe the development under the headline tourism as to be in the case of area based combinations that addresses all of the user potential (Dawson & Lord, 1983).

It's necessary for the areas to answer the necessities with the functions, also know and apply the searched and demanded topics in shopping centers. Usage – functional qualities can be examined under these headlines:

- Programmes / Functionality
- The Variety and Attractiveness in Activities
- Variations (adventure, surprise, excite)
- Possibility (Relaxation, Being Rescued From Daily Discomfort)

3. THE QUALITIES RELATED TO THE SOCIAL AND PUBLIC SPACES

One of the necessities of publicity is to make the spaces as the theme of the events and actions related to the social identity. In addition to this, pertaining to the power – space relations, that's to be the places of people where they come together to make power and to symbolize their power. (Çevik, 1991; Karaman, 1991; Yenice, 1998).

The adaptation to the physical and social conditions appear with the feeling of peaceful, comfort, confidential in that place and appear with the sense as if they were at home. The presentation of selecting and the existence of alternative possibilities of the adaptation – harmony and the compulsions dependent to these possibilities, necessities and desires are together in question. (Çevik, 1991).

The qualities dependent to the social and public spaces can be examined with these headlines:

- To Become Democratic
- Action Freedom
- Demand Status
- Ability Development
- Protection / Security
- Meaningfulness
- Individual Relations
- Group and Social Relations

In this study, the formation of public spaces that play an important part in the development of the tourism in shopping centers and the qualities that effect the publicity will be discussed. The Kanyon and Cevahir Shopping Centers, especially the focal places will handled, will be observed deeply on the scope of physical – architectural space, usage – function relation and the meeting of qualities related to the social – public space.

The Kanyon and Cevahir shopping centers are supported with the existing qualities related to the physical architectural spaces. The other component unions are put forward from the point of view of urban tourism beyond the shopping tourism. The social public spaces which are dense used by each group and which are usage – function related are supported to come to a state of effective.

These centers that are designed with different architectural styles determine the differences with their answers given for the supply of the necessities. The alternative possibility offering groups support the evaluation of the possibilities of user requests by gathering the tourism under the same work.

The shopping center user types form a group as the result of the contributions to the tourism development of the city with the analysis based on the observations, experiences and interviews.

- Visuals to have information about the fashion and style which are directed to themselves
- Shopping by searching different marks, the variety of products, quality and suitability in prices
- To execute the eating and drinking activities in the marked restaurants and cafés.
- To visit the organized exhibitions generally book, drawing and model exhibitions.
- To make use of the theatres and cinemas which serve in certain hours.
- To join the concerts, signing days, dance shows and fashion shows which present with the aim of demonstration.
- To use the places that take part in the sports and game units
- Resting in organized free and paid places
- Only walk around without the intention of shopping
- To meet around the effective architectural elements
- To discuss and express the thoughts in the established free study areas

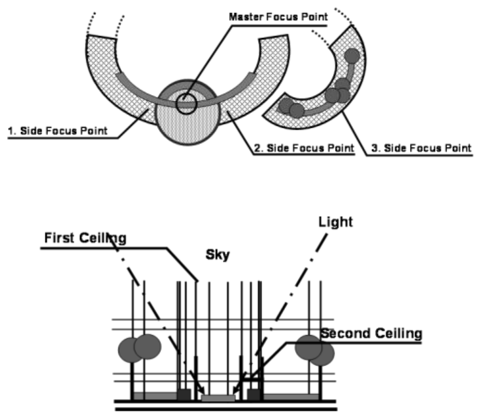
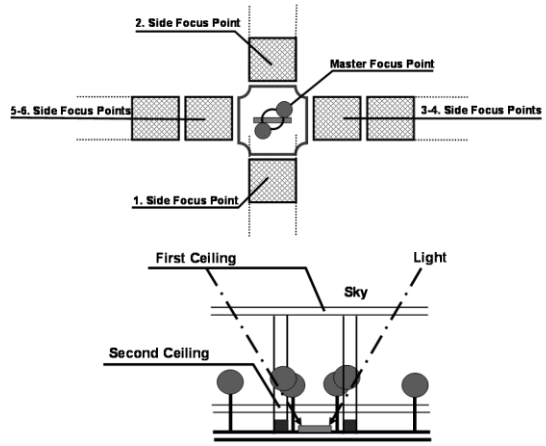
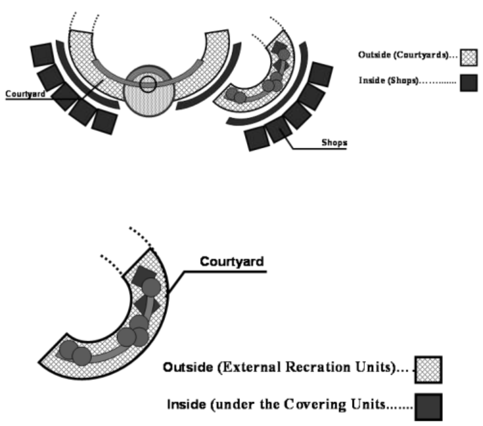
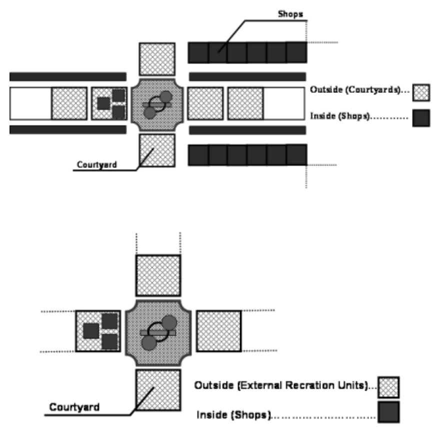
The qualities that the shopping centers offer, helps the users in the scope of supplying the necessities, evaluation of their time, become clear of the features and the increase of tourism values.

CONCLUSION

The tourism development in shopping centers matter equivalent size with the qualities carried in the scope of totality. So, not to able to fulfil the duties of the qualities related to the physical – architectural spaces, effects the qualities realted to the social – public spaces that are usage – function related. By obtaining the common used spaces unable to supply the necessities so that by the reduction in usage density, they supply the falling in the tourism potential.

It's needed to design interior areas that support coming together of the people as well as constituting the areas with special functions. The urban spaces must go on both inside of the buildings and to attach importance to the design of the buildings that are suitable for the transformation to a public space as physically, functionally and socially. Consequently; the tourism development in the shopping centers depends on the development of urban public spaces. And these spaces come into existence from the qualities based on the physical – architectural, usage – function related, and social – public spaces.

1. QUALITIES DEPENDENT ON THE PHYSICAL ARCHITECTURAL SPACE

<table>
<tr><td colspan="2">CLOSENESS OF SPACE</td></tr>
<tr><td>KANYON SHOPPING CENTER</td><td>CEVAHİR SHOPPING CENTER</td></tr>
<tr><td>
</td><td>
</td></tr>
<tr><td colspan="2">INSIDE / OUTSIDE RELATION</td></tr>
<tr><td>
</td><td>
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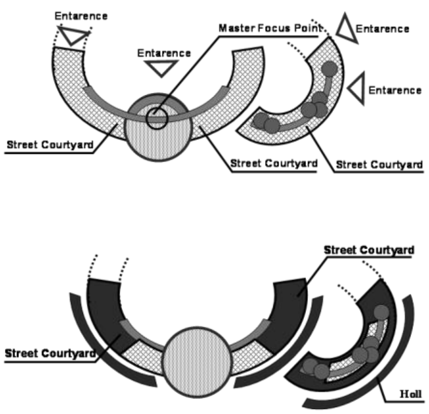
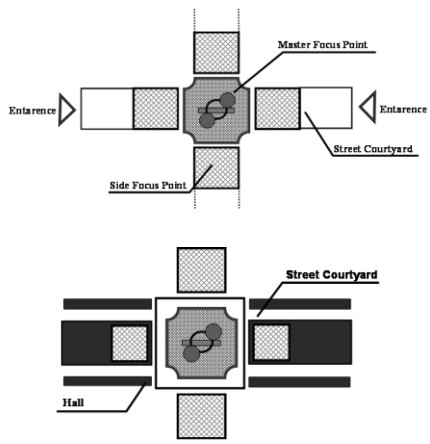
<tr><td colspan="2">CONSECUTIVE SPACE FORMATION / CONTINUITY BETWEEN SPACES</td></tr>
<tr><td>
</td><td>
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Table 1: Focus points detail analysis

<table>
<tr><th colspan="2">CHANGEABLE TENDENCIES</th></tr>
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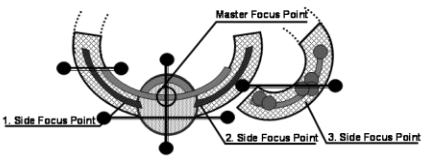
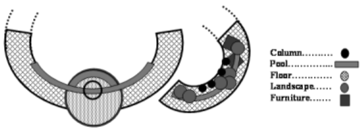
<tr><td>




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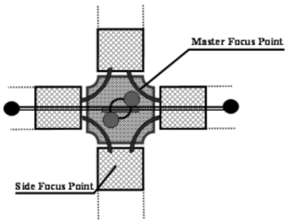

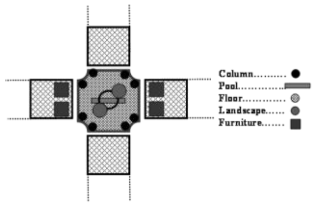

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<tr><th colspan="2">DYNAMICS / STATICAL SPACES</th></tr>
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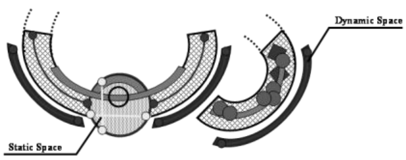

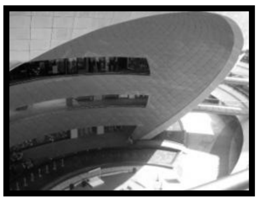

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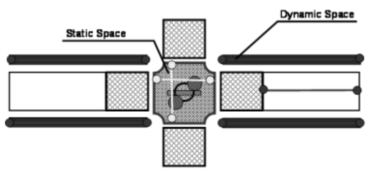
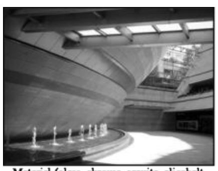
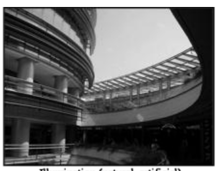




</td></tr>
<tr><th colspan="2">OTHER QUALITIES</th></tr>
<tr><td>

Water (pasive, active)

Landscape (tree, flowerpot)

Material (glass, chrome, granite, alicobalt, steel, policarbonat, hewn stone)

Illumination (natural, artificial)
</td><td>

Water (pasive, lighting, active)

Landscape (tree, flowerpot)

Material (glass, chrome, granite, alicobalt, steel, policarbonat, plaster)

Illumination (natural, artificial)
</td></tr>
</table>

Table 2: Focus points detail analysis attendance

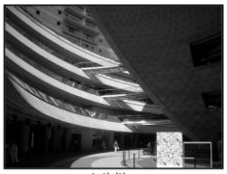
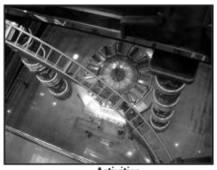
2. QUALITIES DEPENDENT ON RELATION USAGE – FUNCTION	
PROGRAMMES (FUNCTIONALITY)	
KANYON SHOPPING CENTER	CEVAHİR SHOPPING CENTER
  • Entrance • Security • Shopping part • Food-drinking part • Entertainment part • Recreation part • Direction part • Service	  • Entrance • Security • Shopping part • Food-drinking part • Entertainment part • Recreation part • Direction part • Service
THE VARIETY AND ATTRACTIVENESS IN ACTIVITIES	
  Shopping .... ● Food-Drinking .... ● Exhibition .... ● Cinema .... ● Concert .... ● Show .... ● Fashion Show .... ● Meeting .... ● Sport .... ○ Game .... ○ Sitting .... ● Stroll .... ●	  Shopping .... ● Food-Drinking .... ● Exhibition .... ● Cinema .... ● Concert .... ● Show .... ● Fashion Show .... ● Meeting .... ● Sport .... ● Game .... ● Sitting .... ● Stroll .... ●
VARIATIONS (ADVENTURE, SURPRISE, EXCITEMENT)	
 Arraging in space  Activities	 Arraging in space  Activities
POSSIBILITY (RELAXATION, BEING RESCUED FROM DAILY DISCOMFORT)	
 Activities, Sittig, Stroll, Meeting, View	 Activities, Sittig, Stroll, Meeting, View

Table 3: Qualities dependent on relation usage – function analysis

3. QUALITIES DEPENDENT ON THE SOCIAL SPACE

TO BECOME DEMOCRATIC	
KANYON SHOPPING CENTER	CEVAHİR SHOPPING CENTER
 Action freedom, Demand status, Change	 Action freedom, Demand status, Change
ACTION FREEDOM	
 Permission depented on activities; free podium, concert, discussions	 Permission depented on activities; free podium, concert, discussions
DEMAND STATUS	
 • Space attractiveness, Shape (form, measure) Elements difference Material-tissue-color • Functional attractiveness; Quality products Different brand Variety product	 • Space attractiveness, Shape (form, measure) Elements difference Material-tissue-color • Functional attractiveness; Quality products Different brand Variety product
PROTECTION / SECURITY	
 • Space/Physical shape • Usage Central security Person welded • User/Psychological	 • Space/Physical shape • Usage Central security Person welded • User/Psychological
MEANINGFULNESS	
 • Short-live affect Moment • Long-live affect With time/Pasture Memory	 • Short-live affect Moment • Long-live affect With time/Pasture Memory

Table 4: Qualities dependent on the social spaces analysis

DEVELOPMENT OF CAVE TOURISM, TURKEY'S POTENTIAL AND DIM CAVE

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ABSTRACT

Habitual sea and sun tourism is contented in the entire world. Tourism operators are studying on new searches. Especially in recent years, because of the new transportation technologies and peoples' desire to see new places are supported operators searches. In the result of the searches, new alternative tourism choices have been found and their applications have been started. In these choices thermal tourism and cave tourism have developed fast and they have gained importance.

In Europe cave visiting started in 17th century for religious reasons and then it became a tourism action. Cave tourism takes a huge place in these countries' touristic action. In the developed countries of the world, cave tourism has a history of 60 years. These developed countries used their all caves for tourism which have potential for tourism. Fast development of cave tourism caused the founding of associations like "International Union of Speleology" (UIS) and "International Show Caves Association" (ISCA). These associations continue their studies by the help of each other and especially they work on protection of show caves. Cave tourism accepted as one of the most important technologies all across the world for the future.

In the 40% percent of Turkey's survey, caves can be formed. If all underground spaces accepted as caves, in Turkey there are almost 40000 caves. This statistic shows us the potential of cave tourism in Turkey. In Turkey, total amount of searched caves are, 3000. In Turkey, cave tourism is not developed yet. There are only 19 show caves in Turkey. There are 10 caves which are opened for tourism with modern methods and there is only 1 show cave which is opened for tourism with the standards of international cave tourism rules.

Dim Cave has 145 km distance to Antalya, 11 km distance to Alanya. Dim Cave opened for tourism in 25 July 1999 by the Tourism Minister of the time. Dim Cave accepted as a member of ISCA in 24 October 2002. Dim Cave is managed by an expert foundation and Dim Cave shows the importance of Cave Tourism.

Keywords: *Development of Cave Tourism, Potential of Turkey, Dim Cave*

INTRODUCTION

Caves are defined as underground spaces which could be formed horizontal or vertical directions. Caves also can have huge depth or lengths and are generally carstic formations (Erinç, 1971). Relationship between human and caves started with first human belongings. There are many examples of this relationship. For instance, in France and Spain human remains can be found in caves which are 30000, 27000 and 13000 years old. 15 km to the northeast of Alanya there is cave which is named as Kadıini, and in the Kadıini cave human remains can seen which are 20000 years old (www.alanya.bel.tr). People have used caves for housing for a very long time. The cave – human relationship developed and it became a social aspect and historical cave period lived. This aspect and evolution of life is studied by archeologists, anthropologists and historians.

HISTORICAL DEVELOPMENT OF CAVE TOURISM

Relationship of human and caves changed by the religious, sportive, aesthetics view and wonder reasons and today it becomes as cave tourism. This relationship increases by the increasing interest to the caves.

Caves had seen their first visitors because of religious causes. In Slovenia first cave visiting started in the Sveta Cave near Trieste after the death of St. Servulus in 284 A.C. After this, visiting caves changed into a touristic attraction. Individual cave visiting continued until 17 th century. The Vilenica cave was visited by Austrian Imperator in 1660. Real organized tourism has been started in early 19th century. Postojna Jama and Skocjanske Jama caves opened for tourism in 1819 (Kranjc 2004). In 1662, some pictures painted for the advertising of Postojna, Predjama and Skoçyanske caves by the nobles of Trieste. First organized cave tourism started in 1808 by the opening of Pecina Cave and in 1819 Postojna Cave opened for tourism.

Tourism accepted as the industry which protects nature while developing itself in 21st century. Cave tourism becomes one of the biggest touristic activities and this kind of tourism is used in all across the world. By the effect and natural development ISCA (International Show Caves Association) has been founded. ISCA center is in Italy. ISCA has some rules for opening and operating caves for tourism. Cave operators who have accept ISCA rules are associated under ISCA. The most important thing in this issue is protecting caves. Postojna Cave is one of the best examples for show caves in the world. Postojna Cave has a total length of 20 km, cave's height 18.5 m and in the visiting parts the height goes up to 25m (Zupan 2002). Postojna Cave has a train station at its entrance and has a concert hall in itself also there is a biological museum in the cave. Between 1818 -1992, 26.000.000 people visited Postojna Cave (Zupan 2002). Today, this number reached to 30.000.000 people. Outside of the cave there are management building, conference and food halls, restaurant, hotel, camp area, shopping centers, touristic information building and a huge car park. As seen in Postojna Cave example cave tourism is not only cave visiting.

There are almost 40000 caves in Turkey. There is a huge potential of cave tourism because of the number of caves. Not obeying international rules, insensible management of caves and the causes like these, this potential remains useless.

Show caves are managed insensible in Turkey. Caves like İnsuyu and Yalandünya harmed very much because of this insensibility and these caves are continued to use for tourism still in the same status. These caves have a lot of establishment absences also. There is only one cave in Turkey which is an ISCA member that cave is Dim Cave. Dim Cave is obeying international rules. In Turkey, cave visiting for sports is directed by university cave research clubs. The leading club is "Bogazici University Speleological Society" (BUMAK).

Today search for new, alternative tourism styles are still continue. Congress tourism, religion tourism, hunt tourism, golf tourism, youth and third age tourism, health and thermal tourism, mountain-winter-cave tourism, history and culture tourism and sport tourism are alternative tourism styles.

In the countries which have a big income from tourism, cave tourism is one of the leading alternative tourism styles. Slovenia, Spain, France and Italy can be considered in this category.

NECESSARY PRIOR THINGS TO DO IN CAVE TOURISM

In cave tourism contemporary technologies should be used.

Natural environment and security: Firstly cave management starts with the inside and outside environment of the cave because caves' nature which is formed in millions of years, affected by every negative action and caves can easily lose their beauty. Security guards and calling centers should be used for safety. People generally have a tendency to touch. For not harming natural beauties necessary precautions should be taken and they should be applied.

Life in Caves: Living animals and creatures are members of a different world. Cave managers should be sensible about their living flora and fauna. Endemic kind living creatures must be protected in their nature.

Guiding Services: For the safety of environment, caves and visitors, there should be educated responsible people in the cave area.

Walking Paths: Walking paths are another important issue in cave management. Walking paths should be constructed according to a cave-friendly project. Also people's safety and comfort should be considered. Construction material should be chosen from cave-friendly material.

Secondary Complexes: People have a tendency to see new things. While developing systems and complexes modern technologies should be used.

Lightning: Light is very important for caves because of this we will explain this issue a bit detailed.

There are 6 important issues in lightning.

- Lamps should chosen which are sensible to temperature
- Indirect lightning
- Sunlight lamps should not be used
- Local lighting
- Shadowy as possible
- Censored lamps

For lighting, yellow colored sodium high pressure lamps used today. These lamps give lower heat and they are energy efficient. Also led lamps are discussed in recent years but led technology still developing and it is not ready yet. In some necessities spot lamps with reflectors are used. Halogen lamps are also discussed but they are not suitable for caves. In every chance there should give a break to lightning and censored application should be used.

WORLD'S VIEW ABOUT CAVE TOURISM

There are 1000 show caves in the world. This number increases day by day. Leading country is China has 300 show caves. USA with 159, France has 107, Japan has 90, Germany has 63, Spain has 59, Italy has 47, Austria has 24, Greece has 22, Slovenia has 21, Turkey has

19, Bulgaria has 13, Switzerland has 12, Portugal has 11, Cuba has 5, and Malta has 4 show caves (Jochen, 2007). According to this order for number of show caves it is clearly seen that Turkey is back about cave tourism (Figure 1).

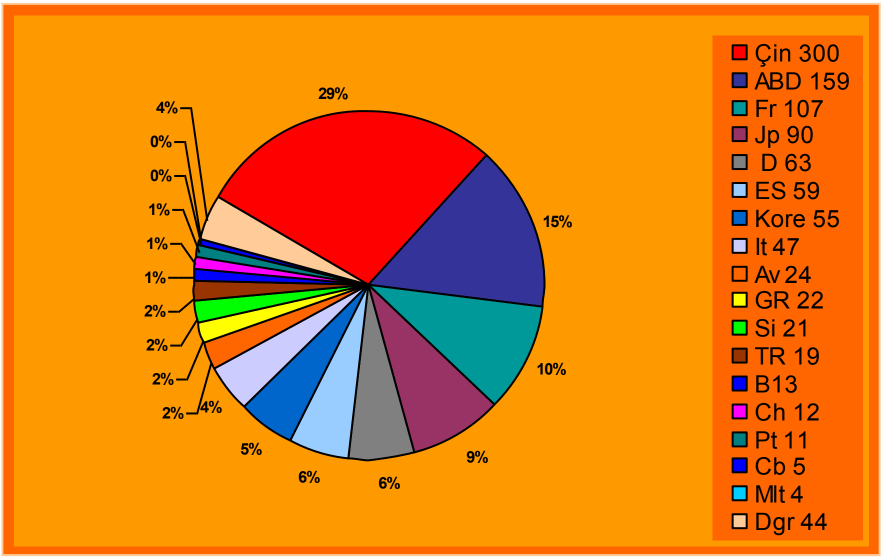

Figure 1. Distribution of Show Caves according to Countries

Caves should be protected for leaving to next generations. Caves are geological heritage. Caves should be protected in their natural conditions. This approach does not mean that caves should be closed to everyone. Caves should be opened to researchers and visitors with obeying the international cave management rules. Cave tourism is supported by governments because of its money income to the countries. Dengbin Kim (organizer of expo 2002) says that: I think that the most important industry of the 21st century is tourism because by only tourism we can leave a protected environment to the next generations and the caves which has millions year mystery is the base of tourism.” We strongly agree with Dengbin Kim.

Every style of tourism tries to increase their visitors. The countries which have complete substructures for cave tourism try to increase their visitors also. “Tourists are looking for interest and special service. Because of this issue we should search for new Technologies or applications for them and we should protect the environment and we should be respectful to it. (Paternost 2004)

Today cave management is done by private companies in European Countries and in USA. Day by day caves which are managed by state associations getting to decrease. For instance, in China, 34 of 51 important caves which are in the national parks of China are managed by the government. 5 of them are managed by private companies. All of the other caves (there are 200 caves) in China is managed by private companies (Linhua 2002). This example shows us the importance of private companies for cave management.

NEW DEVELOPMENTS IN CAVE MANAGEMENT

- Educational topics.
- Environmental rules
- Security and comfort standards
- Other activities and synergy
- New technologies
- Quality in cave management
- Sensible price applications.

Caves are very sensitive creatures and can be harmed easily. To prevent visitors from harming caves there should be security calling points and security people in the caves. Endemic creatures should be protected specially. Pathways in the cave should be made of a harmless material. For protecting caves nature people should care so much for caves microclimate. Heat, humidity and air in the cave should always be kept controlled. For lighting, low heated lamps should be chosen, indirect lighting should be applied, the lamps which give sun light should not be used and local lighting should be applied. Lighting should be broke as much as possible. If possible lighting with censor should be used. (Güner & others 2005)

POINT OF VIEW ABOUT CAVE TOURISM IN TURKEY

Cave tourism is very new in Turkey and it is in the creeping period. Caves form in evaporic and carbon stones. Our country is very rich in carbon stones (Nazik 2004) (Figure 2). As said before there are almost 40000 caves in Turkey but there are only 3000 caves which are listed for research. There are 1250 caves which can be joined into Turkey Cave Inventory. In these 1250, 800 of them researched by MTA (General Directorate of Mineral Research and Exploration) and 400 have been researched by university clubs (Nazik 2005). We can say that rich by caves for our country.

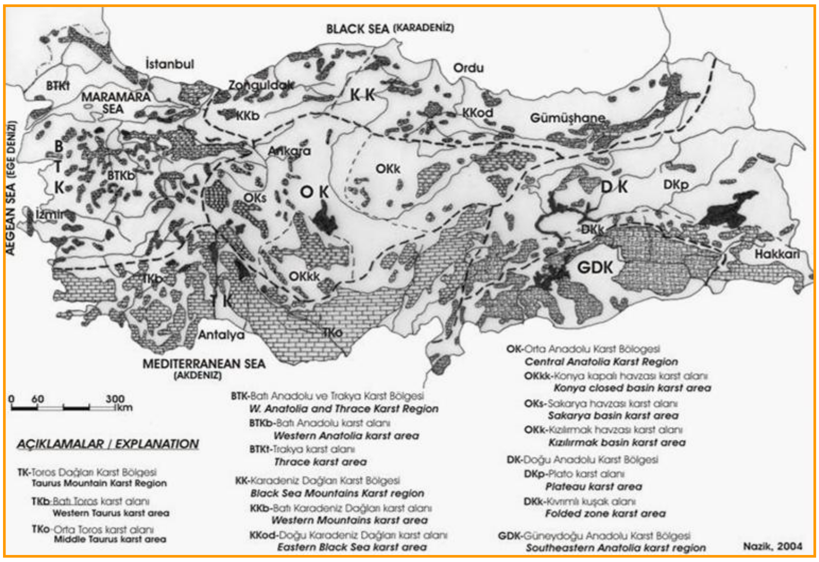

Figure 2. The Karst Regions Map of Turkey (Nazik 2004)

Cave research started in 1927 in Turkey by individuals. Studies with associations started in 1964 by founding of MAD (Cave Research and Tourism Association). In 1970s BUMAK (Bogazici University Speleological Society) has been founded. In 1979, Karst and Cave research unit founded by MTA (General Directorate of Mineral Research and Exploration). This unit has been studied on 600 caves until now. HUMAK (Hacettepe University Speleological Society) and

EMAK (Ege University Cave Research Club) are also studying for cave research and they are supporting cave tourism. Cave tourism has been joined into alternative tourism styles. Cave tourism has advantages over other styles of tourism: cave tourism can continue all year long and cave tourism is not affected by weather conditions. Turkey has a variable weather in every season and other tourism styles are affected by this situation very much, so because of this cave tourism gains more importance. Against all these conditions the number of caves which are opened to tourism is very low in Turkey.

The first show cave in Turkey is Damlatas Cave in Alanya – Antalya. In 1965 Burdur İnsuyu and Silifke Narlıkuyu - Dilek caves have been opened for tourism. (Aygen 1988). As a result of the tourism development a few more caves had been opened for tourism by modern methods.

Caves researched by MTA (General Directorate of Mineral Research and Exploration) Karst and Cave Research Unit:

- Narlıkuyu-Dilek Cave (Silifke-Mersin)
- Karaca Cave (Gümüşhane)
- Ballıca Cave (Pazar - Tokat)
- Dim Cave (Alanya - Antalya)
- Zindan Cave (Aksu - Isparta)
- Gökgöl Cave (Zonguldak)
- Zeytintaşı Cave (Serik – Antalya)
- Ayıini Cave (Yalvaç – Isparta)
- Kuz Cave (Kesme – Isparta)
- Gökçeler Cave (Milas – Muğla)
- Yerküpe Cave (Kavaklıdere – Muğla)
- İnönü Cave (Sarıidris – Muğla)
- Cehennemağzı Cave (Krdz. Ereğli – Zonguldak)
- Dupnisa Cave (Demirköy – Kırklareli)
- Gürcüoluk Cave (Amasra – Bartın)
- Dodurgalar Cave (Dodurgalar – Denizli)
- Sulu Cave (Keskin – Kırıkkale)
- Zeytintaşı Cave (Serik – Antalya)
- İnsuyu Cave (Burdur)

There are many associations about caves in Turkey. These associations founded “Turkey Cavers Union” (TMB). This association works on being a Turkey Caving Federation (SpeleoTürk 2006)

ACTIVE ASSOCIATIONS IN THE FIELD OF CAVING IN TURKEY

- MAD (Cave Research and Tourism Association)
- BUMAK (Bogazici University Speleological Society)
- MTA(General Directorate of Mineral Research and Exploration). Karst and Cave Research Unit
- HUMAK (Hacettepe University Speleological Society)
- EMAK (Ege University Cave Research Club)
- ESMAG (Eskişehir Cave Research Association)
- ASKAD (Anatolian Speleological and Karstic Research Association)

- DEUMAK (Dokuz Eylül University Cave Research Society)
- ZÜMAK (Zonguldak Karaelmas University Cave Researching Club)
- MUMAT (Mersin University Cave Research Society)
- ANMAK (Ankara Cave Research and Conservation Association)
- SKAD (Speleological and Karstic Research Association)
- MADAG (Cave Diving and Research Group)
- SAD (Underwater Research Society)
- TREKİST (Nature Activities Group)
- (ANKARA CAVING)
- ANUMAB (Ankara University Cave Research Union)
- TAMAG (Temuçin Aygen Cave Research Group)

In Turkey, cave tourism has an importance in alternative tourism styles. Cave tourism does not affected from weather conditions and this kind of tourism can be active in all the seasons. In Turkey, weather conditions affect tourism very much because of this cave tourism get more importance. The first show cave in Turkey is Damlatas Cave in Alanya – Antalya which is opened by the efforts of Galip Dede and Temuçin Aygen in 1950. In 1965 Burdur İnsuyu and Silifke Narlıkuyu - Dilek caves have been opened for tourism (Aygen 1988). As a result of the tourism development a few more caves had been opened for tourism by modern methods (Güner & Şaroğlu 2006).

THE LEADING CAVES AMONG THESE ARE:

- Narlıkuyu-Dilek Cave (Silifke-Mersin),
- Karaca Cave (Gümüşhane),
- Ballıca Cave (Pazar - Tokat),
- Dim Cave (Alanya - Antalya),
- Zindan Cave (Aksu - Isparta),
- Gökgöl Cave (Zonguldak),
- Zeytintaşı Cave (Serik – Antalya)

Some of these caves don't have any application projects, or there are many holes in their project plans. Broadly speaking project applications in these caves are problematic.

Also these caves have a lot of problems with management. In Turkey almost all of the caves are managed by state associations. Some of them are managed by municipalities and some of them are managed by village development associations. For instance, Zeytintaşı (Serik) Cave includes very little and beautiful formations, but this cave's future is really worrying. İnsuyu (Burdur) Cave's conditions are very bad in spite of the hard work when it was opened for tourism. İnsuyu Cave has very beautiful formations and it has some lakes in it. İnsuyu Cave was opened for tourism without protection and application projects. While preparing the cave was hardly damaged, but after being opened to tourism, harm to the cave continued. Uncontrolled water use from the Mandıra and Çine plains caused to destroying of the lakes and the underground water in the İnsuyu Cave (Nazik 1999). Yalandünya (Gazipaşa) Cave also has a very bad management system. Its management and lighting can be called primitive. Tınaztepe cave which has opened for tourism in 2003 has a very bad lighting system.

THE DIM CAVE

The Dim Cave was opened for tourism in late 1998. In 1999 the cave had completed all the establishments. Since its opening the cave has used modern lighting and managing systems.

The cave has reached the international standards in a short time and the Dim Cave was accepted to the membership of ISCA (International Show Caves Association) on 23 October 2002. The Dim Cave is the first and the only cave which is managed by a private company. Except some minor problems, the Dim Cave is a good example for a show cave in terms of its protection and management. Cave visitors want to see different things and they want attention. One of the Mağ-tur Company's principles is that if you succeed to make your visitors stay in your nature-friendly establishment much more, you would be more beneficial to your company and your country.

The Dim Cave has a 145 km distance from Turkey's one of the most popular touristic city Antalya. Dim cave is also 11 km far away from Alanya, it is in the east of Alanya. Dim Cave has 232 m attitude from sea level and the cave is in the west slope of the Cebel Reis Mountain which is 1691 m (Figure 3).

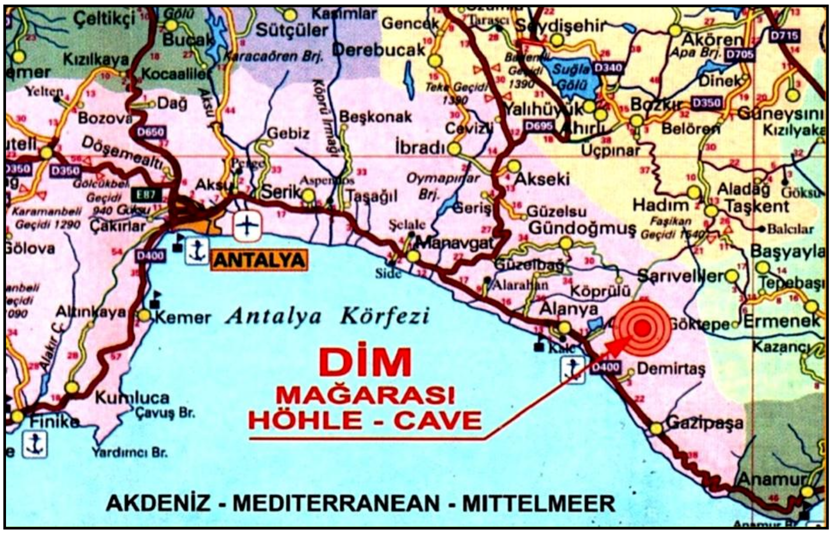

Figure 3. Map of Dim Cave's near Area

Visitors can reach the Dim Cave from Ketsel municipality, Dim River Valley and Tosmur municipality by asphalt roads. Dim Cave known since the old ages and its some parts used as shelter by local people. In 1986, Karst and Cave research team studied on Dim Cave and they made some measurements on it and Dim Cave joined into formal listings (Güldalı 1986, 1987). Mağ-tur Company made a Project for this cave in 1996 for opening this cave for tourism. Mağ-tur rents the Dim Cave from the state. In almost two years, the company applied the project and company finished the establishments inside and outside of the cave. In 1999, cave completed its some absences. The Dim Cave is the first cave which is opened to tourism by a private company.

The Dim Cave is 360 M long and 10-15 M high. The cave is in the horizontal cave class (Figure 4). The Dim Cave is very rich with stalactite and stalagmite formations. Today these formations continue to form. There is a lake which is 17 m deep from cave entrance. The lake has a 200m^2 survey.

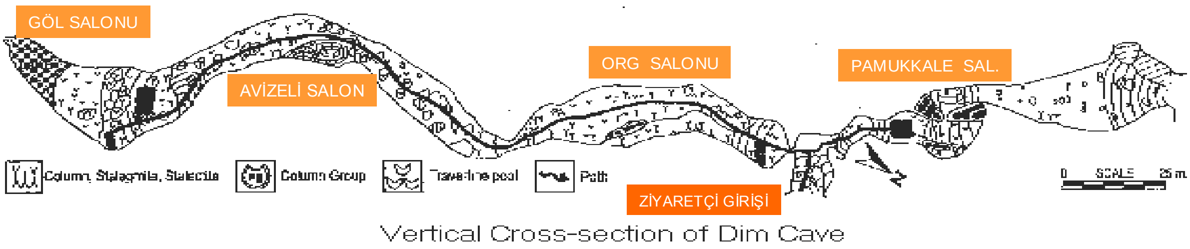

Figure 4. Plan of Dim Cave

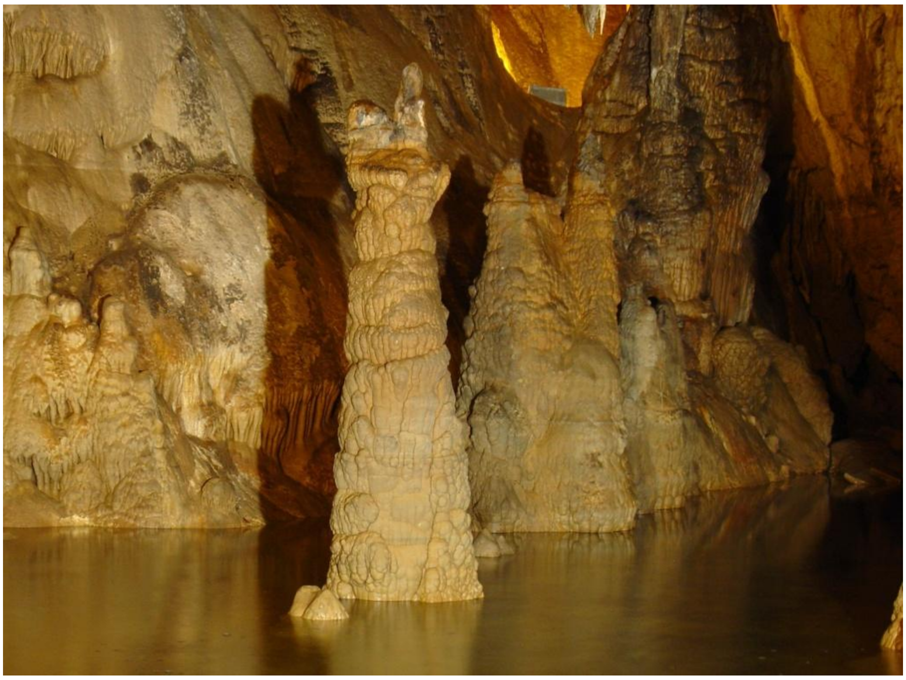

Figure 5. Dim Cave Stalagmite formations in Lake Hall

The Dim Cave is a result of water which is created in millions of years (Figure 5, 6). A part of the cave was inhabited by people in prehistoric times. Today every part of the cave has been protected and can be accessed by people. Temperature inside the cavern is 18-19 degrees and it never changes in any of the seasons of the year. After visiting, when visitors are resting in the Dim Cafe & Restaurant, they can watch the Mediterranean Sea, Alanya Castle and Alanya Forests. Also by using the watching binocular in the watching terrace visitors can see Taurus Mountains, and the legendary Kartalgözü Cave. Also they can see all seasons at the same time.

Figure 6. Visitors in Dim Cave

The Dim Cave's short history and description by world famous cave researcher Jochen Duckeck. A quotation from his website:

HISTORY

1986 first explored.

1993 Mag Tur Magara Turizmi ve Ticaret A.S. (Show Cave Tourism and Trading Company) was founded in Ankara.

1996 start of development.

1998 Dim Cave opened to the public.

2002 cave becomes member of the International Show Caves Association (ISCA).

(Jochen D., 2007).

DESCRIPTION

"Dim Magarasi (Dim Cave) is located on the slopes of Cebel Reis (1691m asl) at an altitude of 232m asl. It overlooks the Dim valley, which it is named after. Located only 11km from the popular tourism center of Alanya, it obtains an increasing popularity.

This cave is a single passage about 360m long and between 10 and 15m wide, the visitor enters somewhere in the middle. First the passage towards the right is visited for about 50m, then the passage to the left for about 310m. The longer side ends at an underground lake, about 200m² and 17m below the entrance. After reaching the end of each side, the visitor has to walk back to the entrance. The cave shows numerous speloethems (sic), is well developed and well lighted.

Dim Cave is known for a long time, the entrance was used as shelter by hunters and sheperds (sic). But the part which is the show cave today was first explored by speleologists in 1986. The cave was formed in Permian marble, along a NW-SE running fault zone." (Jochen D., 2007).

CONCLUSION

Caves are very valuable geologic and touristic underground spaces at the same time they are natural heritage. If caves have been destroyed, they cannot be recovered again. Cave tourism is the most important one in the alternative tourism styles. Caves can gain big amounts of income and they are part of a mass tourism. The number of caves which are opened for tourism increases day by day in the entire world. Turkey has to reach the developments in the cave tourism. When Turkey is using its cave potential, Turkey must care about new Technologies and international show caves principles. Main principle in the cave management is to protecting caves with their all extent (Güner & Şaroğlu 2006).

We wish that all the cave managers give back the caves to the next generations without harming it (Güner & others 2004).

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Eco-tourism

/

sustainable tourism

GREEN CONSUMERISM IN THE HOTEL SECTOR: WOULD IT AFFECT 'BUSINESS AS USUAL'?

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Malaysia

ABSTRACT

Tourism is one of the fastest growing economic sectors in the world. Along with this growth is the increasing debate on ethical tourism and the existence of 'green consumers' particularly in relation to the hotel sector. Green consumerism could influence the way business is conducted i.e. shifting it from 'business as usual' to being more 'socially responsible'. However, green consumerism is an understudied phenomenon, particularly in the context of developing countries. This paper discusses the existence of such consumers in the context of tourism in Kuala Lumpur, Malaysia. It draws upon the findings of a study conducted in 2005. The study objectives were to determine: 1) tourist's main criteria when choosing a hotel; 2) tourist's main preference in relation to environmentally and socially friendly attributes in a hotel; 3) tourist's attitude in relation to hotel's environmental and social responsibility; 4) tourist's interests in relation to hotel's environmental and social responsibility, and; 5) tourist's opinion in relation to hotel's environmental and social responsibility (qualitative data). Among the findings of the study were reaffirmation of past studies on tourists' tendency to choose 'environmentally and socially responsible attributes' of hotel that link closely with their own comfort and convenience. There was also evidence of general awareness (indicated by more respondents choosing 'important' and 'very important' compared to 'less important' and 'not important at all' on most of the statements) about the importance of environmental and social attributes. But this awareness was not matched by the propensity to prioritize environmental and socially friendly attributes in making selection. Instead, the priority of both local and foreign tourists when choosing a hotel was more on service and price. A hotel's environmental initiatives and human right record were not regarded as important by many of the foreign tourists except the ones from North America. The study also found tourists' interests and attitudes to differ significantly across selected socio-demographic variables such as age, gender, and country of origin but not in terms of marital status. The study concludes by acknowledging the more positive response of consumers towards environmentally friendly hotels but cautioning against blindly accepting previous theoretical development on the rise of more discerning and environmentally sensitive tourists without further analysis.

Keywords: tourism, green consumerism, hotel sector

INTRODUCTION

There is an increasing trend for big international hotels in the United States and Europe to publicize their environmental best practices through websites, corporate reports and in the general literature, often as a part of their strategic management. This indicates that there exists an endorsement and incorporation of proactive environmental dimensions into corporate planning and management (Murphy, 1994) within these groups of elite hotel chain.

There is the contention that the trend is pushed by the public's sensitivity towards the environmental implications of the hotel industry (see Ivarsson, 1998; Wahab and Pigram, 1997; Cater, 1993) and that they are likely to make decisions based on environmental performance and business ethics. The idea that an environmentally and socially responsible image can bring about greater market equity for hotels have been stressed by a good number of tourism organizations (see Green Globe 21 Asia Pacific, 2000, and Green Hotels Association 1996). However, the validity of this contention is difficult to measure due to scarce real evidence on the matter. Several studies have tried to prove the existence of green tourists and understand their behavior. Environmental issues that concern the green tourist include wildlife, transport, conservation, use of natural resources, pollution, construction and planning, sports activities and practices of tourism firm themselves (Faulk, 2000: 5).

In the United States, evidence of tourist demand for environmentally friendly hotels is quite significant. The survey by Guadalupe-Fajardo (2002) found that 55 % of American tourists are more likely to book a hotel that establishes itself as an environmentally friendly hotel, while 70 % of them are willing to pay more to stay in a hotel with a responsible environmental attitude. The Americans also place importance towards hiring hotel employees to help the communities and towards sharing of resources between hotels and the local communities.

Although much of the literature reveals market demands for green tourism products, admittedly, there has been limited research specifically relating to consumer attitudes and behavior toward environmentally and socially responsible hotels. According to the IHEI (2002) survey on consumer attitudes towards environmentally-friendly hotels, British holidaymakers are leading the move towards environmentally responsible travel. 90% of the British tourists interviewed considered it part of the hotel's responsibility to actively protect and support the environment, including local communities. On the other hand, Gustin and Weaver (1994) looked at demand for green hotels in Washington and made a less optimistic conclusion about tourist tendency in relation to green hotels. In their survey, they found that 73 percent of respondents considered themselves environmentally minded consumers, while 71 percent indicated willingness to stay in a hotel that implemented environmental strategies. Approximately half of its respondents (49 percent) expect the price of a hotel room in environmentally sensitive hotel not to change. A survey by Kasim (2003) also showed that most tourists still choose a hotel based on price, service quality and a hotel's physical attractiveness rather than environmental and social behavior. This research explored the issue further in a different context i.e. Kuala Lumpur (KL). KL is the capital of Malaysia and is one of the favorite destinations for local and international travelers.

RESEARCH OBJECTIVES

The objectives of this study are outlined as below:

1) to determine tourist's main criteria when choosing a hotel
2) to identify tourist's main preference in relation to environmentally and socially friendly attributes in a hotel
3) to determine a) tourist's attitude in relation to hotel's environmental and social responsibility; b) tourist's interests in relation to hotel's environmental and social responsibility; c) tourist's opinion in relation to hotel's environmental and social responsibility

Further analysis on objective 3 is also conducted on age, gender and marital status categories to see if any new observations can be made. This is because, previous research have investigated socio-demographic variables such as age (see Kinnear et al. 1974; McEvoy, 1972; in Straughan & Roberts, 1999; Roper, 1990;1992), gender (see Anderson et. al., 1974; Tognacci et al., 1972; Van Liere & Dunlap, 1981; in Straughan & Roberts, 1999; Zimmer et al., 1994; Roberts, 1996) and education (see Aaker & Bagozzi, 1982; Anderson et al., 1974; Tognacci et al., 1974 in Straughan & Roberts, 1999; Roper, 1990;1992; and Roberts 1996) as they relate to green attitudes and behavior. With respect to age, there are contrasting findings made on its relationship with environmental sensitivity. Anderson et al., (1974), Tognacci et al., (1972), and

Van Liere & Dunlap (1981) (in Straughan & Roberts, 1999) found age to be significant and negatively correlated with environmental sensitivity. On the other hand, Roberts, (1996) and Straughan & Roberts (1999) found age to be significant and positively correlated to green attitudes and behavior. As for the gender variable, research by Van Liere & Dunlap (1981) and Stern et al., (1993) have found that women are more likely than men to hold positive green attitudes. Nonetheless, for education, previous findings have generally indicated a non-significant relationship between this variable and environmental sensitivity. Taking into account these previous findings, this research will analyze both age and gender, but not education. Instead, marital status is added to the analysis to see if any new observation can be made in relation to the influence of sociodemographic factors on green attitudes. All these variables are tested based on hypotheses such as the following:

Ho: there is no difference in attitudes between (independent variables tested) in relation to hotel's environmental and social responsibility

METHODOLOGY

The study undertook an objective, scientific and empirical approach to understand the tourists demand for hotels in Kuala Lumpur to be environmentally and socially accountable. This involved a literature search, questionnaire and survey sample design, and a pre test to refine the questionnaire before it was administered. The field research used a three-part questionnaire survey to investigate tourist demand for environmentally and socially responsible hotel. The questionnaire developed for the field research contained a mixture of open-ended, close-ended and Likert scale questions. Among considerations taken when designing the instrument were its conciseness in gauging answers to the research questions, its comprehensiveness in covering both the environmental and social issues relevant to hotel industry and its ability to accommodate tourists' relatively limited time available to answer questions.

The first part of the questionnaire focuses on questions relating to socio-demographic backgrounds. Question B1 sought information on the main criteria used when choosing a hotel (objective 1). This is followed the second part of the questionnaire which investigated tourist's main preference in relation to environmentally and socially responsible attributes in a hotel (objective 2). The final part of the questionnaire sought understanding on the attitude, interests and opinion (AIO) of tourists in relation to hotel's environmental and social responsibility (objective 3). The questionnaire was pre-tested and inspected for clarity and usefulness in achieving the research objectives. Likert scale questions were tested using Cronbach's alpha for internal consistency.

The sample population for this research was composed of both domestic and international tourists who visited KL in June and July, 2005. The sample selection process began with identification of the number of tourist arrival in Kuala Lumpur using resources (website, tourism researcher) from the Malaysian Tourism Promotion Board (MTPB). In quantitative research, the sample should ideally reflect the population in order for results to be generalized. The data collection process yielded 694 responses, which is slightly lower that the targeted sample 789 deemed sufficient for the purpose of this research. In a nutshell, the sample's representativeness (where the sample's every characteristics matches that of the population) of this research link closely with the time and resources available to accomplish the survey. For the tourist survey, validity threats have been minimized through measures taken during the development of the survey instrument are also consistent with caution against validity threats. Overall, the adoption of a quantitative approach allows the accumulation of data about tourist demand on selected 'responsible' attributes of a hotel within the study context.

DATA ANALYSIS AND RESULTS

a. Sociodemographic background of respondents

The majority of the respondents were young males from Malaysia and overseas countries particularly Europe and North America. A majority of them is degree holders and 33 percent of them have Masters or PhD qualification. The proportion of married versus unmarried respondents was approximately equal, with a small percentage of them cohabiting. Most of them travel with friends and family. Not many of the respondents used tour groups for their travel. Another observation that can be made about the respondents is that most of them were in Kuala Lumpur for a short visit of five or less days. Most of them were in KL to enjoy good times with friends and family while others cited business and conference as the reason for being there. Not many were using KL as a mere stopover to another destination. The respondents also prefer to stay in hotels and were staying in one at the time of the fieldwork. This means that they are highly relevant and appropriate as this study's respondents.

b. Basis for choosing a hotel

About 87.5 percent male respondents prefer hotel ambiance as the main criteria when choosing a hotel compared to 86.1 percent female (X^2 = 0.025). 81.9 percent female respondents prefer to choose hotel based on price (X^2 = 0.020). 91.4 percent of the North American tourists would choose a hotel based on its environmental initiative. This is compared to 66.8 percent Malaysian, 45.5 percent European, 44.5 percent East Asian and 43.5 percent Oceania tourists. 82.8 percent North American tourists would choose a hotel based on its human right record compared to 67.3 percent Malaysian, 33.3 percent African, and 19.2 Oceania tourists. 95.7 percent of the North American tourists however, also choose hotel based on price. This is followed by 88.2 percent of the Malaysian, 74 percent Oceania, and 72.7 percent European tourists.

c. Tourists attitudes and interests in relations to responsible hotel

A majority of tourists consider it to be important for hotels to promote conservation (43.5 percent), have an environmental image (48.7 percent), promote culture (47.6 percent), arts and crafts (44 percent). A majority of the tourists also think that hotel room should have information on local ecotourism (40.2 percent), as well as have fire safety features (52.9 percent), energy saving features (47 percent).

d. Significant differences among selected categories of tourists with regard to responsible hotels in KL

The categories tested include 1) young versus old tourists (Ho1 to Ho2); 2) male versus female tourists (Ho3 to Ho4); 3) married versus unmarried tourists (Ho5 to Ho6); and 4) local versus foreign tourists (Ho7 to Ho8). The findings indicate that significant differences exist for the following attributes: 1) the importance of environmental image of a hotel 2) the importance that hotel promotes culture 3) the importance that hotel promotes local arts and crafts 4) the importance that hotel staff is informative and 5) the importance that hotel staff is happy. 83.9 percent of the female respondents place importance that the hotels they stay in has an environmental image (X^2 =0.000). 83.4 percent of the female respondents place importance that hotel promotes local culture (X^2 =0.000). 82.6 percent of the female respondents prioritize hotel that do promote local arts and crafts while only 70.5 percent of the male respondents feel that way (X^2 =0.000),. More of the female respondents (82.6 percent) also prioritize hotel that promote local cuisine as opposed to 69.1 percent of the male respondents (X^2 =0.001). More of the female respondents (85.9 percent) also would like hotel to have informative staff as opposed to 70.5 percent male respondents (X^2 =0.000).

In terms of the importance that hotel staff are happy, 76.8 percent of the female respondent concur as opposed to 66.8 percent of the male respondents (X^2 =0.005). 93.3 percent male respondents indicate willingness to pay more for a responsible hotel, with 26.4 percent of them willing to pay 10 percent or higher to hotels with responsible behavior (X^2 =0.019). An analysis on married versus unmarried respondents found that both categories think low of the idea that hotel must have a good human right record (33.2 percent of the married respondents and 37.3 percent of the unmarried ones) (X^2 =0.118). Similarly, both categories think highly of the importance that hotel has happy staff i.e. 73.0 percent of the married respondents and 68.7 percent of the unmarried ones (X^2 = 0.299).

Finally, T-Test was also performed on two categories of tourist i.e. local tourists versus foreign tourists. The study finds that here is significant difference between local and foreign tourists in terms of preference the hotel they stay in has 1) environmental initiative, 2) information about local ecotourism and 3) that their rooms have energy saving feature. 52.6 percent of the local tourists think it is important for hotel to take environmental initiatives while only 25.7 percent of the foreign tourists think the same way (X^2 =0.000). 86.2 percent of the local tourists place importance that hotel has information about local ecotourism offerings. Only 70.5 percent of the foreign tourists place such importance (X^2 =0.000). 84.8 percent of the local tourists also think highly of the importance of having energy saving features in their hotel rooms (X^2 = 0.000). About 73.6 percent of the foreign tourists think highly of this attribute (X^2 =0.000). The local tourists appear to be more concern on the three responsible attributes already mentioned.

There was no significant difference of interests in any of the first three categories of tourists i.e. 1) young versus old tourists; 2) male versus female tourists; and 3) married versus unmarried tourists. 78.4 percent of the foreign tourists agree to do the same. However, local versus foreign tourist category differ in their perceptions of willingness to pay for ethical business (X^2 =0.049) and whether unethical business should profit or not (X^2 =0.002). About 34.7 percent of the local tourists are willing to pay more than 10 percent increase compared to 21.8 percent of the foreign tourists while more of the local tourists (approximately 84.4 percent) also agree that unethical business should not be allowed to profit, compared to the foreign tourists (74.2 percent).

ANOVA test showed that tourists from Europe differ significantly from the Malaysian and Oceania tourists in relation to the importance of ISO or other certification in hotels. To be specific, 67.4 percent of the European tourists think this is important compared to 81.9 percent Malaysian and 80.8 percent Oceania (X^2=.001). They also differ significantly from Malaysian and SEA tourists in the importance of having recycling bin in hotel room (X^2=0.000). About 71.6 percent European think highly of this attribute compared to 81.5 percent Malaysian and 88 percent SEA tourists (X^2=0.000). European tourists also differ significantly from Malaysian tourists in the importance of having energy saving features in hotel. Approximately 71.2 percent of them think that hotel should have this feature compared to 86.2 percent Malaysian (X^2=0.000). Malaysian tourists are significantly different from Oceania tourists in terms of recycling activities while at home (X^2=0.001).

A high percentage of tourists from many countries of origin is willing to pay more for hotels that show responsible behavior (X^2=0.391). In a descending order, they include 95 percent European (with 15.9 percent willing to pay more than 10 percent increase), 93.4 percent Oceania (with 17.3 percent willing to pay more) 93 percent North American (with 28.2 percent willing to pay more), 93 percent East Asian (with 35.4 percent willing to pay more), 91 percent Malaysian (with 34.5 willing to pay more).

e. Tourists Opinion (Qualitative Findings)

a. Definition for ‘environmentally responsible hotel’

Respondents were also asked several open-ended questions to provide qualitative information that could further highlight the quantitative findings. Categorizing their answers into appropriate themes, several qualitative findings are evident:

1. The reasons why local hawkers are more preferred than gourmet restaurants are due to ‘good flavor’, ‘good pricing’ and ‘variety of choices’ available.
2. ‘environmentally responsible hotel’ is defined by most respondents as hotels that are ‘clean’. Other definitions for the term include ‘not polluting’, ‘nice and plentiful flowers’ (landscape) and ‘do recycling’. Interestingly, there are no mention of other more firm environmental attributes such as resource (water and/or energy) saving.
3. the most environmentally-friendly aspect they’d like to see taking place in a hotel is ‘recycling’
4. ‘socially responsible hotel’ is defined by most respondents as a hotel that ensures its staff to be informative (well trained). Other definitions include a hotel that promote ‘local culture’, prioritize ‘cleanliness’ and provides many ‘recreational facilities’
5. the most socially friendly aspect they would like to see taking place in a hotel is the provision of ‘recreational facilities’ for customers and staff alike.
6. those who did not want to pay more for an environmentally friendly hotel felt that it is the responsibility of the hotel to care for its physical surroundings. Customers therefore should not be asked to bear the cost.
7. those who did not want to pay more for a socially friendly hotel felt that it is not their responsibility to do so because social friendliness of a hotel is not what they value.

DISCUSSION

In Kasim’s (2003) study, one of the conclusion made was tourists tend to choose ‘environmentally and socially responsible attributes’ in hotel that link closely with their own comfort and convenience. This finding is reconfirmed in this study. The majority of respondents would like to eat local cuisine, sleep with the light off and shower rather than bath, all of which are responsible attributes. At the same time, they also like to have air-conditioned rooms, use hot water and fresh towels everyday, all of which are not so responsible attributes. The respondents also want hotel to have informative, happy and friendly staff. This also links to comfort and convenience as non-informative staff would annoy tourists. In fact, unhappy staff would have the tendency to be lackadaisical in the service while unfriendly staff would have the tendency to be hostile and ruin a guest’s quality of experience. This shows that quality of experience is still the primary concern of tourists as oppose to the overall improvement of environmental and social management of the hotel. However, their priority on several attributes in hotel namely ISO or other certification, availability of local ecotourism information and energy saving features even if these attributes do not link directly with their comfort and convenience must also not be ignored as they could indicate a rather genuine concern about hotel’s responsible attributes.

The two-sample t-tests analysis have revealed several significant differences in interests among tourists in the selected sociodemographic variables (age($X^2 =$), gender($X^2 =$), and marital status($X^2 =$).

In this study, there is a significant difference between young and mature tourists because younger generation is wearier of unethical business compared to the older generation leading Ho1 to be rejected. This supports Roberts (1996) and Straughan & Roberts (1999) conclusion that age has a significant and positive relationship with green attitudes and behavior. However, their conclusion that age also has a positive relationship with green attitudes (i.e. the older the age, the greener the attitudes and behavior) cannot be verified as the study found that the opposite may be true. In sum, this study is consistent with that of Anderson et al., (1974), Tognacci et al., (1972), and Van Liere & Dunlap (1981) (in Straughan & Roberts, 1999).

Ho3 that states there is no significant difference in interests between male and female tourists in relation to responsible attributes has been rejected because male and female tourists do in fact differ significantly in terms of interests. Specifically, compared to their male counterparts, female tourists in this study are more interested to see hotel have environmental image, promote culture, arts and crafts as well as ensure that their staff are knowledgeable and happy. Therefore, this study supports the conclusion made by Van Liere & Dunlap (1981) and Stern et al., (1993) that women are more likely than men to hold positive green attitudes and behavior.

As for Ho5, it is more difficult to reject as the findings do not conclusively show that there is a significant different between married and unmarried tourists in this study. Specifically, although the t-test has shown that the two categories are different in terms of two attributes i.e. 1) the importance that hotel has good human right record and 2) the importance that hotel has happy staff, the p values of both attributes are very close to 0.5. Crosstabulations of the variables also show no strong differences between the two marital status in terms of both attributes (both categories think low of the idea that hotel must have a good human right record) and both think highly of the importance that hotel has happy staff). Therefore, Ho5 cannot be rejected. It can also be concluded that marital status is perhaps not a good indicator of demand in studying green consumerism.

The same t-test on the local versus foreign tourists reveals that the two categories differ significantly in both interest and attitudes. From the T-Test analysis, one important conclusion that can be made is that the local respondents have shown greater predisposition towards choosing environmentally friendly attributes suggested in the study. Compared to the foreign respondents, more locals place importance that hotel take environmental initiatives, has information on local ecotourism products and have rooms with energy saving features. Along with Oceania tourists and SEA tourists respectively, Malaysian tourists also place importance that hotel has ISO or other certification and has recycling bin in hotel room. The fact that Malaysian respondents also positively responded to two of the statements posed by the study, and was willing to pay premium price for a more responsible hotel (91 percent), indicate consistency in their predisposition towards choosing responsible hotels. In essence, the study has consistently revealed that contrary to popular belief that Malaysians are insensitive to environmentally and socially responsible issue, the Malaysian respondents of this study were quite perceptive and responsive of such issue.

It is difficult to speculate the reasons for these results, as the measurement for time was not a longitudinal measurement. In fact, as the study is cross-sectional in nature, causality, which may in fact exist, is difficult to infer just from this single study. Nonetheless, it can be observed that those respondents are in fact in the young category. A cross-tabulation between 'country of origin' versus age indicated that 78 percent of the Malaysian respondents belong to the 'young' category i.e. are aged 36 years or younger.

To conclude, it appears that previous theoretical development on the rise of more discerning and environmentally sensitive tourists need to be accepted with greater care. This study at least, has showed that overall, most tourists do not necessarily translate their understanding on the importance of environmentally and socially responsible behavior into action by choosing hotels based on those attributes. When it comes to comfort during their stay, there are no clear evidence that tourist will choose the greener alternatives. Nonetheless, quite a significant number are willing to pay more for a hotel that demonstrates environmental and socially friendly behavior. Although it would be difficult to ascertain if this willingness will necessarily be translated into action, it is certainly a more positive finding compared to that by Kasim in 2003. Furthermore, most respondents in this study have defined 'environmental friendliness' as synonymous to 'cleanliness'. Even though this definition may be perceived by some to be myopic and insignificant in relation to environmental health, the credibility of respondents in this study is evident because they chose 'recycling' as the most environmentally friendly aspects they would like to see in a hotel. Their definition of 'social friendliness' as 'having well-trained hotel staff' further strengthen their credibility.

Consistent with the finding in Kasim (2003), the findings of this study also do not support the general idea among hotel managers that foreign tourists are necessarily more ‘caring’ about environmental and social issues compared to the regional/domestic tourists. There are no evidence that they prioritize responsible attributes when choosing a hotel and hotel room. On the positive side, tourists from Europe do indicate willingness to pay more (95 percent). Of this, 15.9 percent are willing to pay more than 10 percent increase. The same willingness can also be observed among tourists from Oceania and North America. They are also a general awareness (indicated by more respondents choosing ‘important’ and ‘very important’ compared to ‘less important’ and ‘not important at all’ on most of the statements) about the importance of environmental and social attributes is quite evident. However, the awareness is not matched by the propensity to prioritize environmental and socially friendly attributes in making selection. This is apparent by their prioritizing service and price when choosing a hotel. In fact, it is found that a hotel’s environmental initiatives and human right record are not regarded as important by many of the foreign tourists except the ones from North America.

The survey’s overall finding is consistent with the general opinion (during elite interviews) about existing tourist’s pressure on hotels in relation to environmental and social responsibility of hotels:

[Environmental and social responsibility] among hotels in Malaysia may not materialize as there are no demand from tourists. Tourists generally choose a hotel based on physical attributes such as the room, the facilities, the price, the location, etc. unless you are talking about nature tours such as diving where tourists are really concern about their environmental surroundings. If environmental issues are not the criteria for choosing where to stay, I don’t think competition [in terms of environmental responsibility] is a factor [that can drive] BESR.

(The Malaysian Association of Hotel Owners respondent, pers. comm.)

Hotels are chosen basically for price. Maybe there are some foreigners who are ‘green’. But I think the majority of tourists prefer cheaper price. As long as they get the facilities that they want, I don’t think they care [about broader issues].

(Malaysian Hotel Association respondent, pers. comm.)

Nonetheless, the survey’s conclusion on tourist’s willingness to pay for responsible measures however, do not support Gustin and Weaver’s (1994) and Kasim (2003) finding that tourists are unwilling to pay extra to stay in environmentally concerned hotels. Although it is difficult to infer as the data is cross-sectional, it does bring into question the probability of a changing consumer attitudes towards the value environmentally and socially responsible business.

POLICY IMPLICATIONS OF FINDINGS

Consumer inclinations, choices and demands are indicative of how business should change in order to remain competitive and perhaps move ahead of the competition. Green consumerism is one of those areas where consumer inclinations, choices and demands can be gauged. Although conclusive evidence of rising green consumerism is not yet available, its possibility cannot totally be taken for granted. As found in this study, there is positive outlook in relation to consumer demand for environmentally and socially responsible hotels. The implication of this is that hotels need to become more and more responsible in tandem with this demand. They need to portray a more responsible image and this means not only taking responsible measures, but also making their efforts known to the market through their respective website and/or other marketing channels.

The government may help hotels in portraying a more responsible image by providing incentives to those that do take these measures. Much like what has been done in Costa Rica (see Rivera, 2001), the government may produce its own certification as part of or a separate exercise from the existing star rating system. To be fair, the award system must comply with the capability of each category of hotels (small, medium, big; city hotel versus resort) so as to encourage compliance. This certification will motivate hotels to engage in responsible practices in a more aggressive manner. It may also be used by hotels to help their marketability.

SUGGESTIONS FOR FUTURE RESEARCH

Future research should consider getting more representative sample by allocating longer field time and further randomizing time and place of survey. Tourist preference analysis could also be improved by looking for interval data on the variables chosen. Further tests on the relationship between socio-demographic factors and green attitudes and behavior are needed to confirm and/or clarify any contradiction and vagueness found in this and previous studies. Ways to improve consumer tendencies to prioritize environmentally and socially responsible tourism offerings should also be explored perhaps by gauging the most effective communication channels through which consumer awareness about responsible tourism offerings can be enhanced.

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A RESEARCH STUDY ON THE IMPROVEMENT OF ECOTOURISM AND ITS RESOURCES IN THE WESTERN BLACK SEA REGION

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ABSTRACT

The tourism Industry in the 20th century has improved so much that it has become one of the major forces for economical development. Although the economic wealth is welcomed by governments and the public, mass tourism has started to endanger natural and historical resources. In order to reverse the adverse effects of tourism, alternative tourism types were started in the 1980's. The most famous type of alternative tourism is called Ecotourism which tries to ease the stress on the natural resources and respects the environment. The basis for Ecotourism is protecting the natural and cultural resources while utilising them. Turkey, which is surrounded by tree different seas and has different climate conditions and natural resources is not only a country that offers 'Sea, Sand and Sun' tourism to tourists in the Aegean and Mediterranean coastal regions but it also has a great potential of natural resources for the tourism industry. The Black Sea region has a great potential for tourism, however, the majority of naturally beautiful sites haven't been discovered yet and as such the region has not achieved the desired touristic growth. This study focuses on the results of the project which was supported by the financial and technical contributions of TUBITAK (Scientific and Technical Research Council of Turkey) named "Identifying the Western Black Sea Region Ecotourism Resources". In this study potential resources for Ecotourism in the Western Black Sea Region have been listed, documented and the suggestions are presented related to the usage of resources for ecotouristic purposes.

Keywords : *Ecotourism, ecological resources, sustainable development, Western Black Sea Region*

INTRODUCTION

In parallel with the increasing level of prosperity in the world, traditional tourism concepts have been changing. As a result of this change, cultural, natural and social values became more important for tourism industry. 'Sand, Sea and Sun' have been losing the main criteria for choosing the destination recently. Travelers expect more from their holidays. For example tourists have been choosing increasingly alternative types of travel such as ecotourism. Studies indicate that touristic activities will show development towards natural environment. The main reasons of this are the growing concerns of tourists about the environmental disasters and the increasing interests on the protection of natural environment. During the 21st century the tourism industry will improve by paying attention to the ecology and by satisfying the changing needs of travelers.

By reason of pollution and the increasing number of environmentally concerned consumers, it is observed that there is an improvement and increase on alternative tourism types considerably beginning from the 1990's. The most popular type of the alternative tourism in the market is ecotourism.

1. THE MEANING OF ECOTOURISM

Ecotourism, the base of smaller scale growth and the ecological equilibrium emerged as result of sustainable development.

Ceballos-Lascurain was the first person who used the term ecotourism. The term indicates travelling to beautiful scenery, unspoiled natural fauna and flora mixed with the desire of investigating the historical artifacts. (Turker, 2002)

International literature describes ecotourism as travelling to natural sites without forgetting the social responsibilities, protecting the environment and local culture and providing better standards of living for the local people. As a summary ecotourism is a tourism activity based on an ecological foundation.

The meaning of ecotourism can be expressed in different ways. There are more than 35 different names similar to ecotourism. For example soft tourism, green travel, environmentally friendly travel, alternative, ethical, responsible travel etc. (Turker, 2002). Not every activity in nature can be called ecotourism. The above mentioned terms are the alternatives of mass tourism. However, it would not be called ecotourism if the purpose of the activity comprises any thing other than protecting nature. For example in a trekking tour or an adventure tour if the participants do not show any interest in protecting nature or understanding or acknowledging the surroundings this is not called ecotourism (Ozaner, 2002). Therefore if a tourist is using nature for an adrenaline rush only and does not consider protecting the environment he would not be considered as an ecotourist.

Surveys show that the motivations of ecological tourists differ from other tourists. Nature is the main motivation for ecological tourists who for example travel to the Amazons. A recent survey in Canada indicates the travel motivations of ecotourists (Turker, 2002).

Table 1: The Motivations of Ecotourists

MOTIVATIONS	**RANK**
Wild and unspoilt nature	1
Lakes and rivers	2
Being active physically	3
Mountains	4
National or regional parks	5
Experiencing new life styles	6
Rural areas	7
Ocean coast	8
Meeting people who share similar interests	9
Simple life styles	10
Visiting historical places	11
Outdoor entertainments	12
Being adventurous	13
Cultural activities	14
Visiting as many places as possible in a limited time	15
Rediscover oneself	16
Changing the active workplace	17
Local handicrafts	18
Historical places and parks	19
Reduced charges	20
Excitements	21
Museums and art galleries	22

Accommodation with reasonable prices	23
Escape from the difficulties of life	24

Source: Turker, 2002, p. 71

Usually smaller groups not more that 18 – 20 people, family run accommodations small B&B's, local and small investments, local architecture and historical sites form the basis for ecotourism. If ecotourism is performed in the right way it serves as a tool to increase income levels, improve social and living standards for the local people (Ozaner, 2002).

Ecotourism aims to support sustainable development while preserving nature or at least limiting the damage so as to be able to transfer these resources to the next generations, to integrate the tourists with the nature and to contribute to the interaction of different people from different cultures (Turker, 2002).

The successful ecotourism activities are held in protected areas in the rest of the world. In Turkey we should utilize all the natural parks, national parks with the principle of protecting and using nature in the right way.

In Turkey the areas not utilized for touristic activities are more than the areas utilized. The protection of the unused areas which offer a great potential for ecotourism are important for the growth of sustainable tourism in the Turkish Tourism Industry.

As we all know the dominant kind of tourism in Turkey is mass tourism. A great number of the foreign visitors preferring package holidays to the Mediterranean coast have limited opportunities of touristic activities such as visiting coastal lines, performing sea sports and taking part in excursions to historical sites. However most of these visitors are not offered the chance to see the rest of the naturally beautiful sites, historical towns or vast numbers of fauna and flora. (Ozaner, 2003)

If regional and local economic developments getting more important everyday are taken into consideration, it is obvious that the tourism industry has a great contribution to the regional, local and national economy as it offers both foreign exchange and employment.

2. Ecological Resources and Ecotourism in the Western Black Sea Region

The Western Black Sea Region, having an area of 41,020 km² and 500 km coastline, is very rich in terms of cultural and natural beauties. Although the tourism industry is not new to the region, this industry can still be considered as developing. Ecological tourism activities have started in some locations of the region that are known to have rich ecological resources and natural beauties such as; plateaus, springs, caves, waterfalls, flora etc. However, sufficient development is still not achieved, because these resources are still not discovered by tourists, investors and local governments. Also, the local people in some regions do not have sufficient information about the tourism industry, and this proves to be an obstacle in respect to the development of ecotourism. Thus, the resources can't be used efficiently as an economic value.

Although the ecological resources are discovered in some regions and a list is prepared, in some regions these resources are not discovered and offered for the use of the tourism industry yet. For this reason, these resources must be discovered and documented especially in these regions. Also necessary infrastructure and superstructure investments must be made.

The region has enough bed capacity for tourists and there are no factors that will prevent ecotourism from developing in the region. Small sized accommodation facilities operated by families are common in the region. These are preferred by ecotourists because of their harmony with the natural and cultural landscape. The number of multiple storey, big scaled facilities are relatively low.

Table 2: Bed Capacity of Western Black Sea Region (2007)

PROVINCES	Class of the Hotels			
	Ministry certified		Municipality certified	
	Number of the rooms	Number of the beds	Number of the rooms	Number of the beds
Karabuk	332	757	610	1413
Bartin	212	458	834	2050
Zonguldak	334	662	591	1180
Bolu	1275	3151	974	2360
Duzce	264	503	546	1303
TOTAL	2417	5531	3555	8306

Source: Registries of the Tourism and Culture Department of the Provinces

The aim of this study is to determine, document and use the natural resources of the Western Black Sea Region for ecotouristic purposes. The following topics were examined: Determination of the ecological resources in the provinces and counties of Bartin, Karabuk, Zonguldak, Bolu, Duzce, Kastamonu and Sinop; photographing these resources, determining necessary infrastructure and superstructure investments to improve ecotourism; and using these resources for ecotourism. The project covers a period of 4 years, so Kastamonu and Sinop parts are not studied yet. In this study, studies and obtained results related to Bartin, Karabuk, Zonguldak, Duzce and Bolu provinces and their counties are summarized.

The local people and local administration have the adequate awareness concerning tourism industry and they are willing to co-operate in developing tourism activities.

CONCLUSION

The Western Black Sea region has natural beauties which would attract the attention of ecotourists who desire to feel the nature, who seek adventure, who want to rediscover themselves and who want to get away from daily routine life. The Western Black Sea region, where Black Sea hospitality and untouched cultural values are offered together, has the potential of satisfying cultural motivations of the ecotourists as well.

In the region, 230 ecological resources including 25 caves, 22 historical trees, 27 waterfalls, 40 plateaus, 28 rivers/streams/brooks with natural landscape, 16 rock cliffs, 6 canyons, 29 lakes/ponds, 27 natural panorama/landscape, 9 beaches/bays, and 1 fauna/animal were determined. After having analyzed natural resources listed above, the following results were obtained;

- As there are many caves in Zonguldak province it is quite suitable for speleological tourism. There are 30 caves in Zonguldak, where the stalactites, stalagmites and the galleries are worth seeing. However, except Gokgol cave, touristic activities covering speleological tourism are not available. In addition, steep water courses and waterfalls pouring down steep cliffs are convenient for trekking and photo safari. 14 endemic plants which can be considered as flora observation have been determined in the province.
- Karabuk province has interesting resources in terms of flora, natural landscape (especially Yenice district) and canyons (especially Safranbolu district). Trekking, canyon trekking in Safranbolu and flora observation in Yenice district are the offered

ecotourism activities. Yenice forests, which are among the 100 “hot points” determined by Food and Agriculture Organization, are very rich in diverse historical trees, flora and wild animals. Kanoing, photo safari, sports fishing, trekking and flora observation are the most important possible touristic activities. 54 endemic plants, which can be considered for flora observation, have been determined in the province.

- Bartin province is rich in water resources, waterfalls (especially Kurucasile district), landscape and flora (especially Arit Brook, Kure Mountains Natural Park) plateaus (especially Uluyayla). Trekking, photo safari, climatism and camping are among the important possible tourism activities. The camps in Uluyayla and trekking are among the best known ecotourism activities.5 endemic plants, which can be considered for botanical tourism/plant observation, have been determined in the province.
- Bolu province has many plateaus (total 320), water resources (lakes, waterfalls, rivers-for example Yedigoller), plants, (especially Abant Nature Park and Yedigoller National Park) and historical trees, which are interesting in terms of tourism. The tourism activities which can be offered in the province are trekking, photo safari, paragliding, camping, horse riding and sports fishing. The region has a great potential for plateau tourism. In addition, winter sports are offered in Kartalkaya.
- Duzce province is very rich in water sources, waterfalls and plateaus. Especially Efteni lake which is located on the migration routes of birds and 171 bird species can be watched and with its rare flora is very interesting. Guzeldere Waterfalls, falling down from 135 meters, is maybe the highest waterfall of Turkey. Plateau tourism, grass skiing, paragliding, rafting, bird watching and trekking are the main possible tourism activities.

Some infrastructure and superstructure investments should be made for the development of ecotourism in the region.

- Especially in rural areas, first, the problem of transportation should be solved, and roads which would not damage the natural landscape should be built.
- Footpaths are necessary in places where forest and flora are dense.
- As the transportation to some waterfalls in the region is difficult, footpaths in harmony with the natural landscape should be opened.
- It is suitable to arrange plateau houses and wooden houses in some villages as accommodation units in order to experience the rural life, to be more active and to benefit from the climate.
- As guidance service is insufficient in the region, it would be suitable to educate guides with guiding license who are specialized especially in ecotourism and to provide guidance training to people interested in ecotourism by the local administration.

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SOCIO-CULTURAL DIMENSION OF RESPONSIBLE TOURISM

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ABSTRACT

Responsible tourism is generally recognized as comprising three "pillars" socio-cultural, economic and environmental. While the pursuit of a reduced ecological affect is a laudable goal for the tourism industry, this needs to be complemented by action aimed at maximizing the positive socio-cultural and economic impacts of tourism in destinations. The tourism industry also needs to inform holidaymakers in a more comprehensive way not only about the nature of their operations, but also about what behaviour is appropriate in particular destinations and what they can do as customers and consumers to promote more responsible tourism in that area.

Social responsibility in tourism means that operators are committed to respecting local cultures and conserving cultural heritage. Beside these, they should encourage local awareness and involvement in tourism, improve local development and education, promote equality and educate their clients on local cultures and how to respect them.

In this article, it is emphasized that trust and mutual cooperation can be built between tourism affairs and local communities, if genuine cooperative structures involving local people in planning and decision making are set up.

Key Words*: Tourism, Responsible Tourism, Socio-cultural Dimension.*

INTRODUCTION

Tourism is a $2 trillion industry that employs more than 60 million people all over the world. Tourism is the world's largest industry. The number of tourists went from 25 million in 1950 up to 702 million in 2000. The tourism growth rate is 4% a year, and could reach 1 billion in 2010 and 1.6 billion in 2020 according to the World Tourism Organization (WTO, 2005).

When the problems facing the earth and humankind, more and more people are recognizing the need for the world's industries, such as tourism, to function as a mean for peace. If travelers think in a global perspective, the demand for socially, environmentally, and economically responsible ways to travel will grow. Peace is needed more than the war. Considering travel, tourism and catering industry will develop enormously in the next century, the serious issues that confront humankind must be addressed now: through responsible travel and political action.

Tourism is one of the world's largest industries and one of its fastest growing economic sectors. At the same time, it has many negative outsourced effects. As a response to the observation of the negative impacts of global mass tourism on the natural and socio-cultural environment of our territory, some stakeholders have proposed another form of tourism: responsible tourism.

Global tourism and travel has changed in the past decade to offer varied new options that help both host-country nationals and visitors alike. A growing group of consumers want their travel to be less invasive and more beneficial to host community locals and environs. At the same time, they want to understand the culture and realities of the places they visit better.

Responsible tourism is based on ethics and human rights—from protection of service workers and labor rights to programs against exploitation of women and children in tourism prostitution and campaigns against tourist trade in endangered species. It also means support for community-based travelers' programs—homestays, guest cottages, ethno-museums, and educational programs that bring tourist dollars directly into communities.

1. Definition Of Responsible Tourism

Travel means discovery, challenge, and new experiences and meeting new people. But a journey of discovery is only successful if it does not destroy what it discovers. Travelers need to educate themselves to minimize their impact on the local environment, infrastructure, people, and culture. An ethics of travel should be concerned not only with the economic impact of travel, but also with how visitors effect the cultures of the tourist receiving countries.

Responsible Tourism: It's a tourism or leisure activity implementing practices that are respectful of natural and cultural environments and which contribute in an ethical manner to the local economic development. It therefore favors the tourist awareness concerning his own impacts on the local territory and makes him an actor of his consumption (The Eveil Network, 2007).

There are many definitions closely to Responsible Tourism, but they are not exactly the same as Responsible Tourism, for example:

Sustainable tourism involves all forms of tourism development, management and activity which respect and preserve natural, cultural and social resources in the long run, and contribute in a positive and equitable way to the development and fulfilment of individuals living, working and staying in these areas. (Caractériser le tourisme responsible facteur de développement durable, 2003).

Tourism based on solidarity aims at leading the tourist to a form of concrete solidarity with the local host populations. It can have various aspects, such as supporting a development project, envisaged in the long run since it is a guarantee of achievement and durability of the solidarity actions. (www.actionconsommation.org, 2007).

Eco-tourism is a form of responsible travel to natural areas in order to conserve the environment and improving the well-being of local people (The International Ecotourism Society, 2007).

Fair Trade tourism is inspired by fair trade principles. It focuses more particularly on the participation of host communities in democratic decision making, in eco-friendly production systems and in fair wages for local services.

Integrated and diffuse tourism is a local development initiative from the local populations who wish to share with the visitors their daily life in the village, and to participate altogether in the local development. This form of tourism is an opportunity for the host populations to emphasize their destiny (without being exploited) while having reliable and healthy profit-making activities.

All these definitions address to the travellers to use all the resources in a sustainable way.

2. The Benefits Of Responsible Tourism

Responsible travel goes far beyond fancy packaging and eco-certification. It also goes far beyond simplistic internal hotel policies of washing sheets and towels, or accommodations simply being located in natural jungle or forest areas. Responsible tourism has to do with an everyday lifestyle that promotes cultural and biological diversity, and promotes environmental and natural resource conservation, at home and while traveling.

Responsible Tourism,

- generates greater economic benefits for local people and enhances the well-being of host communities, improves working conditions and access to the industry;
- involves local people in decisions that affect their lives and life chances;
- makes positive contributions to the conservation of natural and cultural heritage, to the maintenance of the world's diversity;
- provides more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural, social and environmental issues;
- minimizes negative economic, environmental, and social impacts; and is culturally sensitive, engenders respect between tourists and hosts, and builds local pride and confidence. (Font, X., Cochrane, J., 2005, p.25).

3. THE SOCIO-CULTURAL DIMENSION OF TOURISM

The socio-cultural impacts of tourism are the effects on host communities of direct and indirect relations with tourists, and of interaction with the tourism industry. For a variety of reasons, host communities often are the weaker party in relations with their guests and service providers, leveraging any influence they might have. These influences are not always clearly understood, as they are difficult to measure, depend on value judgments and are often indirect or hard to identify.

The impacts arise when tourism brings about changes in value systems and behaviour and thereby threatens local identity. Furthermore, changes often occur in community structure, family relationships, collective traditional life styles, ceremonies, traditions and morality. But tourism can also generate positive impacts as it can serve as a supportive force for peace, foster pride in cultural traditions and help avoid urban relocation by creating local jobs. As often happens when different cultures meet, socio-cultural impacts are ambiguous: the same objectively described impacts are seen as beneficial by some groups, and are perceived as negative - or as having negative aspects - by other stakeholders (Pender, 2005: 302).

4. NEGATIVE IMPACTS OF SOCIO-CULTURAL TOURISM

Tourism can cause change or loss of local identity and values, brought about by several closely related influences as;

- **Commodification**

Tourism can turn local cultures into commodities when religious rituals, traditional ethnic rites and festivals are reduced and sanitized to conform to tourist expectations, resulting in what has been called "reconstructed ethnicity." Once a destination is sold as a tourism product, and the tourism demand for souvenirs, arts, entertainment and other commodities begins to exert influence, basic changes in human values may occur rapidly. Sacred sites and objects may not be respected when they are perceived as goods to trade.

- **Standardization**

Destinations risk standardization in the process of satisfying tourists' desires for familiar facilities. While landscape, accommodation, food and beverages, etc., must meet the tourists' desire for the new and unfamiliar, they must at the same time not be too new or strange because few tourists are actually looking for completely new things. Tourists often look for recognizable facilities in an unfamiliar environment, like well-known fast-food restaurants and hotel chains, not local trends.

- **Loss of authenticity and staged authenticity**

Adapting cultural expressions and manifestations to the tastes of tourists or even performing shows as if they were "real life" constitutes "staged authenticity". As long as tourists just want a glimpse of the local atmosphere, a quick glance at local life, without any knowledge or even interest, staging will be inevitable (Singh, : 2004:150).

- **Adaptation to tourist demands**

Tourists want souvenirs, arts, crafts, and cultural manifestations, and in many tourist destinations, craftsmen have responded to the growing demand, and have made changes in design of their products to bring them more in line with the new customers' tastes. While the interest shown by tourists also contributes to the sense of self-worth of the artists, and helps conserve a cultural tradition, cultural erosion may occur due to the commodification of cultural goods.

- **Cultural clashes**

Because tourism involves movement of people to different geographical locations, and establishment of social relations between people who would otherwise not meet, cultural clashes can take place as a result of differences in cultures, ethnic and religious groups, values and lifestyles, languages, and levels of prosperity.

The result can be an overexploitation of the social carrying capacity (limits of acceptable change in the social system inside or around the destination) and cultural carrying capacity (limits of acceptable change in the culture of the host population) of the local community.

The attitude of local residents towards tourism development may unfold through the stages of euphoria, where visitors are very welcome, through apathy, irritation and potentially antagonism, when anti-tourist attitudes begin growing among local people.

- **Economic inequality**

Many tourists come from societies with different consumption patterns and lifestyles than what is current at the destination, seeking pleasure, spending large amounts of money and sometimes behaving in ways that even they would not accept at home. One effect is that local people that come in contact with these tourists may develop a sort of copying behaviour, as they want to live and behave in the same way. Especially in less developed countries, there is likely to be a growing distinction between the 'haves' and 'have-nots', which may increase social and sometimes ethnic tensions

- **Irritation due to tourist behaviour**

Tourists often, out of ignorance or carelessness, fail to respect local customs and moral values. When they do, they can bring about irritation and stereotyping. They take a quick snapshot and are gone, and by so acting invade the local peoples' lives.

- **Job level friction**

In developing countries especially, many jobs occupied by local people in the tourist industry are at a lower level, such as housemaids, waiters, gardeners and other practical work, while higher-paying and more prestigious managerial jobs go to foreigners or "urbanized" nationals. Due to a lack of professional training, as well as to the influence of hotel or restaurant chains at the destination, people with the know-how needed to perform higher level jobs are often attracted from other countries. This may cause friction and irritation and increases the gap between the cultures.

Even in cases where tourism "works", in the sense that it improves local economies and the earning power of local individuals, it cannot solve all local social or economic problems. Sometimes it substitutes new problems for old ones.

- **Resource use conflicts**

Such as competition between tourism and local populations for the use of prime resources like water and energy because of scarce supply. Stress to local communities can also result from environmental degradation and increased infrastructure costs for the local community - for example, higher taxes to pay for improvements to the water supply or sanitation facilities.

- **Cultural deterioration**

Damage to cultural resources may arise from vandalism, littering, pilferage and illegal removal of cultural heritage items. A common problem at archaeological sites in countries such as Egypt, Colombia, Mexico and Peru is that poorly paid guards supplement their income by selling artefacts to tourists. Furthermore, degradation of cultural sites may occur when historic sites and buildings are unprotected and the traditionally built environment is replaced or virtually disappears (Wahab, 1997:50).

- **Conflicts with traditional land-uses**

Especially in intensely exploited areas such as coastal zones, which are popular for their beaches and islands. Conflicts arise when the choice has to be made between development of the land for tourist facilities or infrastructure and local traditional land-use. The indigenous population of such destinations is frequently the loser in the contest for these resources as the economic value which tourism brings often counts for more.

As an example of how local people can suffer from tourism development, in coastal areas construction of shoreline hotels and tourist faculties often cuts off access for the locals to traditional fishing ground and even recreational use of the areas.

Partly due to the above impacts, tourism can create more serious situations where ethical and even criminal issues are involved.

- **Crime generation**

Crime rates typically increase with the growth and urbanization of an area, and growth of mass tourism is often accompanied by increased crime. The presence of a large number of tourists with a lot of money to spend, and often carrying valuables such as cameras and jewellery, increases the attraction for criminals and brings with it activities like robbery and drug dealing. Repression of these phenomena often exacerbates social tension. In Rio de Janeiro, Brazil, tourists staying in beachside five star resorts close to extremely poor communities in hillside "favelas" (shantytowns) are at risk of pickpockets and stick-ups. Security agents, often armed with machine guns, stand guard nearby in full sight, and face aggressive reactions from locals who are often their neighbours when they go home. Tourism can also drive the development of gambling, which may cause negative changes in social behaviour.

- **Child labour**

ILO studies show that many jobs in the tourism sector have working and employment conditions that leave much to be desired: long hours, unstable employment, low pay, little training and poor chances for qualification. In addition, recent developments in the travel and tourism trade (liberalization, competition, concentration, drop in travel fares, growth of subcontracting) and introduction of new technologies seem to reinforce the trend towards more precarious, flexible employment conditions. For many such jobs young children are recruited, as they are cheap and flexible employees.

3.2. Positive Impacts Of Socio-Cultural Tourism

Tourism can contribute to positive developments, not just negative impacts. It has the potential to promote social development through employment creation, income redistribution and poverty alleviation. Other potential positive impacts of tourism include:

- **Tourism as a force for peace**

Travelling brings people into contact with each other and, as tourism has an educational element, it can foster understanding between peoples and cultures and provide cultural exchange between hosts and guests. Because of this, the chances increase for people to develop mutual sympathy and understanding and to reduce their prejudices. For example, jobs provided by tourism in Belfast, Northern Ireland, are expected to help demobilize paramilitary groups as the peace process is put in place. In the end, sympathy and understanding can lead to a decrease of tension in the world and thus contribute to peace.

- **Strengthening communities**

Tourism can add to the vitality of communities in many ways. One example is that events and festivals of which local residents have been the primary participants and spectators are often rejuvenated and developed in response to tourist interest.

The jobs created by tourism can act as a vital incentive to reduce emigration from rural areas. Local people can also increase their influence on tourism development, as well as improve their job and earnings prospects, through tourism-related professional training and development of business and organizational skills. (Fennell, 2006:162)

- **Facilities developed for tourism can benefit residents**

As tourism supports the creation of community facilities and services that otherwise might not have been developed, it can bring higher living standards to a destination. Benefits can include upgraded infrastructure, health and transport improvements, new sport and recreational facilities, restaurants, and public spaces as well as an influx of better-quality commodities and food.

- **Revaluation of culture and traditions**

Tourism can boost the preservation and transmission of cultural and historical traditions, which often contributes to the conservation and sustainable management of natural resources, the protection of local heritage, and a renaissance of indigenous cultures, cultural arts and crafts.

- **Tourism encourages civic involvement and pride**

Tourism also helps raise local awareness of the financial value of natural and cultural sites and can stimulate a feeling of pride in local and national heritage and interest in its conservation. More broadly, the involvement of local communities in tourism development and operation appears to be an important condition for the conservation and sustainable use of biodiversity (Praveen, 1999:293).

These are some positive consequences of tourism that can arise only when tourism is practiced and developed in a sustainable and appropriate way. Involving the local population is essential. A community involved in planning and implementation of tourism has a more positive attitude, is more supportive and has a better chance to make a profit from tourism than a population passively ruled - or overrun - by tourism. One of the core elements of sustainable tourism development is community development, which is a process and a capacity to make decisions that consider the long-term economy, ecology and equity of all communities. http://www.uneptie.org/pc/tourism/sust-tourism/social.htm

CONCLUSION

Tourism is one of the largest industries and largest employers in the world. It currently accounts for 10.7% of the world's GDP, and employs about 300 million people. Tourism is the major source of income in developing countries. Many countries need tourism to survive. It has the potential to bring huge economic and social benefits to millions of people, including the poor.

Respect for local culture and support for social development are integral to responsible tourism practice, considering the impacts tourism can have on local communities. Whilst tourism can improve local living standards, uncontrolled development can destabilize whole communities, negative impacts can range from increased tension as a result of unequal benefits to crime, prostitution, begging, alcohol and drug abuse.

By setting up genuine cooperative structures with staff and local people and involving them in planning and decision making, trust and mutual cooperation can be built. Providing support with education and health care and contributing to social infrastructure also promotes goodwill and helps to improve local quality of life, ultimately leading to mutual benefits.

Once there was just the financial bottom line. Now companies recognize that they must be accountable for their social, environmental and economic impacts the new triple bottom line. They recognize the need to preserve the environment, to look after their workforce and to give something back to communities. All this needs to be done while running a profitable business. This whole approach is corporate social responsibility which is about customer satisfaction, environmental protection and a positive contribution to development.

This means developing quality products and offering customer choice. It includes training staff, providing a healthy and supportive working environment and entering long –term partnership with suppliers.

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SOCIO-ECONOMIC CHALLENGES IN RURAL TOURISM DEVELOPMENT

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ABSTRACT

The perceived need for a revival of rural economy has led to the development of policies catering for tourism and recreation in rural areas. Thus, tourism has become a priority tool in many rural areas. Nevertheless, the scale of tourism that is promoted in rural areas is diverse and varies in nature. As most protected areas and ecotourism sites are situated in remote rural areas, the concept of integrating parks and protected areas with local community development and providing economic opportunities from tourism has become a standard policy prescription. However, there is a significant gap between rhetoric and reality. Even where limited success has been achieved, new problems have surfaced such as gender discrimination, social inequity and injustice. This paper attempts to focus on socio-economic challenges of community participation in rural tourism development by reviewing research findings on selected case studies in two states: Sabah in East Malaysia and Perlis in Peninsular Malaysia. In general, tourism benefits disseminate narrowly within the locality. This is often the case in many developing countries when the concept of rural tourism is not being integrated into rural development strategies that contribute to the betterment of rural communities.

***Keywords**: rural, ecotourism, tourism, community, participation*

INTRODUCTION ON RURAL TOURISM

Rural tourism is becoming a dominant factor in the rural economy as tourism activity in rural areas has remarkably increased since the 70s in all developed countries (Fleischer & Pizam 1997). The increase number of rural communities in Western countries that capitalizes tourism as a means of sustainable economic growth and development has successfully enhanced their economic condition (Blaine, Mohammad & Var (1993: 770), especially since the decline in the ability of farm agriculture to generate sufficient income for rural communities (Ying & Zhou 1997).

Thus, rural tourism development programs have become evident in many countries as tourism has been considered an effective catalyst for rural socio-economic development and regeneration. In the USA, for example, it has been found that 30 states have developed tourism policies specifically targeted at rural areas (Sharpley, 2002), whilst a further 14 states have included rural tourism within their overall tourism development plans (Luloff et al., 1994). In many other countries, including the Pacific region, tourism is employed as an engine of economic growth and diversification in rural areas (Hall and Jenkins, 1998).

Nevertheless, there was an argument about the right definition of what constitutes rural tourism. Although, the Organization of Economic Co-Operation and Development (OECD) defines rural tourism as tourism taking place in the countryside (OECD, 1994), it failed to specifically explain the real nature of rural tourism. As Oppermann (1996) argues, lack of studies in rural tourism has caused diversity in its definition. Sometimes, rural tourism is related with outdoor recreation, tourism in the wilderness areas and National Parks (Ladki 1993: Owens

1984) or second homes in rural areas (Pearce 1990), even these elements were excluded by other researchers (Dernoi 1991). The modern rural tourism context includes a variety of typologies, such as green tourism, ecotourism, agrotourism, adventure tourism, outdoor sport tourism and cultural tourism. While the typology points to the differences between different types of rural tourism, the justification for the classification is still unclear.

Beyond and alongside the widespread developmental role of rural tourism, it is also being promoted increasingly as a counterpoint to mass, package-type tourism in destination areas (Getz, 1998). A number of popular sun-sea-sand tourist destinations have attempted to diversify into rural tourism – tourism that is both locationally and experientially rural/traditional in order to achieve a more balanced, sustainable approach to tourism development.

Oppermann (1996) suggests that the definition of rural tourism should be in line with Dernoi's suggestion which stated rural tourism as *'a tourism in non-urban territory where human (land related economic) activity is going on, primarily agriculture; a permanent human presence seems a qualifying requirement'*. Following this definition, Oppermann (1996) developed a conceptual model of non-urban tourism to distinguish the differences between wilderness tourism and rural tourism (Table 1).

Table 1 Model of Non-Urban Tourism

<table>
<tr><th colspan="2">Non-Urban Tourism</th></tr>
<tr><td>Wilderness Tourism
Outdoor recreation in wilderness areas,
National Parks,
National forests, and
generally uninhibited areas</td><td>Rural Tourism
Farm tourism
Non-farm tourism in rural areas,
and communities</td></tr>
<tr><td colspan="2">Accommodation Range
Camping Isolated Resorts Self-Catering B&Bs Rural Hotels Second Homes</td></tr>
</table>

Source: Oppermann (1996)

According to Oppermann's model (1996), rural tourism comprises three main components: farm tourism, non-farm tourism and communities. Meanwhile, wilderness tourism is more on nature activities in isolated areas such as national parks, forests, and uninhibited areas that are commonly referred to as ecotourism. However, both rural and wilderness tourism have similarity in the type of accommodation ranging from camping sites, isolated resorts, bed and breakfast, self-catering, second homes and rural hotels.

Fleischer & Pizam (1997) explain that rural tourism is also associated with recreation, based on the country vacation concept which involves *'a vacation or a holiday in which a vacationer occupies a large portion of his time engaged in recreational activities on a farm, ranch or country home and its environment. It is also a commercial venture for a country vacation host who opens his home and/or property to paying guests so that they may enjoy recreational activities in a predominantly rural tourism'* (Alberta Tourism and Small Business Administration 1980, cited in Fleischer & Pizam 1997: 367).

RURAL TOURISM IN MALAYSIA

In the Malaysian context, rural tourism encompasses tourism within rural areas that are situated within urban areas and hinterland, which include traditional villages. In other words, rural tourism is defined as tourism that provides opportunities to visitors to visit rural villages and rural attractions and to experience the culture and heritage, thereby providing socio-economic benefits for local communities. Day-visits are included in the definition. The proximity of many of these rural areas to the hinterland of jungle and rainforest offers visitors an opportunity to enjoy unique natural resources.

This is often the case in Malaysia where most ecotourism sites and protected areas in Malaysia are located in remote rural areas, and it tends to agree with the modern typology of rural tourism which includes ecotourism as one of the sub-sectors. As the term 'rural tourism' and 'ecotourism' is interchangeably used, the subsequent part of this paper will focus on socio-economic challenges of community participation in tourism development by reviewing research findings on selected case studies in two states: Sabah in East Malaysia and Perlis in Peninsular Malaysia.

It is also worth noting in this paper that the index of rurality developed by Cloke (1977) has some relevancy to the nature and scope of rural areas in Malaysia. The first is remote rural areas, typified by remoteness from urban areas, declining, static or modestly increasing population, an ageing population, declining employment opportunities, low female activity rates and high per capita service provision cost. The second is the accessible rural area, defined by relative proximity to urban areas, rapidly increasing population, high levels of commuting, youthful population structure and high levels of car ownership. The cases selected for this paper fall under the first category.

SOCIO-ECONOMIC CHALLENGES OF COMMUNITY PARTICIPATION IN TOURISM DEVELOPMENT

Ecotourism industry in Sabah is mainly private sector-led. These are mainly urban-based tour operators and there are also a handful of local-run sites. The government and NGOs are supportive with the industry. The government and NGOs encourage private enterprises to get involved, develop and promote ecotourism destinations in the country based on the guidelines prepared by the relevant authorities. Meanwhile, in Peninsular Malaysia, participation by non-governmental organizations in ecotourism is limited, but several state, regional and national trade organizations and tourist guides' associations are beginning to explore ecotourism opportunities and provide training.

The private sector in Sabah is mainly involved in developing ecologies, organizing tours and marketing products and conducting training programs for their members through their various business associations. Although the development of the tourism industry is mainly private sector-led, the Malaysian Government is also doing its share to support ecotourism development. In addition to the planning and coordinating functions, both the federal and the state governments have been providing funds to develop infrastructure facilities at various ecotourism destinations, as stimulus to the private sector.

There has been a lot of government encouragement for entrepreneurs especially in the rural community to set up small and medium scale tourism enterprises in the rural area. The Sabah Tourism Master Plan states that an important goal of tourism development, including ecotourism, in the rural areas is to maximize community participation and distribution of socio-economic benefits to the rural communities. One of the main strategies to improve the living standard of the rural population in Sabah, in the context of tourism development, is the promotion of community enterprise. It is a collective activity initiated by the community themselves to raise socio-economic standards, improve their environment and subsequently uplift their quality of life. Based on the concept of self-help, mutual help and common ownership, the community enterprise encourages the participation of the local community in conceptualizing their development needs and in the decision making over control of scarce economic resources.

Government aspirations, as mentioned above, might be hampered as local communities living near protected sites typically have incomes lower than the national average, and they have limited options for economic activities because they are often financially neglected and poorly managed. Relations between development and environment are complicated by this rural poverty and the general absence of environmental awareness. As a result, incidence of resource exploitation is observed because demands by the urban population for medicinal and horticultural plants are high, prompting local communities to collect them for immediate financial gain (Amat, 2002). They engage in consumptive activities that offer tangible products. Sherman and Dixon (1991, p. 95) suggest a list of 'consumptive benefits' derived from timber, non-timber products (for examples, edible plants, herbs, medicines, rattan, building materials, rubber) and wildlife products. As compared to indigenous people who treat the forest as a resource provider, most of the local communities treat the forest as a commodity provider (Amat, 2002). Local communities generally live within the periphery of protected or forested areas, while indigenous communities live within the forested areas.

If poverty is to be reduced, it is important that rural tourism represents a viable economic alternative, so that local people can participate in chalet operation, home stay programme, food, handicraft and transport businesses, and local community organizations can act as concessionaires for these support services. Essentially, when local people can meet many of the needs of tourists themselves, they are more likely to retain some control over tourism. Controlling one's own enterprise is a positive step in the direction of self-determination for people otherwise dependent on the tourism industry for menial jobs or handouts, and is more likely to lead to self-fulfilment (Singh *et al*., 2003).

In terms of community involvement in park operations, there are only a few examples, particularly in Kinabalu Park in Sabah, where local residents from nearby villages receive financial spin-offs and are involved in guiding and staffing. In many other sites, the local community is only a passive component of the tourism product and excluded from tourism development. Where local residents are involved in ecotourism, there tends to be a shortage of training and management opportunities for them (WWFM, 1996). In Taman Negara, for example, a high percentage of staff (except those in the lower ranking) were from outside the territory (i.e. from Kuantan and as far as Kuala Lumpur) (Khalifah, 1997). Employment fluctuates due to seasonality, and it is difficult to retain staff and build their skills. It is also difficult to attract well-qualified staff from urban areas because the location is relatively remote (Amat, 2002).

CONCLUSION

Community participation in rural tourism can be examined from at least two perspectives: in the decision-making process and tourism benefits sharing. Participation in the former generally refers to empowering local residents to determine their hopes and concerns for tourism (Timothy, 1999), while the latter is usually realized in ways of increasing incomes, employment, education of local people, etc. Until now, most of the relevant research is mainly focused on community's participation in the decision-making part, especially the process of planning (Gunn, 1994; Inskeep, 1991). Yet little concern has been directed to the relationship between these two dimensions of community participation in tourism (Ying and Zhou, 2007). Are participations in decision-making and benefit-sharing just two separate and independent factors, or do they have some kind of inter-influences, or even the two phases belong to a hierarchy of different-leveled community participations? This question becomes essential especially when the participatory approach is to be applied in developing countries. Thus, this paper argued that the realization of community-based rural tourism development must overcome two major impediments before it can successfully take place, which are the limitations in the planning process and in the management of tourism development.

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PUBLIC GOODS AND TOURISM: THE CONSTRUCTION OF WHITE ELEPHANTS*

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ABSTRACT
In this paper we analyze the effects for a sustainable tourism of the construction of white elephants. We present the definition and the main characteristics of white elephants and we describe some examples in tourism. Finally, we analyze the rationality of this kind of investment on the tourism sector.
Keywords: white elephants; sustainable tourism

1. INTRODUCTION

Looking at the definition of sustainable tourism may prove to be useful in the context of the construction of white elephants. The World Tourism Organization defines sustainable tourism as "tourism which leads to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems" (Furrer, 2007:25, McMinn, 1997). Sustainable tourism in its purest sense is an industry, which attempts to make a low impact on the environment and local culture, while helping to generate income, employment, and the conservation of local ecosystems. It is responsible tourism, which is both ecologically and culturally sensitive.

The main purpose of this paper is to analyze, from the point of view of the sustainable tourism, the investments on the so called white elephants in tourist places. The concept of white elephant is given in. We introduce this concept in the framework of tourist activities, and we analyze the rationality of this kind of investment on these activities. We show that this rationality is supported by political and "myope" considerations rather than by a rational economic behavior of the whole society. This is confirmed by the fact that investments on white elephants increase in electoral times. It is in these times that the political party in exercise tries to remain in power by using, if necessary, public resources to capture votes. Certainly, this rationality (which may be considered as the rationality of underdevelopment) has negative consequences for the sustainable tourism and for the future of the tourist region. White elephants only benefit a small part the population (and in some cases for a short time) and their high costs are supported by the whole society. Serious damage to the environmental quality can result from the investment on white elephants in a tourist place. These damages can be irreversible. We show some examples of white elephants in different tourist destinations.

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The paper is organized as follows. In section 2 we define the sustainable tourism, public tourism policy and its characteristics. In section 3 we introduce the notion of white elephant. Section 4 presents some examples of white elephants in tourist destinations and in section 5 we analyze the rationality of investments on white elephants. Conclusions and future developments are summarized in the last section.

2. Sustainable Tourism, Public Tourism Policy And Its Characteristics

Sustainable tourism is about refocusing and re-adapting. A balance must be found between limits and usage so that continuous changing, monitoring and planning ensure that tourism can be managed. This requires thinking long-term (10, 20+ years) and realizing that change is often cumulative, gradual and irreversible. Economic, social and environmental aspects of sustainable development must include the interests of all stakeholders including indigenous people, local communities, visitors, industry and government (www.sustainable tourism.net, Bramwell and Lane, 1993).

Sustainable tourism principles are (Burns and Holden, 1995:219-220; Hornagold, 2004):

- The environment has an intrinsic value, which outweighs its value as a tourism asset. Its enjoyment by future generations and its long-term survival must not be prejudiced by short-term considerations.
- Tourism should be recognized as a positive activity with the potential to benefit the community and the place as well as the visitor.
- The relationship between tourism and the environment must be managed so that the environment is sustainable in the long term. Tourism must not be allowed to damage the resource, prejudice its future enjoyment or bring unacceptable impacts.
- Tourism activities and developments should respect the scale, nature and character of the place in which they are sited.
- In any location, harmony must be sought between the needs of the visitor, the place and the host community.
- In a dynamic world some change is inevitable and change can often be beneficial. Adaptation to change, however, should not be at the expense of any of these principles.
- The tourism industry, local authorities and environmental agencies all have a duty to respect the above principles and to work together to achieve their practical realization.

While not all governments have sustainable tourism plans, most will have an “official position” towards tourism. There will be common factors to most statements of government intensions concerning, or philosophy about, tourism that will define the characteristics of that destination’s tourism. These are likely to encompass the following:

- Visitor arrival targets,
- The importance of having a clear idea as to the purpose of tourism and,
- Planning, building and/or zoning rules and regulations.

There must be close cooperation between the numerous players involved in the local industry, that planning and should recognize the symbolic link between tourism and the host community and, finally, that local people should, in a sense, be seen as shareholders in the industry with regular reports from planning authorities on progress and future plans. Proper planning of the physical, legal, promotion, finance, economic, market, management, social and environmental aspects will help deliver the benefits of tourism development (Burns and Holden, 1995:189).

3. WHITE ELEPHANTS

White elephants are investment projects (large-scale developments such as roads, ports, and power plants) that provide targeted economic benefits to salient political constituencies, even when the aggregate economic benefits of such projects such as increased output or service quality do not cover the economic opportunity costs borne by the broader polity. They are public investment with negative social surplus and are a particular type of inefficient redistribution, which are politically attractive when politicians find it difficult to make credible promises to supporters.[1] Very well known examples of white elephants are those big constructions of public investment that are announced strategically in electoral times to satisfy political interests. These constructions don't have some planning that assures a social welfare and does not take care of damages to the environmental quality or to the cultural patrimony or traditional architecture of the place where it will be constructed.[2] White elephants can have a very negative impact on the environment and causes damages to the economic activities of the tourist destination where is located. These kinds of constructions are supported by privileged particular groups looking only after their own welfare, generally contrary to the social welfare. The main characteristics of white elephants are:

1. They are included in investment projects with negative social surplus, especially for the sustainable tourism;
2. Their construction is part of an exchange relationship between politicians and voters. This action gives important advantages to the incumbent party, and some immediate benefit to the voters, local inhabitants or builders;
3. White elephants projects are often large and expensive to build and take longer than originally estimated;

These socially inefficient investments or white elephants intend to represent spectacular investments in an electoral period. The benefits implied to the population by their construction are partial and do not take care of the economical future of the region or of the local populations. The objective of these constructions is to obtain the electoral support of the small social group that obtains immediate privileges. Then, their construction ends up harming the rest of the society and the future of the local population. The approval to this construction by the local inhabitants in some cases is related with a lack of perception of the future (myopia). The construction of a white elephant implies future losses in the welfare and economical potentiality of a tourist place. Note that, for example, a luxury hotel development proposal in an area not assisted by air travel is likely to become a white elephant if developed.

Some of the main problems of white elephants projects are:

- Goals of project are always unclear and are dominated by post-project justification;
- There are political interference in setting the project goals;

[1] In Robinson and Torvik (2005), the reader can find a dynamic model with partisan politicians of the construction of white elephants

[2] The term “White Elephant” is derived from Thailand. The expression comes from a legendary former Siamese custom whereby an albino elephant, considered sacred, could only be owned by the king. The king would bestow such an animal on a subject with whom he was displeased and wait until the high cost of feeding the animal, which could not be slaughtered, ruined the owner. The story was told in England in the 1600s, and in the 1800s the term began to be used figuratively. The expression was popularized in the USA after New York Giants manager John McGraw told the press that Philadelphia businessman Benjamin Shibe had "bought himself a white elephant" by acquiring the Philadelphia Athletics baseball team in 1901. The Athletics manager Connie Mack subsequently selected the elephant as the team symbol and mascot. The team is occasionally referred to as the White Elephants.

- Limited initial or independent evaluation of the project's viability so that expectations are over optimistic;
- Often supply rather than demand driven;
- Poor risk analysis;
- Sunk costs effects: the project is continued because of previous unrecoverable past expenditures;
- Budgets are poorly described;
- Long lead times so that their full impacts can not appreciated till project is fully completed;

Of course, white elephant projects are not limited to the public sector. Examples in the tourism industry include the construction by various entrepreneurs during the late 1980s and early 1990s of numerous 'prestige' and 'iconic' resorts up and down the Queensland coast. Most ran at huge losses and were usually on-sold several times at a fraction of their original development costs. Indeed, many of these resorts today, although apparently viable, are only profitable in terms of their operating, rather than full capital costs and have become viable by considerable changes in their scope and range of activities. Development of strata title units for on-selling has been one strategy used for these tourism developments. What really make some projects white elephants is that they become expensive to maintain because of poor design and confused role. These problems are most explicitly seen in projects of tourism such as art galleries and museums where even in the best of circumstances purpose is often ill-defined and clear criteria for success, difficult to articulate. Such buildings are characterized by a failure to meet anticipated attendance levels and frequently need repeated and expensive refurbishments that often cost more than their original construction.

When a ruling politician undertakes the construction of a white elephant, he is searching to obtain advantages in the result of the election, which means favoring certain social groups in exchange for their votes, even if the social cost of the project is larger than the obtained benefit. Also, obtaining a larger number of votes, through the construction of a white elephant, implies a decrease in the social welfare of the tourist region. The rationality of the construction of a white elephant is supported in a bounded vision of the future by the politician and/or local inhabitants and builders. This bounded vision can be explained by means of the existence of a small discount factor in the inter-temporal utility functions of these social groups or individuals. This kind of myopia implies an evaluation of the immediate future rather than that of the mediate or remote future. By assuming that the society will take care of the future, this myopic point of view is in contradiction with the position that the society as a whole should evaluate the future by means of a greater discount factor. In this way it is possible to explain the "rationality" of a white elephant. At the same time, these constructions can raise the credibility of the promises of some politicians, specially the promises of those who can obtain public resources to begin the construction of a white elephant. As a result, this possibility gives this group a strategic advantage in the electoral dispute. Socially efficient projects do not have this effect since all politicians can commit to building them, thus having a symmetric effect on political outcomes (Robinson, J. A. and R. Torvik, 2005).

Hence, the white elephants are:

(a) Part of an exchange relationship between politicians and voters (clientelism) given important advantages of incumbency,

(b) A politician’s commitment offering policy favors in exchange for the votes of the social groups interested in the construction of the white elephant (Besley and Coate, 1998; Dixit, 2003), and

(c) This commitment may lead to inefficient forms of redistribution of the social wealth.

4. Examples Of White Elephants In The Tourism Sector

4.1 Ryugyong Hotel in North Korea

In some tourist destinations we can see a large number of hotels whose construction was only justified by the subsidies given by a politician with the purpose of convincing local inhabitants and investors to support his political party in an election. However, the situation may change after the election and the hotels are no longer a good business, then some will be abandoned or the construction stopped. A good example of this situation is the Ryugyong Hotel in North Korea. The Ryugyong Hotel is a towering, empty concrete shell intended for use as a hotel in Sojang-dong, in the Potong-gang District of Pyongyang, North Korea. The hotel’s name comes from one of the historic names for Pyongyang: Ryugyong or "capital of willows". If the building were ever completed it would be the world’s tallest hotel, and the seventh largest building in the world. Today, however, it remains unfinished and uninhabited. Construction on the pyramid-shaped hotel began in 1987. A firm, the Ryugyong Hotel Investment and Management Co., was established to attract an estimate of 20 million Euro in foreign investment. A representative for the North Korean government promised relaxed oversight, saying, "The foreign investors can even operate casinos, nightclubs or Japanese lounges if they want to." The basic structure is complete, but it has never been certified as safe for occupancy. As a result, no windows, fixtures or fittings have been installed. The concrete used in building the Ryugyong Hotel is of unsuitable quality and therefore unsafe. The building is sagging so badly that it will never open as presently constructed. The construction of this hotel in Pyongyang consumed 2% of the Gross Domestic Product of the country. Originally intended to rival Western bloc greats such as the Sears Tower, the building now sits as an unfinished, windowless concrete shell. As the building is seen as being structurally unsound, it will likely never be completed.

4.2 World Trade Center México, Mexico City

The WTC México is a building complex located in Mexico City (Mexico), which includes a convention center, cultural center, parking facilities and the 52-story Torre WTC. The WTC México began its existence as the Hotel de México, a building and complex that never really performed their intended functions. The Hotel de México project included, of course, a hotel building as well as a cultural center housing the Polyforum Cultural Siqueiros, parking facilities and its most famous and recognizable feature, the 52-story, 172m high Torre WTC. It also includes several other facilities aimed at making the complex a hub for business, culture, tourism and architecture. Slated to be ready for the 1968 Olympics with 80 floors, the project ran over schedule and over budget, and, although the main tower was completed in 1972, it never really functioned as a hotel then, due to political and economical reasons, the tower and the rest of the complex were left unfinished, except for the Polyforum. Ever unfinished was used only on the convention center & the top rotating floor areas, at the end of the 70's a panoramic elevator was installed & some years later the top cylindrical volume was an entertainment zone with thousands of lights. With the construction industry boom caused by the 85's earthquakes, WTC project restarts in 1992 with the demolition of peripheral constructions, the foundation of the building was reinforced but a lot of complications must be saved. Finally the building has three kinds of construction systems and now has a local TV station, Convention Center, Cinemas, Hospital & Retail Area. The WTC México reopened in November 1994. This project highlights the issue that public icon projects are frequently launched without an adequately identified business need. In fact, unlike private-sector projects, taxpayer funded projects are frequently conceived and defined to meet a political need or justification while the business need is cobbled together to 'legitimize' the expenditure of significant public funds. This is not to say that a political need is not legitimate, but the 'what?' and 'why?' questions must be clearly stated and agreed by all stakeholders if large, complex projects are to have any chance of proceeding successfully. In some cases, a white elephant can be built and continue operating if the ruling party wins; however, in other cases, after the election, the activities related with this white elephant are suspended.

4.3 National Wine Centre of Australia in Adelaide

The National Wine Centre in Adelaide was conceived and built for the purpose of focusing national and international attention on the Australian wine industry and South Australia as a principal wine-growing and wine-making state (DiGirolamo and Plane, 2002). The business need as set out in the National Wine Centre Act 1997 (SA), stated that the purpose of the centre was to conduct a range of functions, 'including the promotion and development of the Australian wine industry and the management of a wine exhibition (South Australia 2002). Under the Act a board of directors was established to control and direct the centre with the board responsible to the appropriate Minister. The opening of the National Wine Centre has given wine connoisseurs and tourists a birds-eye view of the production, history and huge variety of winemaking across Australia. Predicted to attract 170 000 international and domestic visitors annually and help drive export sales already worth more than 1 billion Euro a year the building uses steel, timber, and glass in a strikingly original way. (Scott, 1992)

The building is designed and uses building materials to reflect items used in making wine. Construction of the National Wine Centre in Adelaide was problematical enough with cost overruns and time delays, but those difficulties were overshadowed by the crippling losses that the Centre made on operations subsequent to its opening for business on 7 October 2001. The original business need for the National Wine Centre could be questioned. Less than two years after its opening under State government ownership, operation of the debt-ridden facility was handed over to the Winemakers' Federation of Australia. After a number of problems with funding, management and profitability, the Wine Centre operation was taken over by the University of Adelaide on 1 July 2003 for 1 million Euro.[3] It now offers some of the university's oenology courses, as well as the public face of the wine industry in Australia. Its development by the State Government was shrouded in controversy and it was labelled as a white elephant by the opposition. It was also described as the 'cash-burning' National Wine Centre.

4.4 Miami Arena

The so named "Pink Elephant" was built by the city of Miami to land NBA &NHL franchises in the early 1980's. Construction delays prevented the opening until 1988 with significant cost overruns. While the original design for the stadium was a factor in Miami receiving an expansion team in basketball, the completed arena's limited seating capacity (under 15 000) and lack of many luxury seats, made the building obsolete. Unable to have a fixed team that uses the field, the arena has remained mostly inactive. At one time, the Miami Arena was home to the NBA's Heat, the NHL's Panthers, as well as college basketball, concerts, wrestling, ice shows, and tractor pulls, among other events that typically end up in 15 000-seat buildings. The arena was sold in a public auction in Miami Arena Tickets 2004 to Glenn Straub, an investor

[3] The Department of Treasury and Finance of Australia had estimated that the Wine Centre would lose 2 million Euro per year, at best if it continued under previous operating conditions.

from Palm Beach County, Florida, for 20 million Euro less than the 45 million Euro the city of Miami paid for its original construction.

4.5 MILLENNIUM DOME IN LONDON

The World's biggest dome was built on the Meridian Line (The Prime Meridian of the World) in Greenwich to celebrate this historic event. The Dome is the largest single roofed structure in the world. Externally it appears as a large white marquee with twelve 95 m-high yellow support towers, one for each hour of the day, representing the role played by Greenwich. The overall cash budget for the project was 1115 millions Euro as agreed by the Government and the Millennium Commission. The Millennium Dome was one of the UK's most controversial public projects. Like the Great Exhibition of 1851 and the 1951 Festival of Britain, it was meant to be a portrait of the nation but faced harsh criticism. As agreed by the New Millennium Experience Company and the Millennium Commission, Millennium Dome visitor number targets were “ambitious and inherently risky". The Millennium Dome pulled in 6.5 millions visitors last year and this is only just over half the original target of 12 millions, but organizers have defended the beleaguered Greenwich attraction, saying it was still the most popular in England. The total visitor numbers included more than one million non-paying visitors, most of whom were children on school trips. The project was largely reported by the press to have been a flop: badly thought-out, badly executed, and leaving the government with the embarrassing question of what to do with it afterwards. During 2000 the organizers repeatedly asked for, and received, more cash from the government. The Dome is now normally closed. The failure of the project became and remains a continuing embarrassment to the Labour government. It is still of interest to the press, the government's difficulties in disposing of the Dome being the subject of much critical comment. The amount spent on maintaining the closed building has also been criticised.

The Millennium Dome it has also become known as possibly the world's most spectacular white elephant, bringing in the new Millennium with rows over its cost, over its content, and over what should happen to it when the last spent Millennium fireworks finally flopped out of the sky. The largest single-roofed structure in the world, the Millennium Dome would become, according to Tony Blair, "a triumph of confidence over cynicism, boldness over blandness, excellence over mediocrity".[4] Instead, despite the hype, the fireworks, the stage show devised by Peter Gabriel, and the building's undoubted presence, the Dome became a science-fiction folly that has lain largely unused, costing the taxpayer more than 44 millions Euro to maintain since it closed at the end of 2000. Since then, it has hosted only a handful of sporting or music events, not to mention Christmas 2004, when it was adopted as a temporary shelter for the homeless.

4.6. KURTKÖY FORMULA TRACK IN ISTANBUL

It is built on 2 million and 180 thousand meter square. It is established for only Formula 1 races. It has one active season. It cost 150 million dollars. It was finished in 2005 and there is only one F1 grand prix per year for 7 years.

5. RATIONALITY IN THE INVESTMENT IN WHITE ELEPHANTS

Democratic societies delegate the power to tax and provide public goods to the elected representatives. A common complaint made by citizens and by the press is that a large fraction of public spending is not devoted to projects of genuine public interest. The redistribution of the wealth associated with a large part of these projects does not seem to improve the social welfare,

[4] The Dome has received the nickname “Tony's Tent” as it was seen by many as Prime Minister Tony Blair's pet project, and the manner in which it soaked up large amounts of public money.

and then they become white elephants (Lizzeri and Persico, 2001). However, local inhabitant and certain groups of citizens agree, at least for a short period of time, with the construction of the white elephant. This situation could be understood if we consider this construction as the result of a one shot game, similar to prisoner's dilemma (about the Game Theory and its applications, see Osborne, M.; Rubinstein, A, 1994). People looking for their own welfare obtain a Pareto dominated situation. However, this result can be different if the participant in the game, politician or these groups of citizens, looks at the game as an infinitely repeated game. These games capture the idea that the behavior of each player has an effect in the future behavior of the others, and phenomena like cooperation, revenge, and threats appear. However, even in this case, it is possible to improve the situation if the discount factor of this people is large enough, in other cases we obtain the same result, i.e. the white elephant is built. This is a rational result if we look for the interest of the player. However, the rest of the population is also interested in the game, and from the society's point of view this result is not rational because it can be Pareto improved. In many cases it makes no sense to consider the possibility of repeating the game, so the rationality of this white elephant is based on the rationality of a one shot game. However, we can distinguish between situations where all interests (agent and politician) remain reasonably well aligned even after the white elephant is built, and those involving unavoidable posterior conflicts. This is the case when one of the players is myopic and there exists ex-post repentance.

Consider the following situation: two different political parties have two different projects for a tourist region, and suppose that both of them are white elephants. The winner in an electoral dispute decides the project that will be operating after the election. It could happen that the most inefficient project from an economic point is the one in execution, because this was the most efficient from the political perspective. Hence, the construction of a white elephant related with tourist activities can obtain a larger number of votes, thus imply a serious damage in environmental quality and a decrease in social welfare.

6. Conclusions

More on the rationality of investments on white elephants

We show the existence of a double rationality in the construction of a white elephant, one rationality from the political point of view, with the purpose of winning the election rather than obtaining economically efficient projects. This political rationality prevails over the economical rationality. The other rationality is the rationality of the game theory, basically the rationality of the one shot game.

To strengthen the development of sustainable tourism, destination planning, and building construction in tourism major aims will be,

- First of all, develop public sustainable tourism principles in the country and destinations.
- Increase the number of eco-visitors to the destinations.
- In public investment on tourist facilities consider the sustainable carrying capacity of environmental, social and economic and demand
- Define sustainable tourism incorporating its various components of natural facilities, activities and services,
- Develop a specific statistical database for tourism to help establish product availability, development possibilities, planning and market information,
- Propose a strategic plan, which would set clear objectives and targets for sustainable and eco-tourism development and marketing,
- Address key issues of research, training provision, networking, quality product development, and innovation.
- To avoid building white elephants constructions in tourism destinations.

- Develop functional links with key players in the market place.
- The kind of infrastructure should be small-scale projects that support local communities, rather than convention centers that might end up as white elephants.

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INVESTIGATION OF SUSTAINABLE TOURISM CONCEPT FOR UZUNGÖL

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ABSTRACT

The Black Sea Region has an important place in terms of cultural and natural tourism in Turkey. It is an attraction point with its natural environment such as mountains sequence, plantation, water and air quality. The region has posses a unique cultural heritage from its past as well as worth to see very special natural sites. Black Sea Region also has rich rural environment, villages and high plateaus. The natural heritage has an intangible ecological equilibrium in the region. Therefore, this intangible natural environment, rural culture and its architecture heritage need to be protected and opened to the visitors in the concept of the sustainable development.

Uzungöl is under protection of the distinctive environment program by the Ministry of Culture and Tourism, today. Phenomenon of the tourism has started to grow rapidly in the recent years. These developments cause the exhaustive deterioration on the natural and cultural environment. These increased demands have negative impacts on the sustainable development and pushing the carrying capacity in the settlement. The aim of this study is to investigate the problems that have been faced by increased tourism in term of cultural and natural heritage aspects.

The research is conducted based upon the field work, visual observation, and archival documents. Analysis has done with these materials and future projections have been suggested. The physical changes and developments are investigated to determine the existing situation in Uzungöl's natural and cultural environment. The aim this study is to define the impact of increased tourism industry on the natural and man made environment. Besides these, social, environmental and economical aspects the problem have been examined how to plan a sustainable tourism development approach and strategic planning process for Uzungöl.

***Keywords**: Tourism, Sustainability, Rural Settlement, Environment, Uzungöl*

1. INTRODUCTION

The aim of this project is to evaluate the "Uzungöl" settlement in the East-Black Sea, a settlement which has made great improvement with its natural and architectural values in rural tourism, as regards continuous tourism. The settlement is in the Çaykara district in Trabzon in the Black Sea region. Uzungöl has a great value in tourism with its nature, local life and traditional architecture. Recently, with the increasing demand and tourist potential, the tourist sector has been affecting the nature and the environment negatively due to lack of control. In realizing this, the values that Uzungöl settlement poses were laid out and then the factors that affect sustainability of tourism were inspected.

Recently, there is an increase in demand for rural tourism in Europe as well as many parts of the world. The reason for this is, the urban dwellers want to spend their holiday times among the nature and away from the complex city life. In other words, people tired of city life prefer to go unique rural places. Turkey has many such places. Uzungöl, until recently was a place that could meet such demand. But when development started without proper planning is added on increasing demand, excess and promotion that has caused the continuously determination. As is known, tourism has both positive and negative effects on destination areas in terms of social, economical and environmental aspects. Within such effects, if negative impacts are increased, problem is occurring. Negative impact on environmental and social aspects is disturbed the sustainability. Problems in the environmental and structural surrounding increase adding. The uniqueness of the destination area is become depraved. The key words are naturalist and uniqueness. When these are disturbed, the site's value decreases. In this project, the effects of tourism on natural and structural surroundings on the rural tourist attraction Uzungöl will be inspected.

2. RURAL SETTLEMENT OF UZUNGOL

In what follows, the following features of the rural settlement of Uzungöl will be discussed: geographic location, socio-economic structure, natural structure, environmental features and structural features.

2.1 GEOGRAPHIC LOCATION

Located in the Çaykara district of Trabzon, Uzungöl is 99 km from Trabzon, 19 km from Çaykara (fig. 1) mountainous on the east and the west, while the north and south is plateau. Uzungöl is in a plane on the skirts of Soğanlı Mountain of 1090 m of altitude. "Uzungöl" Lake, that gives the name of town, was formed when Haldizen River was dammed in a landslide. First attempts in tourism were made by local entrepreneurs in 1974 (URL1). With other attempts like such, local and national popularity of the settlement has increased. Today, it is enlisted in many tour packages. In addition, located in upper Uzungöl, Haldizen village and Demirkapı mountains are among tourist the attraction places.

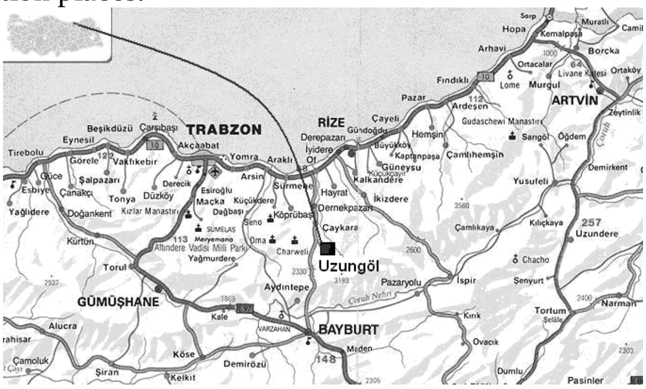


Figure 1. The location of the Uzungöl in the region.

2.2 SOCIO-ECONOMIC STRUCTURE

The population, which was about 2500-2700 until 1997, had reached 4190 by 2000 (URL2). The major income of the local people is farming and livestock rising. Due to steep slopes and high altitude, farming can not be practiced efficiently.

Starting with the establishment of first touristic sites, the tourism sector has had a great part of the economy especially in the last 20 years. The accommodation capacity has reached 1000 in Uzungöl. Bungalow houses built by entrepreneurs draw attention. There are also sport complexes and restaurants owned by various people.

2.3 UZUNGÖL NATURAL HERITAGE AND ENVIRONMENTAL FEATURES

Uzungöl is a lake formed by the damming of its river by natural land slide in 1760 (fig. 2). It is named Uzungöl (long lake) because of its thin and long shape. The settlement Uzungöl was therefore named after the lake. The water depth and length of the lake varies according to the seasons. Generally it is 1000m long, 50m wide and about 15m deep (URL3).

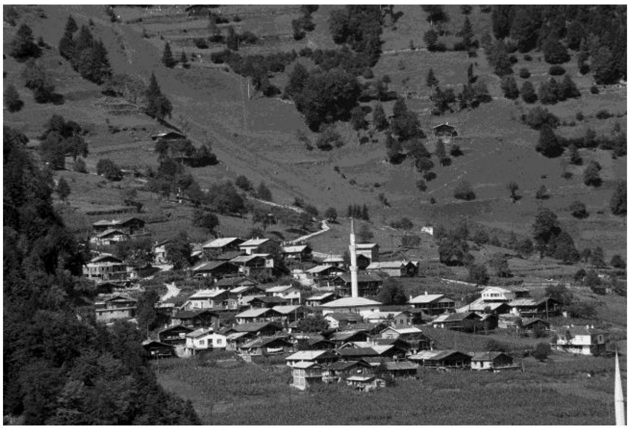


Figure 2. Traditional wooden houses and pattern of settlement.

It is also rich in flora and fauna. In the area surrounding Uzungöl 157 plant species, 20 mammal species and 151 bird species have been identified. Uzungöl with all its riches and biodiversity has a fragile ecological equilibrium (URL4).

Uzungöl, because of its natural landscape features, was declared as a National Park in 1989 with 1625 ha of land surrounding the lake. It is open for seasonal usage between April and October. Most of this land is owned by the state, whereas farmlands do exist (URL5). Furthermore, it has been declared as a center of tourism in 1990, National park in 1993, a fist degree preserve area including Çaykara, 1 town and 3 villages has been declared a special environment protection zone in order to prevent pollution, ruining of the historical sites and passing them on to the next generations in 2004 (URL6).

2.4 STRUCTURAL ENVIRONMENT FEATURES.

Places of fewer slopes have been chosen as settlement sites in Uzungöl and are scattered around the area. Settlement in the area can be divided into 3. The first zone is the old settlement zone where wooden houses of around 100 years can be found. The second zone, opposite the first zone, is a place of settlement of modern housing and unplanned buildings. A third zone is where the tourist sites, fish production farms and the office of the ministry of forests can be found. Here, generally wood is used and bungalow-type houses can be seen (Ozgur, 1993). Also in the settlement center, there is an old stone bridge.

Figure 3. The general view of Uzungöl from the entrance side.

There are wooden houses that increase attraction and improve as characteristic feature of the area (fig. 3). Most of the houses have kept their uniqueness till today. In the positioning of the traditional houses, climate, lifestyle, landscape and construction materials have been effective. Features of the unique and local architecture can be summarized as follows:

- Houses are generally positioned perpendicular to the slope in front of the valley. They are placed side by side on both sides of the road.
- Roofs have steep slopes because of heavy winter weather and rain, covered with roof tiles.
- Construction materials are wood and stone, both are sued extensively in structures.
- Houses are generally two stories high. The basement which is used as animal storage is generally stone and stone and wood in some examples. The wall facing the slope is always stone. The floors above are used by man and are made of wood that are laid on each other.
- Because houses are placed perpendicular to the slope, there are entrances on both sides.
- There is a balcony facing the valley in the houses that is used for sitting or drying some farm products such as maize or grass.

Houses having so many unique and local features have started to get corrupted, due to fast and uncontrolled growth. The use of concrete and bricks contrary top the traditional is the main cause of corruption. Also, uncontrolled, unlimited and unplanned growth has had impact on the corruption. Recently, concrete buildings have bee covered with wood but they still look different then the traditional houses. It can be seen that this is not so easy with the increasing demand. The cause of this rising demand for buildings is the rapidly growing tourism sector.

DEVELOPMENT OF TOURISM

As an important center for mountain and highland tourisms, Uzungöl, with all its natural beauty, lake, flora and fauna, wooden houses that symbolize local life and local culture, has attracted foreign and local tourists for over 20 years. Besides this form tourism, the area is suitable for researches with its rich fauna and flora.

Uzungöl was a conf field about 30 years ago, has become a tourism center with the efforts of private entrepreneurs. Today, there are several ‘spring water fish’ production farms on the river Haldizen, near the entrance or Uzungöl. Near them, there are hotels, motels, pensions and restaurants. On the other side, hotels and pensions are located on the upper side of the river, between the lake and the forests. There are 33 complexes, 58 bungalow houses and 13 pensions. Today a total of 951 beds are available for accommodation (URL7). Approximately 40 thousand people visit the national park annually nowadays.

Alternative sites that are Demirkapı, Şekersu, and Yaylaönü highland settlements and about 10 lakes located 10-20 km from Uzungöl on mount side. Apart from trips to these highlands, hiking, bird watching and botanical tours offer varieties for tourism (URL8).

SUSTAINABLE TOURISM

Natural and cultural values play an important role in determining the tourism potential of a place. Drivingly, development and sustainability of tourism in that area depends on protecting and using those values. Sustainability has become an issue in tourism planning and management when tourism facilities have started having bad effects on these values.

Sustainability is concerned with “preserving natural resources, long term planning of these resources, and sharing of these resources among present and future generations”. When this concept is associated with tourism, there is a proposition stating that by preserving planning these resources, economical income can be made for both present and future generations. Accepted widely today in many tourist destinations, sustainable tourism concepts (UN, 1999) can be seen as mutual agreements between tourism sector and natural resources. (Sharpley & Sharpley, 1997).

The definition used by the largest civil initiative en the biggest international union 'world tourism organization' is as follows (WTO,1998): sustainable tourism development meets the needs of both current tourists and hosting communities while making opportunities for creating and promoting the future. This is the management all resources in cultural harmony and especially ecological materials, biodiversity, and supporting life systems, meeting social and aesthetic needs. With this definition, properties of sustainable tourism can be listed can be listed as:

1) The natural, historical, cultural and other resources besides current use are preserved for future use.
2) Touristic development is planned in a way such that environmental and socio-cultural problems are not created.
3) General environmental quality is preserved and promoted where needed.
4) For marketability and up keeping of the popularity of the destination, high tourist saturation is ensured and sustained.
5) Benefit from tourism defuses diffuses into larger parts in the society (URL9).

As a general definition; sustainable tourism can be defined as meeting the needs of tourists and local people without disturbing the needs of future generations. (WTO,WTTC and Earth Council, 2001). Sustainable tourism is a form of production whereby local people do not suffer but benefit from the effects of developing tourism. Sustainable tourism is not a type of tourism; it is a process that should promote all tourism types to become more sensitive towards the environment.

According to butler, tourism being in compliance with long term environmental planning is an idealized situation and short term profit opportunities is an obstacle in the way (Butler,1996). Roneys offer in order to resolve this issue and promote sustainable tourism is making micro scaled local applications compatible with macro scaled national and international applications (Roney, 2002).

According to Erdoğan, (2003) sustainable tourism has 4 main principles. Aforementioned principles have been laid out in the Brunland Report in 1987:

- Total planning that covers all sectors
- Importance of preserving ecological processes
- Preserving human inheritance and biodiversity

Realizing economic growth in a way such that resources are not used up in the long term

In decisions taken by "state, companies and consumers", the relationship between each of them plays an important role. Sustainable tourism concept, according to Roney, is accepted as long as it reduces costs and is used as a marketing aid. Wheller says that the tourism sector has seen the profit in appearing green, and this is supporting Roney (2002). Environmental consciousness, supposedly increasing with level of education, may mislead to think that all tourists appearing to be environmentally friendly may not be so. When this issue is treated on the government level, the decisions taken by them under pressure by some groups are a possibility that should not be underestimated (URL10).

EVALUATION ON THE BASIS OF SUSTAINABLE TOURISM

Uzungöl settlement attracts attention of tourists with its lake, the view, and the architecture that is in harmony with natural beauties. But, it can be observed recently that aesthetic pollution is caused by under planned development. Mainly structural surrounding, and therefore the disbursal of sensitive ecology can be named as effects.

Problems in Uzungöl can be listed as natural risks, pollution, unplanned building. Because of its natural landscape, there is risk of avalanche and landslide. There is also a risk of the lake getting filled up. Uzungöl, when it was first formed was over 2 km whereas today is less than 1 km of length. Width is less than 500m. It has a long elliptic structure because it stretches through the valley. In depth, there is a continue decrease due to filling up. An obstacle has been constructed by General Directorate of State Hydraulic Works (1993) on the river Haldizen, among the rivers that cause filling up of the lake by carrying in rocks, sand. Although they have reduced the rate of falling up, they are not enough. On the other hand, no efforts have been put to protect the rivers Balastel, and Fler. Fish production sites release their waste waters into the lake and this reduces the quality of the water as well as garbage and such wastes.

The unplanned development in the structural surrounding has led to aesthetic pollution. The traditional architecture and settlement has begun demolished due to continuous building. Especially the building of commercial blocks in the center, has led to the growth of a colony of buildings away from the traditional architecture. This meets us in the entrance of the community. All of the houses behind these are wooden and traditional. Recently the new buildings are made of concrete still, but in order to spoil the general view, are covered with wood. This creates conflict with the unique local architecture.

In addition to all of these, in spring and fall, there is an incredible traffic, noise and sight pollution. There is a problem of traffic and parking space in the community due to increasing traffic flow. Especially in the summer, due to increasing number of cars, it is difficult to observe the nature.

RESULTS

With 20 years of past in tourism, Uzungöl was a little village sustaining its totally rural life until the 1980’s. In the early 80’s, its wonderful nature was discovered. In relation to this, there has been an increase in buildings due to rising demand. First of all, to meet the food needs of the daily visitors, restaurants were established. The village then became a local government area with increasing tourism and construction of lodging places and with this support started an unstoppable construction and architectural demolishing. Late 90’s was when the main building construction process was saturated. This process has been depicted in fig 4.

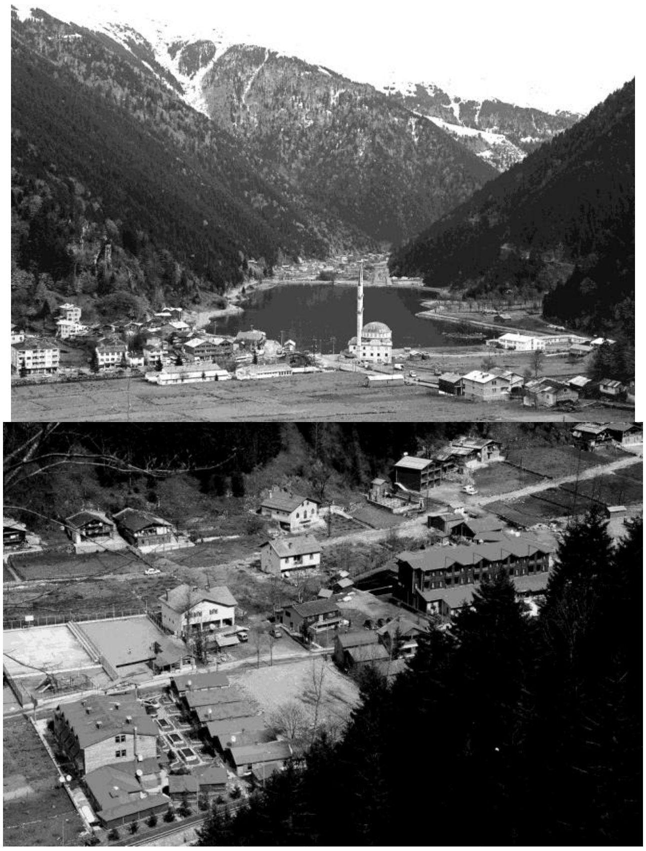


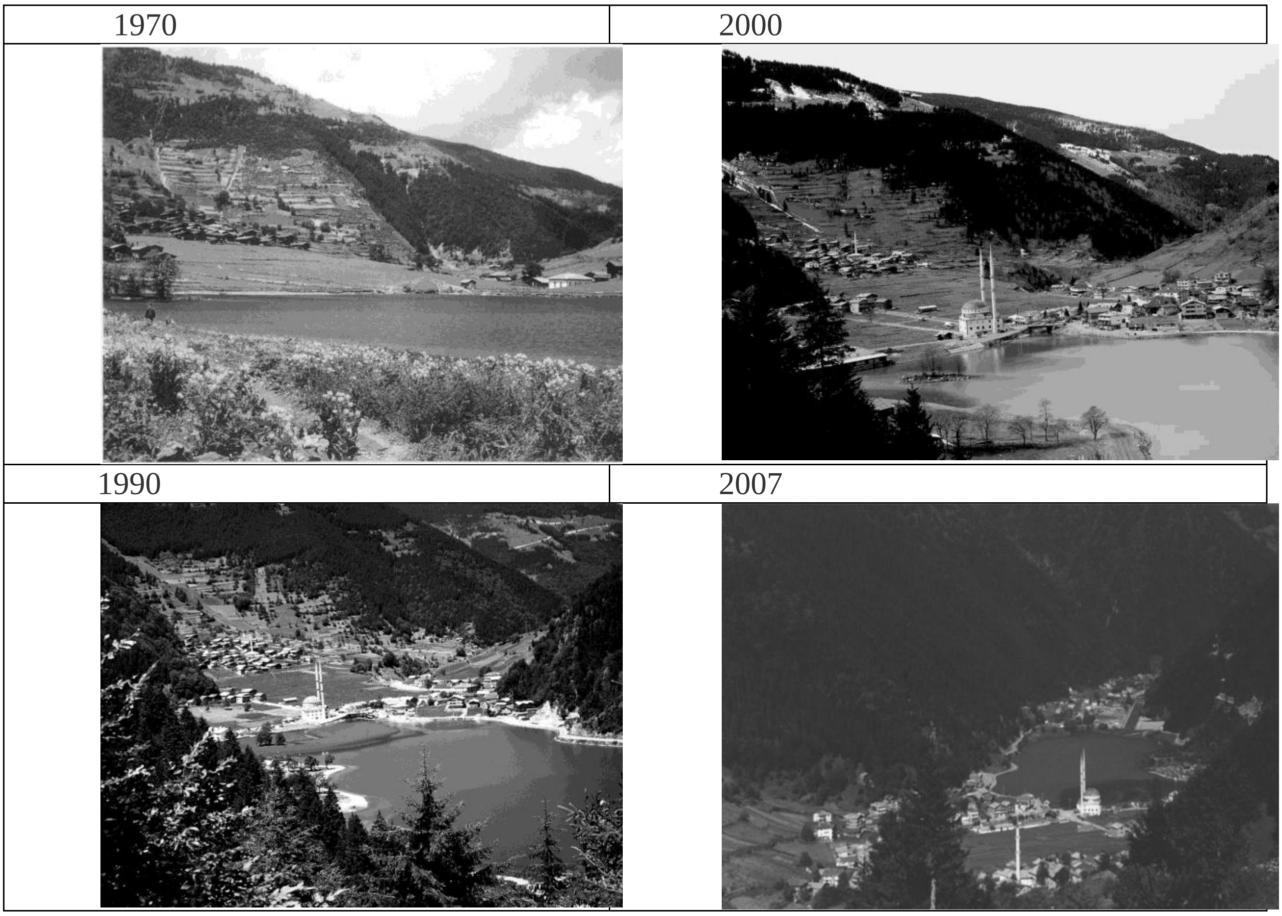
Figure 4. Deterioration of the traditional tissue with the new buildings surrounding of Uzungöl.

There are new regulations today, concerning tourist number and the fish production sites. Many negative effects of these regulations on sustainable rural tourism have been identified.

- Pollution of natural resources (especially the lake and the rivers)
- Ruining the traditional rural architecture and surroundings
- Construction of new buildings contrary to traditional rural architecture
- Noise and aesthetic pollution caused by vehicles during the high season
- Lack of infrastructure despite growing settlement
- Ruining the lakes natural beauty with environmental regulations
- Solid waste disposal. Due to uncontrolled rise in visitor numbers.
- There is no development plan for Uzungöl vicinity
- Lack of alternatives. No activity other than eating and walking around the lake
- The natural surrounding in the valley is not evaluated together
- Most importantly, the lack of strategic rural tourism planning

Finally, the tourism sector that shows unplanned development has negative effects more than positive ones on the sustainable architecture and natural life. The ecology of the lake has been disturbed and the capacity is overwhelmed recently. All these have inflicted damages that can't be recovered.

Figure 5. Development of the Uzungöl settlement between 1970 and 2007.



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SUSTAINABLE DEVELOPMENT OF TOURISM FOR ISLANDS: CASE OF BUYUKADA – ISTANBUL

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ABSTRACT

The planned contribution of this study is to design Buyukada Region as a sustainable destination and propose a sample development for similar island destinations. Reaching the balance of sustainability is the most challenging issue for most of the tourism destination proposals. Especially for island destinations keeping the balance is crucial but relatively easy. Since the islands are isolated, the development might be relatively more controllable. Each year, the Istanbul Metropolitan City itself attracts millions of international tourists in an increasing pace and, with the 2010 ECOC events; this trend will even get stronger. Therefore Buyukada region offering unique cultural and natural resources to tourists and inhabitants of Istanbul sooner or later will have to face this demand. It has also been stressed that uncontrolled development might result in excess usage of area resources. Therefore a strategic planning that will seek sustainability of tourism development in the area is needed. This study will be conducted; in order to clarify the natural and cultural resources Buyukada has to offer, search the tourism potential and applicable tourism alternatives, clarify the socio-economic effects and sustainability of tourism development at the island as a tourist destination and suggest a strategic planning for the desired development. The study also involves a SWOT analysis and a TOWS matrix mostly derived from the face to face interviews and observations to be used during the strategic planning process. The paper is concluded with recommendations and suggestions for the local authorities concerning the possible alternatives for sustainable development that will expand the destination life-cycle.

***Keywords**: Sustainable Tourism Destination Development, Carrying Capacity, Buyukada, SWOT Analysis, TOWS Matrix, “Sanatourism”*

INTRODUCTION

After a 6% decline in visitor arrivals in 2006, Turkish tourism has demonstrated a recovery since the beginning of 2007. Arrivals have increased by 16% in the first two months, and moreover the industry bodies report that the bookings are promising for the upcoming season. Istanbul, on the other hand; witnessed some saturation in its arrival figures, yet still managed to get a 10.3% increase in 2006 and an impressive 27.5% in the first two months of 2007. It is most possible that Istanbul will double the 2006 figure of 5,346,000 arrivals and attract the targeted 10,000,000 tourists in 2010, given the fact that it will be the center of global attention with its prestigious entitlement to 2010 European Capital of Culture (ECOC).

Istanbul is heading towards becoming a vital destination that will foster the diversification and quantification of Turkish tourism and contribute more significantly to the national economy. Consequently, touristic regions of the city are going under a transformation to become well-managed destinations. However; as evident in “2010 Tourism Vision” , efforts seem to focus on three main zones; the Historical Peninsula, Galata & Pera and Kilyos, neglecting Buyukada and its archipelago, the Princes’ Islands, one of the oldest spots for touristic activities in Istanbul.

This study is designed to draw the attentions of policymakers to Buyukada and assist the efforts towards its development as a sustainable destination. The first part recalls some important elements of the sustainable tourism concept related to the topic, whilst the next part includes an overview of the region. The literature survey is then followed by a discussion of the internal and external factors affecting tourism development under a SWOT analysis, which provides the basis for the ultimate TOWS matrix processed for formation of strategic suggestions and conclusion of the paper.

1. Sustainable Tourism Development & Carrying Capacity

The sustainable development concept originated in the Brundtland Report of World Commission on Environment and Development since it was defined as “meeting the needs of the present without compromising the ability of the future generations to meet their own needs” (1987: 43). World Tourism Organization rephrased the sustainable development phenomenon in the context of tourism as the activities that meet the needs of present tourists and host regions while protecting and enhancing opportunities for the future, and introduced a conceptual definition:

Sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments. Sustainability principles refer to the environmental, economic and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability (2004, www.world-tourism.org).

According to this conceptualization, the three dimensions which require the challenge to be balanced are; optimal use of environmental resources, respect for the socio-cultural authenticity of host communities and fair distribution of the socio-economic benefits to all stakeholders and have them participate in the development process while maintaining the experiential satisfaction and intellectual development of the tourists.

The ongoing permanence of sustainability phenomenon on the world tourism agenda results from the nature of tourism itself, such that; uncontrolled tourism development will possibly create a negative impact on the environment in forms of social ills, pollution, erosion and physical and psychological congestion (Holloway, 1994). Therefore the crucial issue is to balance the carrying capacity, in other words; assessment of the maximum number of people that would visit a destination at a time without damaging the physical, economic and socio-cultural environment or lower additional visitors’ enjoyment of the destination below a desired level and, control of the visitor flows accordingly (WTO, 1981). Set standards for such quantification are always questionable since as well as physical limits, the carrying capacity also has psychological limits varying according to each individual’s perception. Nonetheless, Table 1 demonstrates a guideline introduced by World Tourism Organization (Inskeep, 1991).

Table 1 : Visitor capacity for selected sites

Site/Activity	*Visitors per day/hectare*
Forest park	up to 15
Suburban nature park	15-70
Picnicking (high density)	300-600

Picnicking (low density)	60-200
Golf	10-15
Fishing/sailing	5-30
Speed boating	5-10
Waterskiing	5-15
Skiing	100 (per hectare of trails)
Nature trail hiking	40 (per kilometer)
Nature trail horse riding	25-80 (per kilometer)

Once the authorities have set the measures of carrying capacity, the critical issue becomes whether to concentrate the tourism activity or disperse it throughout the whole region. Such decision making will require implementation of preventive actions such as permanent or temporary closing of the sites, reduction of publicity, requirements for advanced bookings, promotion of alternative attractions, introduction of campaigns to increase greater public awareness and using price mechanisms to reduce or manage demand (Holloway, 1994: 262). These examples are important to the scope of this study, Buyukada, since it currently suffers from seasonality and over demand during peak seasons; a problem which will be discussed in the final analysis.

2. Buyukada & The Princes' Islands

Buyukada is the largest and center of the Princes' Islands, a district of Istanbul, comprised of 8 other isles scattered off the southern Asian coast of Istanbul. The islands at a total cover 11.2 km^2, with half of this surface area contributed by Buyukada. In addition to Buyukada, Heybeli, Burgaz, Kinali, Sedef, Kasik, Tavsan, Yassi and Sivri, a 10th member of the archipelago is Vordonisi which, together with its monastery, is now underwater due to an earthquake ca 1000 years ago.

Until the 19th century, the islands have had few populations, mostly of Greek priests, exiles and fishermen. The islands has encountered a significant demographic change when the administrative reforms of the Ottoman Empire in 1839 permitted foreign nationals to own properties and scheduled ferry lines were started in 1846. Starting with the French, many wealthy foreigners and members of Greek, Armenian, Syrian and Jewish minority communities have utilized the islands as a summer resort, thus; the population has increased from 1816 in 1840 to 6000 in 1865.

According to 2000 census, the population of permanent residents is 17,738. However; this figure is not an evidence of the actual situation, since an annual demographic fluctuation is widely observed. The Governorship reports that there are 20 000 housing units on the islands, with 90% of them used as summerhouses. The population starts to rise in April and reaches its peak, 150,000 (Buyukada – 65 000), during July-August, accompanied by a daily visitor flow of some 100,000 on weekends.

The islands can be characterized by economic monoculture, such that the local economy is dependent on only one activity (Coccossis, 2001), namely; tourism. However; it would be false to classify the Princes' Islands as typical touristic island destinations – e.g. the Caribbean, the Canaries, Dodecanese etc. – since they are quite different in terms of their developmental scale (Barutcugil, 1984) and they are not physically isolated enough to be perceived as exotic venues but rather are the settlements of a metropolitan city, Istanbul. Yet the islands, especially Buyukada, are rich of natural resources and offer unique cultural features that can be utilized as touristic products once they are developed, managed and marketed efficiently and effectively.

2.1. NATURAL AND CULTURAL FEATURES OF BUYUKADA

Buyukada shows some distinctive characteristics in terms of its climate, vegetation, flora and fauna (especially bird species). Around 2/3 of the area is covered with red pine forests and maquis, and owing to its gardening tradition; Buyukada has also become rich of exotic species as well. The forest and the prohibition for the use of motor vehicles provide Buyukada with a healthy, fresh air and it has naturally served as a sanatorium for centuries. Although agricultural activity is only limited to small scale apiculture, horticulture, fishery and trucking, both the soil and the sea are generous for production. The local wine of Buyukada, known for its high quantity and quality, is not produced anymore, since viniculture activity stopped in early 20th century (Millas, 2004).

The Princes' Islands, declared as a "natural, urban, archeological and historical preservation site" in 1984, hosts 899 registered monuments, most of them resting on Buyukada. Although origins of some buildings date back to the 8th century, the present buildings are usually 100-200 years old. However, what makes them attractive is not their age but rather their artistic features. Other than the mansions that represent a harmony of many architectural currents; monasteries, churches, synagogues and mosques also make up the cultural heritage.

2.2. INFRASTRUCTURE AND SUPERSTRUCTURE

After the installment of natural gas distribution system, infrastructure for Buyukada has leveled with those of Istanbul's well-maintained towns. However there is one infrastructural characteristic of Buyukada that differentiates it from other towns, that is the transportation network within the islands. Motor vehicles are prohibited and the traditional transportation modes of phaetons and donkey-rides are still in effect. In other words; the infrastructural element required for tourism development has become the touristic product itself.

As for touristic superstructure; there are currently 5 hotels, 1 resort, 3 home-inns, 1 private club, 10 restaurants offering seafood or Turkish barbeque, 1 picnic area for 3 000 people, 4 public beaches, 2 water sports clubs, 3 rent a bikes, 2 culture houses and a modern arts center. A watch tower is under construction whilst a botanic park project has recently been proposed by the islands' forestry administration. Among the accommodation establishments, 3 are heritage hotels that have survived today while many others, together with home-inns, operating in the early 20th century have been abandoned due to increased seasonality and diminished foreign interest.

2.3. ACCESSIBILITY AND TRANSPORTATION

The Princes' Islands lay at the cross-section of three urban-industrial cities, Istanbul, Bursa and Izmit. Buyukada's proximity to Istanbul mainland ranges from 2.3km to 25km. Ferries and sea buses operate in biannual schedules, whereas motor boats operate during peak season to accommodate latent demand. Travel time differs according to the vehicle and port preferred (Buyukada – Sirkeci is 90 minutes by ferry, Buyukada – Bostanci is 10 minutes by seabus). Randomly, transportation by helicopters is also observed. The ferries are being renovated and modernized, however complaints about the insufficiency of trip frequencies persist.

3. STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS FOR BUYUKADA AS A DESTINATION

In this section, a SWOT analysis is made to assess Buyukada's internal resources and abilities and opportunities and threats in its external environment, based on the data and information gathered from the literature survey, the field observations and face-to-face interviews with the authorities of non-governmental and public organizations functioning on

Buyukada (Two consecutive field trips made in January & February of 2007). The table below shows a summary of the strengths, weaknesses, opportunities and threats identified, whereas the next section discusses related items in detail for strategy formulation.

Table 2: SWOT Analysis for Buyukada as a Destination (random order)

Strengths	Weaknesses
(S1) Proximity to Istanbul mainland (S2) Quantity of historical buildings (S3) Local cuisine & gastronomic rituals (S4) Suitability for high security meetings (S5) Formation of the Urban Council (S6) Quality of vegetation & climate (S7) "Adapark" Project (S8) Authenticity of phaetons (S9) Home to writers, artists, statesmen (S10) Traditional agricultural products (S11) Suitability for biking and water sports (S12) Suitability for yacht tourism (S13) Healing myths (S14) Quantity & diversity of religious sites and ethnic communities (S15) Existence of heritage hotels (S16) International Islands Festival	(W1) Lack of funds (W2) Transportation problem (W3) Wear & tear of monuments (W4) Lack of destination management and international marketing practices (W5) Poor representation on the web (W6) Lack of meeting facilities (W7) Phaeton drivers lack foreign language knowledge and guidance information (W8) Seasonality & demographic instability (W9) Poor signage (W10) Carrying capacity for picnic area pressurized (W11) Congestion on the beaches (W12) Limited usage of the shoreline as beaches

Opportunities	Threats
(O1) ECOC 2010 *(O2) Istanbul's increasing recognition in the MICE market* *(O3) Turkey's improved position in health tourism* *(O4) Trends towards ecotourism* *(O5) Increased public awareness for preservation of cultural heritage* *(O6) Increased interest of foreign capital for investments in Turkey* *(O7) Nature of cultural tourism* *(O8) Increased participation of youth and third age groups in international tourism* *(O9) Turkey's becoming a venue for international sporting events* *(O10) Higher internet usage for vacation purchasing decisions* *(O11) Trends towards overseas weddings* *(O12) Mediterranean yacht tourism* *(O13) Efforts of Metropolitan Municipality to improve infrastructure & transportation* *(O14) Increased efforts for promotion of Turkey at international fairs* *(O15) Urban Council Regulation*	(T1) Earthquake (T2) Fire (T3) Water pollution (T4) Terrorism (T5) Negative impact of the wars in Middle East on Turkey's image (T6) Political crisis with potential demand generators, e.g.; Greece, Armenia etc. (T7) Lack of emphasis for the islands in "Turkey's Tourism 2010 Vision" report (T8) Negative perception of the destination image due to over demand (T9) Unsatisfactory touristic experience of the destination due to misguidance (T10) Global warming (T11) Littering (T12) Erosion (T13) Strong competitor in the cultural tourism market: Historical Peninsula

4. Tows Matrix Strategies For Sustainable Tourism Development On Buyukada

TOWS matrix, as shown on Table 3, has been applied for the formulation of tourism development strategies through adequate matching of the internal and external factors identified by the SWOT analysis. The method enables the policymakers to come up with Strength-Opportunity (SO), Weakness-Opportunity (WO), Strength-Threat (ST) and Weakness-Threat (WT) strategies. While the SO strategies use the internal strengths to take advantage of external opportunities, the WO strategies aim at improving internal weaknesses by taking advantage of the external opportunities. On the other hand; ST strategies include utilization of the strengths in order to avoid or reduce the effects of external threats whereas WT strategies are defensive tactics aimed at reducing internal weaknesses and external threats (David, 2001: 204-206).

Table 3: TOWS Matrix Strategies for Sustainable Tourism Development on Buyukada

Internal Resources External Factors	**Strengths** [(S1), (S2),…, (S16)]	**Weaknesses** [(W1), (W2),…, (W12)]
Opportunities	*SO Strategies*	*WO Strategies*
[(O1), (O2),…, (O15)]	**SO1** – Promote Cultural Tourism Development (S2, S3, S8, S9, S14, S16, O1, O5, O7, O8, O15) **SO2** – Develop Ecotourism Facilities (S3, S6, S7, S10, O4) **SO3** – Congress Center (S4, O2) **SO4** – Host Weddings (S14, S15, O11) **SO5** – Host Sports Events (S11, O2, O9) **SO6** – Marina Investment (S1, S12, O6, O12) **SO7** – “Sanatourism” (S6, S13, O3)	**WO1** – The Urban Council (W4, O15) **WO2** – Restructure Schedules & Offer Custom Trips (W2, O13) **WO3** – Target Different Age Segments (W8, O8) **WO4** – Attend Industry Fairs (W4, O14, O15) **WO5** – Destination Web Site (W5, O7, O8, O10) **WO6** – Restore & Functionalize Monuments (W3, O1, O5, O7) **WO7** – Encourage Home-inns (W8, O1, O7) **WO8 –** Congress Center (W6, O2)
Threats	*ST Strategies*	*WT Strategies*
[(T1), (T2),…, (T13)]	**ST1** – Bundle with the Competitor (S1, S2, S3, S9, S14, O13) **ST2** – Connect with the Demand Generator (S14, T6)	**WT1** – Improve Signage & Guidance (W7, W9, T8, T9) **WT2** – Zonal Development, Pricing, Fencing (W10, W11, W12, T2, T8, T11, T12)

The matrix is just a matching tool to develop feasible alternative strategies, so it does not select and prioritize them for implementation. That task falls within the responsibility of the policymakers concerned with tourism development on Buyukada. Nevermore, an attempt to categorize the TOWS strategies was made as below.

4.1. Formation of an Active Destination Management Organization

WO1 – The Urban Council (W4, O15): This is the parent strategy since it addresses the authority that will make use of all other suggestions. A regulation, which has recently come into force, requires the formation of a governance council at each municipal zone. The councils will be made up of governmental and municipal officers, NGO representatives and academicians. Once established, it will have assemblies and work groups who will labor their efforts in achieving the goals of Turkey's Local Agenda 21, including but not limited to preparation and implementation of a long term plan for sustainable development, maintenance and rehabilitation of historical, cultural and natural resources, contribution for effective, efficient and fair usage of urban resources, and proposal of programs concentrated on increasing life quality, environmental awareness and public wealth. Certainly, the council should employ one or more of its bodies for development and management of Buyukada as a sustainable destination.

4.2. Transportation & Infrastructure Improvements

WO2 – Restructure Schedules & Offer Custom Trips (W2, O13): Although the ferries are just recently renovated, there are still complaints about trip frequencies. It is obvious that a general restructuring must be made for the summer and winter schedules by breaking them down into more seasons. Also, one of the ferries could be allocated for touristic trips that would be integrated with the route of "Bus Touristic", a specially designed vehicle for sightseeing tourists in the Historical Peninsula.

WT1 – Improve Signage & Guidance (W7, W9, T8, T9): Two of the main touristic activities at Buyukada are the "Small Tour" and the "Grand Tour". Tourists, either by feet or phaetons, meet the natural and cultural resources. However, lack of signage in terms of quantity and language variety together with phaeton drivers' lack of foreign language and guidance knowledge generally result in an unsatisfactory experience. Therefore signage should be improved, but left limited at areas where carrying capacity is under threat, and multi-language guide books should be supplied for phaeton riders taking these tours. Also another suggestion would be to educate the drivers to increase their language and guidance knowledge.

4.3. Capacity and Flow Management

WT2 – Zonal Development, Pricing, Fencing (W10, W11, W12, T2, T8, T11, T12): The carrying capacities of the public beaches and the picnic area are forced during summers (refer back to Table 1) and on the other hand; the forest area is wholly open to public access with limited supervision, except for the military zone. These situations lead to erosion of sand and vegetation as well as negative image perception due to congestion, and impose a fire threat for the forest. Therefore, new venues for swimming and picnicking should be sought. If the problem still persists, entrance prices should be increased. As for the fire threat, forest area should be fenced from the main road and, natural hiking and trekking paths with warning signs should be formed.

WO3 – Target Different Age Segments (W8, O8): Capturing youth and third age groups, who are eager to travel during off-seasons, is vital for Buyukada to overcome its seasonality. Therefore; the council should organize fam trips for incoming tour operators of this segment and have them include the destination in their packages.

ST1 – Bundle with the Competitor (S1, S2, S3, S9, S14, T13): Although Buyukada possesses unique sources to be offered in cultural tourism market, its nearby competitor, the Historical Peninsula of Istanbul, holds an advantage in terms of brand power, attractions, facilities and accessibility. Hence, efforts should be focused on cooperating rather than competing, at least during the initial market penetration phase.

WO4 – Attend Tourism Fairs (W4, O14, O15): The council body should engage in the international promotion efforts of Turkey by attending international tourism fairs and thereby increasing the recognition of its destination and attracting more international visitors.

WO5 – Destination Web Site (W5, O7, O8, O10): Web sources report that 30% of European travelers visit cultural heritage web sites and this ratio increases to 50% during special events. This points out the importance of a destination web site for Buyukada. However, the site should be designed as beyond a brochureware and include options for online booking and purchasing.

4.4. ALTERNATIVE TOURISM TYPES

Once the governance, infrastructure, transportation and demand management problems are solved, the next step is to analyze alternative tourism markets where the destination holds competitive advantage. Developing alternative tourism types will qualify and diversify the total tourism product, expand the season and invigorate the regional economy. Below are the developable alternatives under five headings: Cultural Tourism, Ecotourism, MICE Tourism, Marine Tourism, and Health & Wellness Tourism.

4.4.1. Cultural Tourism

SO1 – Promote Cultural Tourism Development (S2, S3, S8, S9, S14, S16, O1, O5, O7, O8, O15): As a result of the globalization process, people have become more curious about other cultures and demand for cultural tourism has shown an incremental growth. The fact that cultural tourism demand is less subject to climatic conditions and less sensitive to price with regards to that of the mass market has become an advantage for destinations offering unique resources. Therefore, it is crucial for Buyukada to assess its heritage visitor attractions and turn them into respected, presentable products. Along with buildings possessing special architectural and historical features, Buyukada is also rich of diverse religious sites, with the most significant of them being St. George Monastery, where a visit is considered as semi-pilgrimage in Orthodox Christianity. Last but not the least; emphasis should be given on organizing cultural and artistic events to create a synergy between the tangible and the intangible assets. The International Islands Festival, held traditionally in summers, is a good example for such organizations; however more of these should be on the way.

It should be noted that all kinds of attempts to develop cultural tourism can be proposed as ECOC 2010 projects and, if eligible, obtain funding from the EU Culture 2007-2013 program. The Princes' Islands are strongly related to Istanbul's title winning theme; "The City of Four Elements". The four elements – earth, water, air, fire – each represent a sub-theme, where earth is the traditions and monuments, water is the Bosporus, the Golden Horn and naturally the Islands, air is the minarets and bell towers representing cultural diversity, and fire is the youth, modern arts and technology. Here the competitive advantage of Buyukada is evident, and bringing that advantage into life seems to be a major responsibility of the urban council.

WO6 – Restore & Functionalize Monuments (W3, O1, O5, O7): Wear and tear are widely observed on the monuments of Buyukada. They should immediately be restored and assigned with appropriate functions that would help them serve for the needs of the locals and the tourists. Among all, the building of Prinkipo Palace, built as a deluxe casino hotel in 1898 but later used as an orphanage by Greeks and abandoned in 1964, should be placed at the top of the agenda. The building, which is claimed to be the world's largest mono-block timber structure, is about to collapse. It can be rejuvenated with its original function and serve as a high quality accommodation facility of Buyukada.

WO7 – Encourage Home-inns (W8, O1, O7): Until the 1940s, home-inns were a major part of Buyukada's tourism activity. It was a strong tool for stabilizing demographics, fostering regional economy and improving tourist experience by avoiding staged authenticity. Revitalization of this tradition would be a promising attempt, therefore; a relevant proposal should be made as an ECOC 2010 project.

ST2 – Connect with the Demand Generator (S14, T6): Though not as in the past, Buyukada and the surrounding islands still have a multi-ethnic population comprised of Greeks, Armenians, Jews, Syrians and Levantines and a heritage left from their ancestors. As a result, it is so possible to market the islands to those communities living in their original country and the Diaspora. However, such marketing efforts are open to threats of repeating diplomatic crises between Turkey and the potential demand generators; particularly Greece and Armenia. In order to avoid the negative consequences of such crises on the island's tourism, local NGOs should form bridges with those of the aforementioned countries and pursue relationship management practices in case of such crises.

4.4.2. Ecotourism

SO2 – Develop Ecotourism Facilities (S3, S6, S7, S10, O4): In the near future, a brand new strength of Buyukada will be "Adapark", an ecotourism project included in the 2007 Rehabilitation Program of the Turkish Ministry of Environment & Forestry. The project will be implemented on a 160 000m^2 land and will exhibit the marine life, bird species and vegetation of Buyukada. It is suggested that the authorities investigate whether wine production is still possible in the project area, which still hosts an abandoned vineyard house. Also, the project could be enriched by nature trail horse riding. For implementation of the latter idea, the ridability of the phaeton horses, most of which are left to themselves during winters and damage vegetation, should be assessed.

4.4.3. MICE (Meetings-Incentives-Conventions-Events) Tourism

SO3 & WO8 – Congress Center (S4, W6, O2): Close to the city but isolated naturally, Buyukada is highly suitable for meetings with safety-security concerns. However, holding such events requires superstructure investments, hence; the island's building inventory should be checked to find a proper venue to be revitalized under this function.

SO4 – Host Weddings (S14, S15, O11): It is most evident that Buyukada, with its hotels and surroundings, is a suitable venue to accommodate wedding groups. Moreover, Buyukada's churches and synagogues are also strong resources to take advantage of this opportunity internationally.

SO5 – Host Sports Events (S11, O2, O9): Turkey and Istanbul have made a quantum leap in bidding, hosting and organizing international sports events such as the Formula 1 Grand Prix, FIBA European Championship, UEFA Champions League final game, MotoGP, Universiade 2005 and Winter Universiade 2011. This national ability should also evaluate Buyukada's resources for the upcoming events of especially water sports and triathlon, for which the Balkan Cup was already held in Buyukada in 2002.

4.4.4. Marine Tourism

SO6 – Marina Investment (S1, S12, O6, O12): The establishment of an environmentally friendly, boutique marina will help accommodate thousands of yachters sailing in the

Mediterranean, Aegean and the Black Sea. It is most possible that Buyukada will provide the yachters with the experience of staying at an authentic and natural site while Istanbul is only 2 knots away. In return, the islanders will benefit from the expanded season and the typically high spending habits of the yachters.

4.4.5. Health & Wellness Tourism

SO7 – "Sanatourism" (S6, S13, O3): Turkish tourism policy has shown a remarkable trend towards increasing Turkey's share in the health tourism market and setting the revenues at 4.5 billion Euros**.** For this purpose, efforts concentrate on marketing special surgery hospitals, thermal facilities and spa hotels whereas; in the case of Buyukada, there seems to be a unique advantage that could differentiate the health tourism product. Encouraged by the facts that the islands have had been home to sanatoriums (the first sanatorium of Turkey was founded on the neighboring island, Heybeliada), that they hold a public image as "the natural sanatorium of Istanbul" and that there are many miraculous healing myths associated with the St. George Monastery on Buyukada; the authors coin the name "sanatourism". In this respect, Buyukada should be positioned as a "sanatouristic" product via adding SPA & wellness facilities to its hotels and investing in a high quality sanatorium that would serve for the needs of the diseased persons.

CONCLUSION

Heretofore, resources and abilities of Buyukada have been analyzed to take advantage of the opportunities and to avoid the threats towards a sustainable tourism development challenge. One important conclusion, as implied in the passage, is the significance of the newborn urban council. The analyses and recommendations mentioned can at best be benefited by this entity. Therefore; it is suggested that the council forms a work group who would focus on sustainable tourism development issues and communicate their findings to the authorities and the public through seminars and panels.

During the literature survey, it was noticed that specific research on tourism in Princes' Islands has not been made for the last 23 years. Encouraged by the ECOC 2010 process, the authors propose that an "International Research Center for Island Tourism" project be prepared by appertaining parties and presented to the EU Culture 2007-2013 program. Such a project will serve for the needs of the Princes' Islands and touristic islands in general, and moreover it will attract business/academic travelers around the world and itself will become a touristic resource for Buyukada. Moreover; if projected on one of Buyukada's heritage buildings, it will also be a decent example for the contemporary preservation of cultural heritage.

Finally, the paper is concluded with further research suggestions on the topic, as it was limited to an observational method and Buyukada as the only scope. First of all, the methodology can be strengthened by administering questionnaires to the residents and making elite interviews with the industry representatives. In return, the findings will contribute for a sound sustainable tourism development plan that includes participation of the stakeholders and, assist for the development of a model that can be applied for each island and then for the archipelago as a whole.

One last further study suggestion would be to analyze the impact of global warming on Buyukada's destination life cycle. Though it is a major threat on the planet's survival; at first glance, it seems like an opportunity in the case of Buyukada, since warmer winters will help the destination overcome seasonality in the short-term. However, questions like what could happen in the long-term and how the demand can be balanced in warmer summers still remain. Therefore, a comprehensive survey on this subject is highly recommended.

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NATURE BASED TOURISM THROUGH SUSTAINABILITY AND GLOBALIZATION

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ABSTRACT

Since 1970s, the whole world has not only witnessed the inevitable developments of tourism, globalization and international trade & business, but also discussed their results. These discussions are full of conflicts; globalization-glocalization, positive-negative effects of tourism. In appearance, the globalization is promising a unified, peaceful and equally sharing world while policies and rules of it have been introduced by global powers enjoying its benefits. Also, globalization accelerates and enhances international trade causing consumption of natural sources of underdeveloped regions. In this scene, tourism functions as a facilitator to spread out globalization and international capital. It creates an environment for interactions causing deformations in cultural and natural environments. The pace of tourism development is so fast that it has caused some unquestionable social, cultural and natural damages on environments where it has developed. Many nations have to reinforce tourism development for economic benefits. Innocently, tourism allows people to enjoy the tastes of the world. However, mass tourism has become an ordinary activity that everybody can join. People from developed communities started to seek new tastes. Therefore destinations, other than coastal destinations, are becoming active players by introducing new tastes through alternative tourism types such as ecotourism, cultural tourism, and nature tourism under the procedures of sustainability. The question is that all these types of tourism are really new or a new tactic of the global powers to penetrate and consume the sources of destinations and make them a part of global world through tourism by using economic weakness of these regions.

Key Words*: Tourism, Sustainable Tourism, Nature Based Tourism, New Types of Tourism, Ecotourism, Globalization.*

1. INTRODUCTION

Since 1970s, the tourism, globalization and sustainability have been discussed by the world. Although these are considered as new, only the sustainability was introduced in 1970s. When analyzed historical documents, it can be seen that the other two are as old as human being. Throughout the history we can find many efforts to unify the world and control sources. Turks, the Roman Empire, the Persian Empire, the United Kingdom and the US can be given as examples. However, it could receive the attention of scholars in the second half of the last century. What makes it different today; the efforts of globalization are mainly economic and controlled by international capital. In short, controlling the sources and properties of the world has been a dream of almost all nations.

Travel is also as old as the history. Mankind has been traveling for different purposes that almost all are still valid to travel. However, today we have more reasons; some of them are new (Lundberg; 1990; 41 & Icoz; 1998; 4). Industrial and technological developments have increased times for leisure and revenues in modern societies. They could find more free times and money for assisting themselves in their free time activities. Choi and Sirakaya (2006, 1274) explain the relations among these concepts as “in the 20th century, globalization of capitalism, movement of populations, and advances in transportation and communication technology have helped to develop tourism into one of the world’s largest industries.” As it has ability to create income, foreign exchange and employment, it is the easiest way to join the international trade and economy controlled by the global powers. Today we do not discuss its economic effects. Not only underdeveloped or developing countries, but also developed ones focus on tourism. For example, 5.5 % of the EU's GDP and 6 % of the total employment in average are generated by tourism (Smeral, 1998, 371).

As known; global forces are using every tool and method to penetrate to the other regions. Tourism creates excellent environments to form a global culture that could not be achieved through military, imperialist and/or other methods. By the tourism they can spread their culture and penetrate to the region they could not reach before without disturbing the nations or taking reactions. These powers are concentrating on local governments in the rural areas that have no technology or knowledge to market or produce marketable goods and services. These areas have only an option; tourism. The developed nations are also adopting tourism as a tool to meet and satisfy the needs of their citizens by using the nature and natural sources of tourist destinations in other regions without consuming their own sources. Meantime, they are exporting their culture to these regions.

2. GLOBALIZATION

Globalization has several meanings. Bardhan (2005, 1393) summarizes the meanings of globalization as "some interpret it to mean the global reach of new technology and capital movements, some refer to outsourcing by domestic companies in rich countries, others protest against the tentacles of corporate capitalism or the US hegemony (economic, military, or cultural)." Today, globalization aims mainly economic unification through free trade and constant foreign capital flows. The IMF defines it as "an economic activity carried out for the purpose of free trade among countries" (IMF World Economic Outlook, 1997, 2-3). In short, it is an economic development aiming free flows of goods, services and international capital in a borderless world.

The main philosophy of the globalization of our age can be clarified behind the words of Ekin (1999, 50): "globalization makes national economies dependent on each other." Today, this dependency is controlled by the international rules that have to be followed by even the most powerful states. This case is mentioned as "almost all states, even regional unions like EU have to undertake contracts according to the international laws." (8. Bes Yıllık Kalkınma Planı, Kureselleşme Ozel Ihtisas Komisyonu Raporu, DPT: 2544, OIK: 560; 2000; 67). If a country does not want to be part of this formation as the global forces wish, it is excluded. It is strongly likely that excluded countries will be hurt by trade liberalization undertaken by other countries (Stern and Deardoff, 2005, 1426).

In theory, the aims of globalization are perfect for the human being: sharing equally. However in practice, the developed countries determine the conditions and enjoy the greatest advantages of outcomes of the globalizations. (http://www.aeri.org.tr). Therefore the results of globalization are not same as claimed aims. Many studies showed this. For example, Dutt and Mukhopadhyay (2005, 298) concluded that some of the major aspects globalization and capital flows contribute to an increase in the inequality among nations.

Globalization and international trade cause not only economic problems, but also destroys the nature. For example, it is a well known example that the quota for Turkey to export hazel-nut. Although almost 70 % of the hazel-nut harvest of the world belongs to Turkey, Turkey can not export as much as she likes. Even, many hazels were cut off in 2003-2004. What can underdeveloped countries do is to direct to the tourism "that is not influenced from economic limitations, tariffs and quotas as much as other industries of international trade (Manisali and Yarcan, 1987, 9). What is strange here is that tourism receives its power and attractiveness mainly from the nature.

3. TOURISM

In the fast development of the tourism in 20th century, some factors such as free trade, globalization and its philosophy, fashion and policies of tour operators have played important roles. After WTO agreement eliminating economic borders, free trade has created an environment forcing people for an obligatory participation. Underdeveloped and developing nations do not have an opportunity to integrate international trade, except tourism, the easiest and common way to integrate to the world trade. Also, mass tour operators from tourist generating countries, purchasing in large amounts, are usually interested in getting maximum return in every operation have contributed to this fast development (Carey et all, 1997, 427). Finally, the capacity of tourism in generating employment and effects upon balance of payments makes it indispensable. Many local and national governments see it as a tool to create employment, even it is temporary, and to achieve some amount of foreign exchange to meet some of their import items.

Martin (2003, 241) summarizes the case for the tourism as "the tourism demand of the world is increasing day to day. As parallel to the increase of the demand, the supply is also increasing in the same pace and the competition among destinations is getting harder." No matter how developed country it is, the tourism is one of the most important income sources, even for the developed countries (leaders of globalizations) that are known as demand generators of tourism are getting the greatest shares of tourism incomes. Table 1 shows this reality that the most developed countries always take the greatest shares.

Table.1 Income Received from Individual Travel 2004

	Tourism Incomes		**Demand Generators**
	2000	**2004**	**2020**
1	**USA**	**U.S.A**	**Germany**
2	Spain	**Japan**	**Japan**
3	**France**	**Germany**	**USA**
4	**Italy**	**England**	China
5	**England**	**France**	**England**
6	**Germany**	**Italy**	**France**
7	China	Spain	The Netherlands
8	Austria	China	**Italy**
9	**Canada**	**Canada**	**Canada**
10	Greece	Australia	**The Fed. of Russia**

Source: WTTC, The Report of Travel and Tourism Economic Search in 2004, (The League of Countries' Tables), 2004, p. 1.

According to the 2004 statistics, 763,2 millions outbound tourists traveled (WTO, 2005). If inbound travelers are added to this amount, negative effects upon ecosystems and nature are natural. Theses effects are various and can not easily be qualified or defined. Gossling (2002, 284) divides these effects into two as physical and psychological ones and explain his ideas as "Their impact can be both direct and indirect. Ultimately, all changes initiated by tourism occur locally or individually, but add up to global phenomena. From a global perspective, tourism contributes to: 1) Changes in land cover and land use, 2) Energy use, 3) Biotic exchange and extinction of wild species, 4) Exchange and dispersion of diseases, and 5) Changes in the perception and understanding of the environment. These contributions can be positive or negative."

The negative effects of mass tourism are usually caused from “standard packages” sold by travel intermediates supported by particularly powerful financial institutions. Destinations without sufficient financial sources to promote and market themselves in international markets have to modify their products and services based on tour operators’ policies. As tour operators mostly are selling standard packages for profit maximization, the tourists have to satisfy themselves with unrealistic and similar products throughout the world. However this is not the ones travelers from developed countries want to experience. The desire and demands of these travelers have changed and they seek new tastes.

Tourism also facilitates the formation of a universal culture the global powers wish. To achieve this, they should export their cultures with their products. In this sense, their aim is to combine their physical (product-material) exporting with non-physical (socio-cultural) outputs. They could achieve their aims in a certain extent, particularly in coastal areas. Are hotels in Antalya offering different experiences or tastes other than those in Greek islands or Italian destinations? Of course, there are some differences because of cultural differences. However, services provided are mainly same. Now, it is turn of non coastal areas to be a part of the global village. New tourism types can serve as to penetrate the rural, inner parts of the regions that could keep their originalities. The tourism is ready to play its traditional role in assisting globalization as it has proved its ability in 3S tourism.

4. Nature Based Tourism

Over a few decades, trends in tourism demand have shifted from standardized mass tourism to more individualistic patterns enabling travelers to have more flexible and meaningful experiences (Briedenhann and Wickens, 2004, 72). In short, contemporary tourists want something different in their vacations. How can this be achieved? Tourism practitioners have found, in fact reminded, the solution; the nature. Then, many types of nature based-tourism such as nature tourism, ecotourism, farm tourism and wine were reintroduced.

Before defining the nature based tourism, it will be beneficial to understand, as Priskin mentions (2001, 638), that the term of “Nature-based tourism is frequently used synonymously with terms such as eco, sustainable, green, alternative and responsible tourism.” Therefore, in this paper the terms are accepted as same. Nyaupane et all (2004, 540) define the nature-based tourism as ‘‘primarily concerned with the direct enjoyment of some relatively undisturbed phenomenon of nature.’’ In its philosophy, the main aim is to provide for travelers to contact directly to the nature. Deng et all (2002, 423) state that the nature-based tourism is generally applied to tourism activities depending on the use of natural resources which remain in a relatively undeveloped state, including scenery, topography, waterways, vegetation, wildlife, and cultural heritage.

Ecotourism is a type of tourism including visitation of environmentally protected areas and requires more responsible visitor and supplier behaviors. TIES, (2007) defines it as ‘‘responsible travel to natural areas that conserves the environment and improves the well-being of local people’’. Therefore it is usually considered to be more than just nature-based tourism (Tsaur et all, 2006, 641). Jones (2005, 303) emphasizes “compared with mass or ‘‘old’’ tourism, ecotourism is touted as providing better sectoral linkages, reducing leakage of benefits out of the country, creating local employment, and fostering sustainable development.” It targets to minimize the negative effects of tourism and protect and develop the natural conditions of the visitation areas.

Industrial and technological developments have caused some rapid and unforeseen negative impacts on the nature and cultural ways of living. For example, industrialization lessened the importance of agriculture and machinery decreased the employment rate in agriculture. As a result, social changes such as migration or leaving traditional way of producing have inevitably experienced. After summarizing these outcomes with reasons for western nations, Briedenhann and Wickens (2004, 71) emphasize that tourism has been adopted as an alternative development strategy for the economic and social regeneration of rural areas. The case is not just for only western nations, but also valid for almost all underdeveloped and developing nations.

The nature based tourism types enable all rural regions to join and benefit from tourism. The unique nature and culture of destinations provides an advantage in competition. The competitiveness power of a destination depends on its ability in protecting nature quality. However it is not an easy task. Shafer and Choi (2006, 617) mention that a nature based tourism policy should fulfill economic, social, and aesthetic needs while maintaining cultural integrity, essential ecological processes, biological diversity, and life support systems. It necessitates cooperation and participation of all shareholders of tourism. However, as every shareholder will think their own benefits, it is difficult to establish a well running cooperation and participation among them. This is because of the nature of the tourism; a competitive industry necessitating cooperation of many sub sectors and participation of many parties. When the use of common assets such as natural and cultural resources is the main concern, the results can be undesirable as experienced in 3S tourism. Therefore, protective and sustainable development applications are obligatory.

In theory, employing the principles of sustainability for all types of nature based tourism can be seen possible if well planned, designed and monitored. In some studies, it is claimed that sustainable tourism can be achieved. For instance, Lim and McAleer (2005, 1437) conclude their study as "Sustainable tourism could make significant contributions to the quality of the environment, economic development, and the well-being of the host community while providing a high-quality experience for the visitor and/or tourist." Kiss (2004, 235) supports this as "for biodiversity conservation, ecotourism is a fairly good land use, but not as good as (effective) pure protection. It can generate some income and contribute to community development, but only within limits and with considerable investment of support and time."

On the other hand, many studies showed that there are many barriers for a sustainable tourism development. For example, Lai et all (2006, 1178) conclude their survey as "The study reveals a gap exists between the planners' intention and the actual implementation results. More than half of the sampling elements have not been effectively implemented." These findings are remarkable; the half of the sampling elements had not been implemented as planned, those claiming that sustainable nature or culture based tourism types can be achieved must think twice. If a giant economy like China, newly met the tourism and still having managerial characteristics of communist regime, can not apply a tourism development plan as planned, what can other small economies do?

Same authors identified that there are several barriers to implement tourism development plans as planned. These are "flaws of master planning, planner's inadequate background survey and analysis, planner's inaccurate anticipation, planner's lack of practical experience, practitioner's misunderstanding, divergence of views between practitioner and planner, pitfalls of private investment, and imbalance of development between regions." (Lai et all, 2006, 1178). It is known that these obstacles are the problems of underdeveloped and developing countries. Particularly last two are causing many questions arose. It is a known fact that tourism development requires high rate of capital investments. The questions related to this item are; 1) who will make private investments?, 2) If locals having insufficient capital are given priority in these types of tourism, how can find the capital necessary for being an entrepreneur?, 3) how local people can manage and control the development process of tourism development without knowing what the tourism is?

Erdogan and Baris state (2007, 605) that the assumed cost of environmental protection is another obstacle in transforming environmental awareness into industrial practice. Because, the tourism industry is only interested in environmental protection so long as it reduces operating and activity costs (Akis, 2001, 178). Too much investment capital requirements make sustainable development more difficult. As small scale is aimed, greater investor may not interest in these developments. In small scale and sustainable tourism developments are usually carried out through voluntary helps. For this reason, voluntary organizations and associations should be included in development projections.

When the answers of these questions are analyzed, the solution is to invite; first national capital and then international capital. These types of tourism require not only expenditures of planning, implementing, monitoring and improving infra and ultra structure, but also protection expenditures. It is an experienced situation if the pace of tourism development is not controlled by local authorities, national and foreign capital will flow the region and large scale of investments will start. Lee (1997, 590) claims that any large-scale development in these areas will not only degrade the natural environment, but also destroy the economic value of natural resources for tourism in the long-run.

As the tourism is considered as a tool used to balance the levels of development among regions, local people should make investments in tourism. Many states do focus on tourism business in rural areas. These efforts naturally create new businesses in these areas. This can be beneficial in short period. However, it can cause ecological and environmental damages in long period. New businesses may encourage new ecological risks, while environmental pressures (e.g. safety, ethical, social, etc. regulations) may impede business creation (Lodkipanidze et all, 2005, 790).

CONCLUSION

The efforts of globalization have always been and will be. People will always travel for different purposes as used to be. Today, tourism is providing for almost all nations some economic benefits. However, it also enables developed (global powers) export their cultures and form a universal culture. In this case, tourism is losing one of their fundamental reasons; cultural diversity. It is important to draw public attention to the dangers of tourism developments and globalization for the nations who consider tourism as simply an economic tool, but want to keep their own cultural and natural features and sources. Undoubtedly, tourism has positive effects on regional and national economies. However it has also negative effects on natural and cultural environments of destinations. Development of tourism seems to continue in rural areas. However it should be controlled under the principles of sustainability. Because there will be economic activities and relations, any types of tourism can’t be sustainable if the development is well planned, monitored, evaluated, and managed. The nature-based destination developers should take care of the experiences gained in 3S tourism.

A successful development is only possible under private but strictly controlled organizations such as area management companies that have to act as guards of local, environmental and cultural sources. As an economic activity, tourism development efforts require funds for investments and protecting the nature. To provide the funds necessary, the public, private sectors and especially voluntary and civil society organizations should be drawn into the process. The last ones will not economically benefit from tourism developments and they will provide some amount of funds. However, the funds provided by voluntary and civil society organizations are not regular; an area management company is a must for regular flow of funds.

As known, tourism development necessitates co-operation among the public, private sectors and local communities. In this co-operation local civil authorities should be empowered for the control of development, but not political governors whether they are local or national ones because they will concentrate on economic and political reasons. Some radical prevention such as punishment for those who are responsible should be conducted. On the other hand, private sector will not take much risk or wait long for a return on investment. Therefore development plans that are strictly planned and implemented may not draw attention of the potential investors or mediates. So, in planning stage, the factors such as how to inspire investors and how to market the destination should also be stated clearly.

If a sustainable development is targeted, all stakeholders should agree with the principles of development programs. These programs must comprise six steps: assigning who are responsible, determining goals, clarifying objectives, implementing and monitoring the process and auditing those who are responsible. Maybe the success of development programs depends on the attitudes of the authorities that are responsible of controlling the development process. After the starting to implement a development program, the behaviors of these people should be monitored and these people should be kept responsible from all the results of implementations. In this way, we can achieve a development as desired. On the other hand, globalization rules will succeed its aims as used to.

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An Outlook of Ecotourism with in the Context of Business In Case Of Fethiye-Turkey

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Abstract

In many literatures ecotourism has described as travel to natural areas which conserves the environment and improves the welfare of local people. It's a kind of sustainable tourism. Although sustainable nature and cultural based tourism activities have been activated for many decades with in protected areas, preservation of landscape is main aim and it has to magnify economic contribution to local communities. Local and other business should aware of that purposes.

The aim of this research is to find out outlook and applications of local and other business with in the context of ecotourism. in study plain and to find out natural sensitivity, economical improvements of local people and visitors preference reasons with their peculiarities. Thus three present ecotourism centers were pointed in research plain. As a consequence, economic welfare of ecotourism activities to local people and their fact about protection of natural and cultural resources were found and evaluated.

1. Introduction

According to The International Ecotourism Society (TIES) ecotourism is responsible travel to natural areas that conserves the environment and improves the well-being of local people. Thus it is about connecting conservation, communities and sustainable travel.

Ecotourism is increasingly being lauded as a sustainable development option for rural communities, one that is able to support economic development (Vogt, 1997) and instil environmental protection at the same time (Cater, 2002). It is suggested that successful protected area management will not be achieved without the cooperation and support from local communities (Gurung, 1995; Metha and Heinen, 2001; Wells and Brandon, 1993). The tourist not only contributes to preservation directly but also provides an incentive to preserve the resources by their presence and economic contribution. Over the long term the future of the ecotourism activity plains depends on the ability to be financially self-sustaining. Funds are needed for the management of conservation landscapes as well as for ensuring the health and well being of nearby populations.

It is travel to natural areas which conserves the environment and improves the welfare of local people (Boo, 1991; Cater, 1994; Wight, 1994; Wight,1996). It is specialized as adventures experienced by a small groups. It is frequently cited to be the fastest growing sector within the tourism industry. Since the term ecotourism was first introduced in the mid-1980s (Gartner, 1996) it has grown in popularity and is now advocated by the likes of international aid agencies and non-governmental agencies for its emphasis on community involvement and protection of natural resources (Weaver, 2002).

Environmental protection became a major issue in the 1990s after the introduction of the concept of sustainable development by the Brundtland Commission (World Commission on

Environment and Development, 1987). This report was seen as an expression of the increasing environmental awareness toward the latter part of the 1980s. Tourism as an economic activity has an inevitable effect on the environment of the destination. Like any resource use activity, ecotourism risks becoming unsustainable if local ecological and socio-cultural capacities are not respected (Wall, 1997). Conversely, properly planned and implemented ecotourism can contribute towards conservation and sustainable use of marine and terrestrial resources at the host destination (UNEP, 1999; White and Rosales, 2002).

A number of authors, however, have questioned whether local communities receive maximum benefits from the ecotourism industry (Campbell, 1999; Colvin, 1996; Loon and Polakow, 2001; Scheyvens, 1999) argues that ecotourism ventures should only be considered “successful” if local communities have some measure of control and share equitably in the benefits. Ecotourism should develop in the way of natural conservation, economic welfare to local community and so national economy. By the way it involves environmental, social and economic factors. The successful indicators should reflect the key variables, and be clear, conceptually definite and easy to apply in practice.

The interpretation of both the natural and cultural landscape enhances understanding, which in turn encourages visitors to be more sensitive towards local people, local lifestyles, and natural features and habitats. In addition to minimizing negative impacts on the environment, visitors are encouraged to make an ‘active’ contribution to the sustainability of attractions.

In this research introduction part is followed by material and methodology that explain location with natural, social-cultural characteristics of selected ecotourism lands in Fethiye-Turkey district. In study result, applied questionnaires were evaluated in sample centers. The effect of ecotourism activities to natural landscape and economical welfare of local communities as well as national economy were discussed.

2. MATERIAL AND METHOD

2. 1 MATERIAL

In the view of large outlook, research centers are located in around the rural landscape of Fethiye district. Fethiye is located between 36^0 37’ North and 29^0 06' East. It is a Mediterranean coastal city. Economy is based on two tourism and farming in and around the district. Mass tourism developed near the city while nature based sustainable tourism is actually developing away from the city center.

The main material of the study is composed of three important ecotourism plain and their sustainable potential on ecotourism concept. Questionnaires were applied to visitors and governmental with non-governmental business taken into account as research material. Reported speech with local communities, observation during the study period of 2003-2006 seasonal term for ecotourism activities and natural as well as cultural analysis contributed to the scientific evaluation.

2.1.1 Defined Three Ecotourism Lands And Ecotourism Activity Types In Fethiye

Fethiye has a great variety of natural and cultural tourism activity as sustainable. It is too difficult to point out and evaluate those plains selective to sustainable tourism activities. For that reason we have determined three research centers that works as suitable to ecotourism definition and actually works sustainable. Study lands were evaluated in terms of three locations in concept of ecotourism. That lands and activity varieties are as follows:

- Babadağ mountain paragliding land.

- Kayaköy cultural tourism of ancient Greek houses with mysteries trips to blue lagoon from city center on Lysian historical path.
- Saklıkent hidden canyon trip and rafting.

Babadağ mountain paragliding land: Babadağ mountain rising closer to blue lagoon of ölüdeniz sea with 1957 meter height. Top and other levels of the mountain is suitable for any type of flying. It takes approximately half an hour to reach the top by different type of trucks from ölüdeniz blue lagoon. You can examine excellent landscape and endemic flora. It is suitable to fly at three seasons except winter because of snow fall at the top of the mountain. Bu it offers to paragliding at lower levels also in winter at calm periods.

Kayaköy cultural tourism of ancient Greek houses with mysteries trips to blue lagoon from city center on Lysian historical path: Kayaköy is an old Greek villa constructed by stone houses of last century. They have all specific of a village as in church and bazaar. The communities living in the village were changed mutually in the beginning of the century. Historical village is not full of local communities, because they live in Fethiye or in the plain of village. It is under the protection by the government. For that reason it is appropriate for sustainable tourism as a kind of cultural and historical tourism. Village may be evaluated as ecotourism center by cultural change and responsible visits and also natural trips, because it contributes to local community while preserving the nature and history.

Saklıkent hidden canyon trip and rafting: Canyon trip is accepted as the main ecotourism activity in Saklıkent. It is under the control of a governmental business and local communities are active presently. They sell many kinds of natural products and have small business especially on food. Government contributes to protection but it is not enough actually. The canyon depth is about 18 km. Visitors walks in the narrow canyon until 2-3 km. From that point mountain climbers can continue the excellent trip. The canopy over the canyon is too high that presents the sky from a different point. Another ecotourism activity in the land is rafting. Esen river which is moving to a large meadow is coming up at the beginning of canyon. It reaches the sea at another protected area of Patara sandy mountain coast. Rafting is a new activity in the open river organized by nongovernmental businesses from Fethiye center. Although for local communities it is a different and new activity, they work to take part in that sport.

2.2 Methodology

Methodology is based on the questionnaire applied to local people, nongovernmental agencies and the visitors to the lands. It is composed of 12 questions and 48 variables connected with ecotourism concept. Approximately 220 papers were used in every plain but some different obtained. Some papers were not taken in to account because of their non-confidential replies. Questionnaire evaluation is based on percentage method and its accuracy was obtained as percentage of 95. Regration was build up to find out the impact of advertisement and other factors affecting ecotourism concept and contribution to local communities as well as the conservation of natural and cultural environment. The profits of business were also assessed in change and the contributing parts to the conservation were analyzed.

3. Results

3.1 Contribution to the Local Community

Contribution of ecotourism activity in three study lands were assessed by a few factors. First assessment material was local business, local population around the center, and visitors to ecotourism research lands by their contribution to local economy as well as the national tourism profits. Residence interests to ecotouristic activities cause rising input in local economy and contribution to preservation. Business in activity centers are aware of conservation. Because they could increase their profits by means of natural and cultural heritages. But local communities at each place are not aware of protection. Welfare of ecotourism to local people has to not only economic profit. It has to construct in education in the view of ecotourism and preservation

Approximately all business in the locations have been executed by local people. Some of them is local others were from the center of Fethiye. There is not any cooperation about tourism in that places. For that reason much of tourism profits are under the control of special agencies.

At the beginning of the ecotourism concept as sustainable activity, old tourists were popular as in the world. But it is possible to experiment all kinds of visitors presently. Ecotourism plains in study area has challenge of all kind of visitors by increasing profit. Kayaköy cultural tourism of ancient Greek houses with mysteries trips to blue lagoon from city center on Lycian historical path has a little or not host so benefits to local community is low. Saklıkent hidden canyon trip and rafting center has not enough hosts.

3.2. THE MAIN CHARACTERISTICS AND PREFERENCES OF ECOTOURISTS IN THREE PLACES

When we look at the age profile to ecotourists; Babadağ paragliding area pulls young tourists because of active recreational sport. The others contain at every age of tourists. They spend for the activity, food and host. They don't pay for other things. They are normal in money i.e. not rich and poor. The main profile and reason of preferences at any ecotourism place are as follows (Table 1).

Table 1. General Characteristics And Annually Profit Of Study Areas

	Babadağı			Kayaköyü			Saklıkent		
	2003	2004	2005	2003	2004	2005	2003	2004	2005
Number of Visitors	24000	26000	27000	11200	11500	12100	219000	211000	235000
Number of Business	22	24	25	54	58	60	27	32	28
Total Profit (000.YTL)	3600	3640	3510	6720	7475	7865	24090	25320	29370

Babadağ mountain paragliding land: That land usually takes 16-30 years old visitors. There are young because of active and dangerous sport. Their education are too high. It offers mysterous and excellent natural landscape with high level flying over the sharp rock and blue sea with affective lagoon. During the fly they can also look all Fethiye landscape at 1957 meters altitude. Visitors pointed out that Babadağ mountain was actually natural but also under the risk of high land use, because visitors to the mountain are increasing yearly. It has a limited capacity to visitors' density because of vulnerable structure. Ecotourists are aware of natural conservation need at the mountain.

Kayaköy cultural tourism of ancient Greek houses with mysteries trips to blue lagoon from city center on Lycian historical path: All kinds of visitors as old or young pointed at Kayaköy village. Males were a bit more than female ecotourists. The main title about kayaköy was historical, cultural structure. Some scientific accepts Kayaköy as the beginning of Lycian trip that ends at Antalya tourism center. But the small part of that trip from Kaya village to

Ölüdeniz blue lagoon is full of adventure and consist of excellent florastic and geographic features. Greece tourist are more than others as reason of Greek culture. Unated Nations of Environmental Programme (UNEP) supplied some support for restoration of the village especially for the main Church in the center of village. But mentioned support is not adequate to protect the center. Because it's income is not sufficient to contribute local people as well as the conservation. Kayaköy village should be accepted as UNEP area urgently.

Saklıkent hidden canyon trip and rafting: Ecotoursits at that land is about normal age. Young and old visitors pointed at the place. They are interested in canyon trip and natural features of the mountain and the water coming up the surface at the beginning of the canyon. It is deeply moistened and cold as a result of melting snow at the top of mountain. Decreasing temperatures in the canyon is wonderful in the middle of summer at Mediterranean region. Rafting sport is new at the canyon, Nongovernmental organizations business that activity. Local people effort to take part in that activity presently.

Ecotourist spend much more money than the other type of tourists. They wan to visit natural places and ready to pay much because of mass tourism actually destroyed most landscapes in the world. One person in Turkey spends 750 $ per a year. But one fly price for an ecotourist is at about90-100 $ at single or couple fly. Saklıkent tour from Fethiye to the canyon is approximately 50-60 $ for one person in study term. Individual spends reach to 80-100 $ in a day during the canyon trip and rafting on the Esen river.

Table 1. The Effect and Interest of Organizations to Ecotourism

Organizations /Activities	Advertisements and brochures use for ecotourism	Activities at any Ecotourism lands	Contribution to ecotourism	Demages to nature
Agencies: -None -Low -High	 %36 %26 %38	 %34 %39 %27	 % 12 % 48 %40	 %34 %26 % 40
Frequency	18	24	32	22
Hosts: -None -Low -Hig	 %24 %35 %41	 %27 % 38 %35	 % 22 % 34 %44	 % 52 % 24 %24
Frequencies	65	62	64	62
Other organizations: -None -Low -Hig	 %34 %39 %27	 %24 %35 %41	 % 42 % 14 %44	 % 23 % 54 %23
Frequencies	14	14	15	13

According to questionnaires (Table 2.) agencies contributes ecotourism by advertisement at about 38 percent while they 27 percent have activity rates in study areas. They contribute to ecotourism at 40 percent and destroy the ecotourism lands at about 40 percent. Hosts are at better level about ecotourism, because room prices of mass tourism are decreasing day by day. Ecotourism potential of Fethiye makes the hotels to change tourism varieties and to develop sustainable tourism like in ecotourism. Their damages to natural resource were too high but they are aware of natural conservation and try to built nature based hosts. Other organizations are on the way of ecotourism but going on slowly.

3.4. Impact of Ecotourism to Finance of Business

Finance profits of ecotourism activities at all study point to agencies were determined as high. For that reason they build up new department at their office called ecotourism development center. This is an important change in agencies for ecotourism challenge. But they don't look the ecotourism development as a natural conservation. Ecotourism is a new finance supply and develop their companies. They are aware of protection but it is not their first aim to sustainable tourism. It is obvious that ecotourism activity varieties are increasing in the world. That varieties are on development in Fethiye, because there are many potential ecotourism activity residence in that district based on natural and cultural heritage.

Small businesses are also in economic profits. That input is on the contribution to local community. Especially in Saklıkent canyon and Kayaköy village business are under the control of local agencies. They are normally poor and need to development. That finance input is biggest in Saklıkent canyon. But they are no well educated people especially environment. They examine the nature as economic contribution to their family. They don't really know their economic source is natural heritage. Big business win much more than local community and aware of natural conservation. By that way big companies should leave finance for natural conservation as well as the education.

4. Discussion

Ecotourism is accepted as responsible travel to natural areas that conserves the environment and improves the well-being of local people. In the study the main definition of ecotourism fact were analyzed in three different residences. Saklıkent canyon is nature based and rafting center, Kayaköy village is natural and historical land and Babadağ Paragliding Mountain is a natural active recreational sport center. Agencies, hosts and other organizations were evaluated at each residence. Governmental and nongovernmental organizations are aware of ecotourism fact and they get a big finance input from ecotourism. Local communities are also active in ecotourism activity but they don't know if it is ecotourism or mass tourism. Economical contribution is much more important for local people.

As a consequence, ecotourism should be introduced to local communities by different educationally activities. Agencies need ecotourism based development especially in Fethiye district because of natural and cultural not destroyed resources. The development should be based on conservation, contribution to local community and national economy. National and local administration should support and control all tourism activities all over the country.

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RURAL TOURISM ALTERNATIVES IN MOUNTAIN VILLAGES: A CASE STUDY IN ANTALYA

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ABSTRACT
In the late 1970s Cohen argued that attention was being overly focused on tourism's negative effects. After that, several types of non-mass tourism such as 'alternative tourism' and 'ecotourism' were advocated as being less damaging to society and environment. In recent years, rural tourism has attracted a steadily increasing level of research attention, stimulated by two factors. First, tourism demand for rural areas is growing. Second, rural tourism has arrived on the political-economic agenda, the hope being that tourism business can alleviate the consequences of a decline in traditional means of rural employment. Varying degrees of rural areas tend to have four main qualities: relatively low physical densities of people, buildings and activities; less social and cultural heterogeneity; less economic diversity; and a comparative physical isolation from general economic, social and political networks. With the aim of improving the possibilities of alternative tourism in Antalya and accelerating the progress in rural areas by means of tourism, mountain villages are attempted to be brought in tourism guaranteed that all its local, social and cultural values kept. Mountain villages were settled by means of an architectural concern that gives priority to natural conditions and that is conscious of human-centred value judgments. By means of this study, necessity of regional protection that covers all the local, social and cultural entities is emphasized, and the importance of involvement within tourism in order to accelerate regional development is discussed.
Keywords: *Tourism architecture, rural tourism, sustainable tourism, regional development, Antalya.*

1. INTRODUCTION

Starting from the second half of the 20th century, mass tourism has started to spread; the profile of the tourists, the expectations and demands of them have altered and consumption has become dominant. In this period, there have been many changes in economical, political, social, cultural and organizational fields. In order to cope with these, tourism tendencies have also changed and “developed”.

As a consequence of the developments in the field of tourism, it can be clearly seen that the number of resort hotels in Antalya has increased rapidly. The number of tourists visiting Antalya increased from 800 000 to 6 884 636 in 25 years' period. With the increase of the number of tourists, the role and responsibility of architects have gained importance. A great number of hotels and holiday villages have been built on the east and west coasts of Antalya (Altun, 2005).

In 1973, Ministry of Culture and Tourism had the Master Plan of Antalya prepared as well. The projection period of this plan is the year 2000 and it proposes 174 000 bed capacity. In 2000, the planned target year, the number of the beds climbed over the proposed bed number and reached 188 613 and now Antalya has 325 788 bed capacity.

Besides the positive sides of development, some other problems occur, such as fast population growth and the speedy consumption of the natural resources related to this rise and environmental pollution, the negative effects such as corruption of the balance among air, soil and natural products and the destruction of natural and cultural wealth should be taken into consideration.

Within this context, the aim of alternative tourism types has been to improve the tourism phenomenon in such a way to contribute the regional economy and social life permanently without destroying the environment, society, and historical, natural and cultural entities. It is necessary to bring these values in tourism, since they seem to be necessary to be preserved due to the intent of spreading tourism to twelve months a year, to take the concept of tourism out of the monopoly of sea-sun-sand and diversify by means of new concepts directed to sustainable tourism alternatives, such as rural tourism and enlarge the possibilities for investment.

By means of this study, rural tourism alternatives in mountain villages of Antalya are examined and necessity of regional protection that covers all the local, social and cultural entities is emphasized and the importance of involvement within tourism in order to accelerate regional development is discussed.

2. Development Of Tourism Architecture In Antalya

In Turkey, tourism in 1980 was encouraged to constitute a new sector as an economical and political objective. The supports given to the firms by the government through the tourism planning decisions accelerated the residence seeking. Related to this process the tourism construction has gained a fast acceleration and mass tourism has widely grown up on its coasts (Altun and Ucar, 2004).

In tourism architecture, most of the buildings constructed were using local architectural images and forms. Most of these constructions are left as picturesque dimensions in the buildings and the general residence organization of the hotel is not rather different. Again seeing the realities of these formal components forms a paradox between fake and real elements. In this context, most of the hotels that built in Antalya coasts could be evaluated in terms of “kitsch”.

Zekiye Abali (1995) states that, the source of the shapes, that is related to a certain region and to create the targeted effect, regional architecture is inspired and quoted; “The created comprehension in the liberal surroundings of post modernism by the architects who think by images is the comprehension which is aimed at creating solely effect. It is possible to say that this comprehension not only makes the regional architecture worthless but also makes the new construction that quatos from regional architecture common, too”.

According to Abdi Guzer (2000) “local concept” that was made prior consumer material has been made the most important material of the identity production of architecture. In tourism constructions, identity, like an input of a program, goes to the fore such as an element that affects the value of the market and management productivity. The meaningful external appearance, direct eye-catching, difference and consumption object becomes legal as to affect the market value.

In the past seven years, another tendency called “thematic hotel” has been developed in Kundu new shores of Antalya, Kundu. In Kundu the imitations of different historical buildings or cities have been built and a new tourism region is constructed by spreading these hotels on the “shore”. Thematic hotels, Topkapi Palace, Kremlin Palace, Venezia Palace, Titanic de Luxe, Concorde Resort & Spa etc., were built next to each other, all along the Kundu shore.

Unfortunately, these thematic hotels are not related to the city, its history, its culture and its climate at all. This kind of approach would fit perfectly in areas like Las Vegas, which is basically a desert and does not have any historical value. It is hard to accept the idea of constructing snowy Red Square in the shores of Antalya. It is against all architectural design approaches. Certainly, Antalya -with its history and culture- deserves better design solutions than these consumable concepts. Tourism architecture in the region has all been given to the managers' marketing strategies and the hotels have been turned into a stage decoration.

In this intensive competitive market, it is necessary to be distinctive, to present a new image and to offer new facilities in order to take place in the market and to survive. Like wise the other things once mentioned as fashionable, it can be suggested that the resort hotels built with a concept of formal imitations will fade rapidly and loose its value since they will cause boredom in a short period.

However, the ones diverse in the means of facilities they offer, and with performances, shows and activities fulfilling the guests' demand of "experiencing the different" -without conceding the architectural qualities and uniqueness- will be more successful in a long time period.

In the consumption culture that is related to the life fields the biggest problem of the mass tourism that forms the last link of the chain is not turning into the cultural tourism because of the structural features. Today coming across the consumption tourism model is the result of unidentified control mechanism on where, what type and capacity of tourism are needed in macro measurement. Nowadays in tourism buildings, new solution researches must be done to identify the new targets and architectural inheritance that reflects local identity to acquire the cultural inheritance again.

In this context, mountain villages which were settled by means of an architectural concern that gives priority to natural conditions and is conscious of human-centred value judgments were selected as an alternative for rural tourism in terms of sustainability.

3. RURAL TOURISM ALTERNATIVES IN MOUNTAIN VILLAGES

Interest in countryside recreation grew in the nineteenth century as a recreation to the stress and squalor of the expanding industrial cities. The Alps, the American and Canadian Rockies were early rural tourism venues assisted by rail-led marketing and capital investment (Lane, 1994).

The development of rural tourism is regarded as a promising diversification strategy especially for lagging and mountainous areas of the European Union (Skuras, D., Petrou, A., Clark, G. 2006).

It is suggested that to varying degrees rural areas tend to have four main qualities: relatively low physical densities of people, buildings and activities; less social and cultural heterogeneity; less economic diversity; and a comparative physical isolation from general economic, social and political networks (Bramwell, 1994).

The cultural heritage (traditional house style, cultivation landscape, dresses, handicrafts and language and traditions) of mountain villages is usually neglected, as people think only of important historical monuments in the cities; but now that the traditional aspect of the cities is largely lost, it becomes important to safeguard the villages which keep their traditional aspect, together with the culture of the people inhabiting them. This tradition, apart from being important for the identity of the villagers themselves, is an important asset for tourism.

In fact tourism can be an important resource for peasants in mountain areas, complementing their agricultural production, and a tool against poverty and emigration (http://www.fis.unipr.it/~coisson/cina/turismo2.html).

Rural tourism has characteristics of small scale, well-managed, educational and frequently up-market. It differs from the mass tourism because it dedicates to expressing some rural and cultural ideas.

In the face of homogenized globalism and what may be increasingly impersonal and unsafe urban environments, rural tourism is often perceived as able to meet growing demands for personal contact, individualism, authenticity and heritage, said to reflect increasing levels of education, health consciousness, and the development of accessible high performance outdoor equipment (Hall, Mitchell and Roberts, 2003).

Tourism literature often emphasizes the tourists' quest for authenticity, which means that modern tourists are in search of unspoilt nature, landscapes and local cultures with a distinct regional or local character (Midtgard, 2003).

Rurality embodies all those qualities that are missing from the urban area and modern urban society. Studies of public attitudes to the countryside also suggest that many people value the countryside because of its symbolic role – the countryside is perceived as a better physical and social world (Bramwell, 1994).

Urry (1990) states that, rural tourism is thought of as opposite of beach tourism since beach tourism is viewed as large-scale mass tourism with collective tourism attitude or gaze whereas rural tourism is viewed as an individualistic venture. In extended context, the difference between urban / resort tourism and rural tourism is shown in the Table 1. Thereby, the notion of rural tourism seems also to contain an element of tourism aesthetics, through a distinction between 'respectable' tourism and the tourism of the masses. Rural tourism is precluded from being a mass tourism phenomenon, for as soon as the masses arrive, it is no longer rural tourism. (Sørensen and Nilsson, 2003).

While a 'post-fordist' shift has been identified empirically by such researchers as Hummelbrunner and Miglbauer (1994) and Boissevain (1996), suggesting that balance of demand for tourist services is moving from a pattern of mass consumption to more individual patterns, with greater differentiation and volatility, there is in fact a continued global growth of mass tourism markets as successive developing countries become tourist source areas (Hall, Mitchell and Roberts, 2003).

There is no doubt that tourism in rural areas is growing rapidly all over the world; especially in USA, Canada, Spain, Denmark, Norway, Sweden, Switzerland, Poland, Italy, Ireland, UK, Austria, Taiwan, Jamaica, Canary Islands and the Caribbean, etc. Over 70% of all Americans now participate in rural recreation: figures for many other developed countries reveal similar, if slightly lower, level of participation (Lane, 1994).

Table 1: The difference between Urban/Resort Tourism and Rural Tourism (Lane, 1994)

Urban / Resort Tourism	*Rural Tourism*
Little open space	Much open space
Settlements over 10,000	Settlements under 10,000
Densely populated	Sparsely populated
Built environment	Natural environment
Many indoor activities	Many outdoor activities
Infrastructure – intensive	Infrastructure – weak
Strong entertainment / retail base	Strong individual activity base
Large establishments	Small establishments
Nationally / internationally owned firms	Locally owned businesses
Much full time involvement in tourism	Much part-time involvement in tourism
No farm / forestry involvement	Some farm / forestry involvement
Tourism interests self supporting	Tourism supports other interests
Workers may live far from workplace	Workers often live close to workplace
Rarely influenced by seasonal factors	Often influenced by seasonal factors
Many guests	Few guests
Guest relationships anonymous	Guest relationships personal
Professional management	Amateur management

Cosmopolitan in atmosphere	Local in atmosphere
Many modern buildings	Many older (traditional, local) buildings
Development / growth ethic	Conservation / limits to growth ethic
General in appeal	Specialist appeal
Broad marketing operation	Niche marketing

Good examples could also be found in Italy; for example in some mountain areas, with family guesthouses, and so-called "agro-tourism" in many parts of the country (http://www.fis.unipr.it/~coisson/cina/turismo2.html); similar conditions can be found in some villages in Turkey too. Safranbolu, Yoruk Village, Sirince Village, Beypazari and Cumalikizik Village are well known and alternative destinations for the rural tourism activity in Turkey.

Within this context, there are attempts to develop new comprehensions for tourism in order to increase the rural tourism potential, to provide the local community with the advantages of this sector both materially and morally, and to generalize tourism without any harm to heritage, nature and ecology in Antalya.

4. Rural Tourism Alternatives In Mountain Villages: A Case Study In Antalya

In order to provide a region with an efficient sustainable by means of rural tourism, it is strictly required to make up an inventory of the rural and local entities of the region in question, provide them with sufficient preservation and to determine the level of their contributions to tourism within this context. Protecting rural and local entities of a country and including them in tourism increase and support feasibility/practicability in terms of sustainable tourism.

Kotler et al. (1993: 100) have considered place in terms of four components: character, fixed environment, service provision, and entertainment and recreation (Hall, Mitchell and Roberts, 2003). Mountain villages in Akseki, Antalya has sheltered all these components in their structure.

Akseki is a province of Antalya, in the north-east of the city. Located 160 km far away from Antalya on the road to Konya, Akseki is among the oldest settlements that constitutes of villages on the southern hillsides of Taurus Mountains.

There are important archaeological values in Ibradi (Iradi), Erymna (Ardıç Pinari), Kotenna (Godene-Mentesbey), Unulla (Urunlu), Katranatepesi, Cevizli, Kuyucak-Bagarcık, Deliklivirane (Delikli Oren) all of which are located in the Akseki Region. This region is known as “Psidia” with its very well known settlements as Etenna, Kotenna, Erymna at the very beginning, and started to be defined to be on the borders of Lekoonia after the 4th century AD (Iskan and Cevik, 2000). The neighbourhood is also located on the main road that connects tourist ghetto on Antalya coast to internationally celebrated “Cultural and Faith Tourism” centres “Konya (Mevlana)” and “Cappadocia” (Esengil, 2002).

As a natural result of its steep topography and location on the crossing zone among different climates, the region is also very rich in geomorphologic formations. The “Altinbesik Cave National Park and Hunting Ground”, which is internationally celebrated, and “Gidengelmez Mountains” are only two outstanding examples. Besides these, Gurleyik Cave, Kocaduden Cave, Oruc Dudeni Cave, Karadag Cave and Akseki - Piser Highland, Hadim Highland are attractive places to visit.

The Akseki villages reflect “Mediterranean Region Classical House Plan” constructed of timber, stone, etc on rock ground with mature and long-established architecture. The streets are narrow and covered with natural stone in the village. All the houses are made of stone without mortar and tied with timber. Timber beams that are put horizontally to the section of the wall, project front, which makes an interesting facade. These beams at the same time are used as a scaffolding to go up. This type of structure was formed as a result of needs of function and lack of materials. Stone and timber were the only materials that could be found naturally. So the stones were joined with timber beams instead of mortar, walls were not coated from outside and shavings of wood were used instead of roof tiles.

This led to the determination upon the necessity for regional protection that covers all the social and cultural values and for bringing them into tourism. Due to the features listed above, it is decided to work on Akseki-Sarihacilar, Suleymaniye and Ibradi-Urunlu villages –due to their original layout and natural and civil architectural examples it hosts–, in order to bring up and to introduce the region, to discuss its problems, to prevent possible deformations, and to revive the region in terms of rural tourism while preserving its values in terms of sustainability.

4.1. Sarihacilar Village

The observations carried out in the region led to the selection of Sarihacilar Village for sample application. Sarihacilar is a mountain village near to Akseki which was built in 980. Located with 2 km distance to Antalya-Konya Road, Sarihacilar Village is almost abandoned due to migration. It hosts only 7 families that deal with livestock. Wheat, barley, chickpea, cotton, sesame and almond are the agricultural products of the village. Before the migration most of the families were weaving some textile products, but no one keep doing it now.

The Antalya Branch of the Chamber of Architects started the initial attempts in Sarihacilar village by means of “Students of Architecture Summer Schools”.

One of the most important reason for choosing this village as the sample is that it has an original layout. Not only natural but also civil architectural works that are still in service also affected upon this decision. One other reason is the cypress forest, which is a unique example for sustainability that is grown up by the local people to obtain necessary amount of wood for construction of the houses.

The endeavours are realized in six phases as; to make a planning-based inventory, preparation of the surveys of the houses, communication with the hosts-determination of requirements for common use-re-functioning the buildings-inquiries, preparation of the present time maps, preparation of settlement plans for the village, restoration of the buildings.

In settlement plans, some of the rural houses are designed as residences, secondary residences, guesthouses and/or rural houses for rent. Sufficient amount of land are reserved for sport and entertainment facilities, and rural activities are proposed such as walking, cycling / cycle touring, landscape appreciation, rural heritage studies, small town / village touring, relaxation holidays requiring a rural milieu, rural festivals or special activities, etc.

The restoration of the houses started in 2004 and 10 houses and the village mansion has been completed until today. All the process was held under the supervision of the village association, and the restorations of the houses were afforded by the hosts. Obviously the restoration of buildings also had to be regulated. No modifications of the original structure can be introduced, and local materials of each region must be employed.

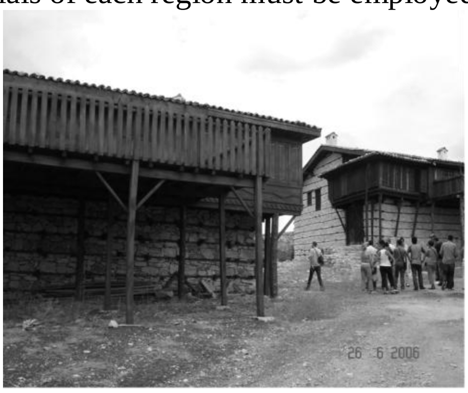

Figure 1: Restored Houses

In this context, this project is aimed to define a process towards to re-evaluate Sarihacilar Village directed at the rural tourism.

4.2. SULEYMANIYE VILLAGE

Located with 2.2 km distance to Antalya-Konya Road on the east, Suleymaniye Village is 223 km far from Antalya and 166 km far from Konya.

A summer school was organized in Suleymaniye Village by Akdeniz University and The Foundation for the Promotion and Protection of the Environment and Cultural Heritage (CEKUL) in 2006. Preservation and restoration projects were prepared for selected houses and the old school to re-evaluate the village by means of tourism. In the meantime, one of the major house and the old mosque was also restored.

Figure 2: Restored Old Wooden Mosque

On the 1400 m height from the sea, the Suleymaniye Village is convenient for agricultural facilities such as growing up viniculture, almond, nut, pistachio. The village has also really a big potential in terms of rural and highland tourism. Giden Gelmez Mountains, Karadag Cave and Akseki - Hadim Highland, and Soyler Castle are the most important touristic places of village. Especially “Giden Gelmez Mountains” is a desirable centre with its hunting facilities and also attractive for geologist and researchers with its natural structure.

In the scope of this Project, some rural activities such as walking, climbing, studying nature in outdoor settings including bird watching, photography etc., orienteering, gardening, etc. were also proposed (Altun, Esengil, Boyacilar, 2006).

4.3. URUNLU VILLAGE

“Life in Unulla (Ibradi-Urunlu Village)” Research Project was designed by a group of academician from Akdeniz University and the project was awarded by The Turkish Tourism Investors Association with the first prize in 2006. It is a multidisciplinary investment and evolution project designed with cultural, architectural, and business management aspects.

With the aim of improving the possibilities of alternative tourism in Antalya and accelerating the progress in rural areas by means of tourism, Urunlu village located on the southern part of the Taurus Mountains are attempted to be brought into tourism guaranteed that all their local, social and cultural values are kept.

Urunlu Village is characterized with its historical and cultural values, Altinbesik cave, annual grape festival, local foods and its unique tradition in terms of rural tourism (Aykin, Aksoy, Aksu, Er, Altun, Ozdemir and Kulaksiz, 2005).

Especially, Altinbesik Cave which is located at the western slope of the deep and very steep Manavgat Valley which is to the east of Urunlu Village is one of the most beautiful caves of Turkey. The karstic topography of the environment and the pine forests exhibit a marvellous spectacle. It takes about one hour of walking to the cave from the village (http://www.kultur.gov.tr/EN/Default.aspx?17A16AE30572D313D4AF1EF75F7A79681D9DD78D03148A6E).

Figure 3: Altinbesik Cave

In the scope of this Research Project, a rural accommodation facility was designed as ten local houses with twenty rooms and a social and administration building was added to the rural complex. Additionally, some rural activities such as walking, attending to rural festivals or special activities, cycling, gardening, etc. were proposed.

Figure 4: Proposed Accommodation Alternative

5. Conclusion

The natural, local and cultural entities of Turkey offer unlimited opportunities to diversity and enrich tourism. It is possible to succeed if only these values are preserved and only if the local people are involved within these actions. People living in mountain villages also desire to participate in tourism with an increasing consciousness.

Ultimately this rapid, uncontrolled increase of hotels in coastal areas served to the demands of the tourists and market only, and have not necessarily added any values to the city of Antalya and not related to its surroundings by means of real “tourism” facility. In fact it is not sustainable and/or reliable anymore.

Nevertheless, there are inherent dangers in this conceptual change, for, taken to its ultimate consequences, the product could become subject to the same process of concentration in the hands of hotel chains, as has happened in mass coastal tourism. Moreover, the increasing provision of sports facilities and other leisure activities in conjunction with rural accommodation is taking the emphasis away from the original objectives of ‘agritourism’. On the basis of evidence, it is worth giving some thought to the kind of ‘rural experience’ that is, in fact, being offered to visitors (Priestley, Cánoves, Seguí and Villarino, 2005).

Until perhaps thirty years ago most leisure activities in rural areas were related closely to the intrinsic environmental setting, and could be characterized as relaxing, relatively passive, perhaps nostalgia-related, with forms of activity such as walking, picnicking, fishing and landscape photography. Many of these activities represented escape from urban life into an environment of contrasting pace and setting where the physical and human elements were thought to blend in harmony (Hall, Mitchell and Roberts, 2003).

It is reasonable to interpret these attitudes as an indirect support of alternative forms of tourism that are small-scale, ecologically sound, sustainable and sensitive, as they do not harm the natural environment or the authentic character of the local villages and communities (Midtgard, 2003).

Now, Antalya should keep in parallel with the developments in the world, should preserve its cultural and natural entities, should bring them in tourism and should develop alternative tourism possibilities due to the increasing level of concern to the historical, cultural and natural entities through the world.

Finally I would love to finish my words with the saying quoted from one of the poetry's of Tadao Ando "To save the soul of the ground today is turning neither to history nor to soil, it is to wake history and soil instead."

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AVAILABILITY OF RURAL TOURISM FOR GALLIPOLI VILLAGES: THE POTENTIALS AND ATTITUDES

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ABSTRACT

Rural tourism as an alternative form of tourism is seen as a means or a strategy for local/rural/regional development in developed and developing countries. The importance of rural tourism for a country or specifically for a region depends on the tourism resources, infrastructure image, presence of other tourism products and market access. On the other hand, availability of area for recreational / touristic reason depends largely on the goals and attitudes of landholders. These attitudes are determined by landholder values and personal beliefs; legal, economic, social and ecological concerns; national, local and family traditions; government incentives; the type and volume of recreational activities; and past encounters with recreationists. The main objective of this paper is to examine whether Gallipoli villages can benefit from rural tourism opportunity as a way for rural development. In order to clarify this objective, amongst many other dimensions of rural tourism, only two dimensions were saught. Socio-cultural, economical, natural, environmental and historical assets or situation were checked as a base for tourism (Infrastructural issues). Besides this dimension, the attitudes of the inhabitants, their expectations and willingness toward tourism/tourists in each village were determined via a questionnaire form.

Keywords: *Rural tourism, attitudes of landholders, Gallipoli, Turkey*

1.INTRODUCTION

Tourism is a powerful force of change in the economy in both the developed and in the least developed countries (OECD, 1994). It is a growth sector in terms of employment, i.e. it grows faster than total employment, two to ten times faster than for the labour force as a whole, and is often considered an important potential source of employment for many rural areas. When successful, it helps to preserve local jobs in marginal rural areas, creates new jobs where the activity prospers, and diversifies employment. (http://www.unece.org, 2005:14; Mansuroğlu, 2006:35).

There is an increasing awareness on the role of rural tourism for rural development in Turkey. Cultural and tourism assets with their high potentials in Turkey is the strenght and opportunity for Turkey to make difference in rural development, because of the increase of demand or consumer preference for rural tourism and interest on preserving and developing the environment (DPT Ulusal Kırsal Kalkınma Stratejisi; Dokuzuncu Kalkınma Planı (2007–2013).

2.RURAL TOURISM

2.1.Rural Tourism Concept

The origins of rural tourism is traced to the rapid industrialisation and urbanisation of Western societies in the 19th century. Improvements in transport, increased wealth and free time have enabled visits by urban dwellers to the countryside"(WTO, 2003:3).

Rural tourism is defined as “recreational experience involving visits to rural settings or rural environments for the purpose of participating in or experiencing activities, events or attractions not readily available in urbanized areas. These are not necessarily agricultural in nature” (www.sfc.ucdavis.edu/agritourism/definition.html).

The activities of a person travelling and staying in rural areas (without mass tourism) other than those of their usual environment for less than one consecutive year for leisure, business and other purposes (http://glossary.eea.europa.eu/EEAGlossary/R/rural_tourism). The definition used by the World Tourism Organization summarizes for what reason the visitors are willing to engage in what type of tourism at a place named rural.

"Rural tourism is engaged in by tourists seeking rural peace; it is away from the mainstream, away from areas of intensive tourism activity. It is engaged in by visitors who wish to interact with the rural environment and the host community, in a meaningful and authentic way" (WTO, 2003:3).

Most definitions tend to focus on the types of activities visitors engage with in a rural area, this leads to labelling of different tourism types in rural areas such as agri tourism, eco tourism, green tourism, cultural tourism, heritage tourism, nature tourism and countryside tourism (Luches & Monica,2004; Petrić, 2003). All of these forms are closely associated with the basic requirements of sustainable development. What mustn't be overlooked as the very essence of rural tourism is local cooperation and community involvement through different forms of networking (Petrić, 2003).

Indeed, as it can be seen above discussion, the conceptualization of rural tourism is difficult because of the conceptualization of rural area (Frochot, 2005:335; Petrić, 2003). The most common and recognized definition of rural tourism was made by Lane (1994: 9) as “tourism that takes place in countryside”. It refers to the areas that lie beyond major towns and cities, the opposition to urban places, with the feature as forests, reservoirs, canals, beaches and agricultural land, as Sharpley and Sharpley (1997 cited in Frochot, 2005) mentioned.

Tourism that is located in rural areas is rural in scale, character and function, reflecting the differing and complex pattern of rural environment, economy, history and location (Lane, 1994). Demand for rural tourism is related directly to the specific attributes of rural areas, and the principal motivation for visiting the countryside is to experience rurality (Sharpley and Roberts, 2004.120). A rural tourist destination is a wider area dominated by natural and/or farmed/forested environments in which specific natural, economic and socio-cultural features are embedded and provide a unique tourist product that is small scaled and nature-friendly (Petrić, 2003). Lane (1994) underlined the essential criteria of rural tourism as follows:

-Rural tourism is tourism taking place in rural areas
-Rural turism is rural in scale
-Rural tourism is built upon the specificities of the rural world (open space, rural heritage)
-Rural tourism represents rural world (environment, economy, history and location).

Table 1: The Characteristics of rural tourism and tourism in rural areas (Lane, 1994).

Rural tourism	*Tourism in rural areas*
-Essentially located in rural areas	Not essentially located in rural areas

-Functionally rural, i. e. built on the special special features of the countryside	Not functionally rural, i. e. built on the features of the chosen activity
-Rural in scale (i. e. small scale)	Rural in scale (i. e. small scale)
-Traditional in character; organic growth, local ownership	Traditional in character; organic growth, local ownership: but possibilities for expansion via alliances/ partnerships may alter the locus of control
-Varied, representing the complex pattern of the rural environment	Varied, representing the breadth and volatility of demand
-High importance of the countryside for consumer satisfaction	Relatively low importance of the countryside for consumer satisfaction

Figure 1: Segmentation by purpose of trip
(to be in the countryside)

Importance of the countryside to the purpose of the trip and tourist satisfaction

Low	High
(tourism in rural areas)	*(rural tourism)*

General sightseeing
Activity tourism
Adventure tourism
Mountaineering
Birdwatching
Nature-based holidays
and activities

Conservation holidays
and activities
Farm tourism
Cycle
touring
Tourism
on farms
Mountain
biking
Off-road
driving

Low	High

Likelihood of identifying a niche market

Roberts, Lesley(Editor). *Rural Tourism and Recreation: Principles and Practice.* Cambridge, MA, USA: CABI Publishing, 2001. p 184.
http://site.ebrary.com/lib/canakkale/Doc?id=10060506&ppg=204

2.2. Criteria of Rural Tourism

Rural tourism makes sense for regions to be developed through tourism, but for rural tourism to be a means for rural development, the region should have some characteristics. The regions that are suitable for rural tourism may have the following characteristics (Küçükaltan, 1999: 49):

- The region with a population below 10 000 persons
- The region having nature, rural community and cultural potentials
- The population and the settlement that is proper for rural activities
- Preservation of current life, plants and animals
- Preservation of rural setting, prohibiting urbanization at the region
- Preservation of historical assets and varying community cultures
- Availability of sports that suit natural and cultural formation at the region
- Efficiency at promotion, trade, management and planning
- National and international standards of transportation, accomodation, food and bewerage services.

2.3. Rural Tourism Development and Local Development

Rural tourism is seen as a strategy of regional/local development (Petrić, 2003). It is an instrument of socio-economic development (Gannon, 1994; Greffe, 1994; Butler and Clark, 1992). However its perceived attractiveness as an agent or rural development is also mentioned by the researchers. The important point for the failure of rural tourism is about its implementation process or implementation gap as mentioned in the literature. They claim that it works where rural tourism is integrated into wider local development plans (Butler and Clark, 1992). The increasing number of rural tourists doesn’t mean for generating high levels of per capita spending as Jenkins et al (1998) mentioned. It might not also generate high levels of income, despite its supplementary income to rural communities (Sharpley, 2002). In other word, it is not the only panacea or the solution for rural economic problems (Cabelle, 1999:251). For achieving potential benefits of rural tourism, effective planning, management and marketing are imperative (Briedenhann and Wicken, 2004:201). Because of the small scale of the firms (common nature) in rural tourism require the co-operation between these firms to overcome the barriers about marketing and promotional functions (Briedenhann and Wicken, 2004). For instance, in Europe, three critical issues have been recognized in the development of rural tourism (Hall, 2004:165):

-Visitors are attracted to rural areas by their distinctive regional, socio-cultural heritage, landscape qualities and perceived cleaner environment, however these qualities may be threatened by the impacts of tourism and recreational activity.

-Training is not considered in assisting improvement for the quality and appropriateness of rural tourism products.

-Rural tourism products need collaboration and networking in promotion and marketing.

Rural tourism can help and ameliorate economic, social and identity restructuring processes by its potential to raise incomes, stabilise populations, sustain cultures, changing economic roles within households, and promote ecologically friendly images (Hall, 2004:173). To achieve the potentials, authorities should consider some reasons to intervene in the development of rural tourism like protection of potentially attracted areas, modernization of supply structure, marketing, training and widening opportunities for participation in rural tourism (Greffe, 1994). Similar suggestions are made by Lane (1994) by considering sustainable development policy linkage:

-Sustainable management systems should be imlemented to protect fragile areas,

-Mediating is required for conflicting aims of conservation and development,
-Encouraging balanced, broad-based but community focused economic growth,
-Maintaining the rurality of rural areas.

The point of sustainability Lane underlined is crucial because the reason for visitors to rural areas is “to experience rurality. Tourism is seen vulnerable to sustainability at various points (McKercher, 1993). The product-centered focus to tourism development, and tourism as a business convey some contradictions (Sharpley, 2001). This can be overcome by sustainable tourism while succeeding economic growth, and the character and quality of rural areas should be held stable or protected (Sharpley and Roberts, 2004:121). Tourism as a sector-specific basis has much to gain through sustainability ideology because of the natural link between tourism and the environment, thus tourism should have a proactive leadership role to help survive sustainability (McKercher, 1993:133). As known, the idea of sustainable development focuses on long-term health and integrity of the global environment in its holistic sense, meeting the needs of the present and the future, and improvement of the quality of life for present and future generations (Roberts, 2001:54). As in the case of Flagstaff, northern section of Arizona, the balance between urban growth and landscape preservation (the tendency of urban growth widespread to rural areas) can be possible through ecological sensitiveness of the residents, their active participation in decision-making processes in terms of planning and development (Casado, 1999).

Tourism as a tool in rural development can help to achieve following goals (Hall and Jenkins, 1999:28-29; O’Clery, 2003)

-Sustain and create local incomes, employment and growth

-Contribute the costs of providing soco-economical infrastructure such as roads, water, sewage and communication,

-Encourage the development of other industrial sectors,

-Contribute local resident amenities (arts and culture, sports and recreation facilities) and services such as schools, shops, post office,

-Contribute to the conservation of environmental and cultural resourses.

-It can stop decline in regional population, thus stimulate conservation of cultural and natural heritage of the region,

Tourism can contribute to regional development but local control of tourism is critical in this sense (Hall and Jenkins, 1999:38-39).

2.4. Characteristics of Rural Tourists

Rural place is generally perceived as the place against urban life. As Sharpley (2001) mentioned, the majority of visitors seek actual or perceived attributes of the rural environment (peace and tranquillity), sense of space and freedom, and authenticity and traditions, all representing antithesis to modern life.

Studies (Hopkins, 1998; FNSLA, 1989; Sharpley, 1996; Countryside Commission, 1997, cited in Fruchot, 2005) show that environmental theme, ideal community, location advantage and heritage are important reasons to attract visitors to a rural area.

-Rural tourists are middle-class and older visitors.

-They are the lower spenders of all tourists categories. They tend to spend 20-30% less than in urban destinations (Fruchot, 2005:337).

-They tend to be passive. They are not willing to take part in activities, actively.

In terms of international tourists, for example, the following global trends have been identified by the NZTB for special consideration in their campaigns to attract overseas visitors to New Zealand. In a way it shows the demand from international tourists: (http://www.maf.govt.nz)

- interest in the environment
- an increase in free independent travel (the move away from package or group tours) which requires flexibility and a range of travel options
- short-break holidays
- a world-wide increase in long-haul travel
- the highly sophisticated marketing techniques used by competitor destinations
- the demand for authentic cultural experiences, with visitors wanting to interact with local people and customs

The following basic customer needs must be met (WTO, 2003:4)

- To travel safely
- To sleep comfortable at a reasonable price
- Clean bathrooms
- To enjoy home produce food
- To experience the history/culture
- To participate in activities
- To enjoy traditional music / entertainment
- To purchase indigenous crafts/gifts of the country

Even it is not the purpose of this paper to discuss segmentation issues, it is necessary to mention how rural tourists are grouped in the literature of rural tourism. Because of the range of rural environments and the needs of visitors can be very broad, it is reasonable to categorize and match the link between the visitors and the opportunities provided by the environment. Four segments seem common (Fruchot, 2005):

- Outdoors (experiencing unspoiled things, learning about the nature, experiencing open countryside, being in nature, observing scenic beauty)
- Rurality (Experiencing different culture, meeting local people, experiencing rural life)
- Relaxation (getting a way, relaxing, physical rest)
- Sport (adventure, fitness/sport activity)

Due to the general interest of the visitors, they are grouped as Actives, Gazers, Relaxers and Rurals (Fruchot, 2005:340-341). On the other hand, the typology of leisure-based tourist roles offered by Yiannakis and Gibson (1992) indicates 14 leisure-based roles.

- SunLover
- ActionSeeker (party, night clubs, opposite sex)
- Antropologist (local people, food, language)
- Archaeologist (sites, ruins)
- Organized Mass Tourist
- Thrill Seeker (sky diving)
- Explorer (adventure)
- Jetsetter (elite world class resorts)
- Seeker (focuses on self and life meaning)
- Independent Mass Tourist
- High Class Tourist (best hotels, restaurants)
- Drifter (Hippie style existance)
- Escapist (quiet and peaceful place)
- SportLover

3. ATTITUDES OF LANDHOLDER (LOCAL PEOPLE)

Rural lands are owned by private peope as well as by public. It is important to consider the landholder attitudes to the process since the rural area have become important locations and backdrops for tourism and recreational activities (Jenkins and Prin, 1999:179). Availability of area for recreation largerly depends on the goals and attitudes of landholders. Jenkins and Prin (1999:179) indicate that landholder attitudes are determined by the following factors:

- Landholder values and personal beliefs
- Legal, economic, social and ecological concerns
- National, local and family traditions
- Government incentives
- The type and volume of recreational activities
- Past encounters with recreationists

Landholders are resistance to the use of their land for public recreation as shown in the study by Jenkins and Prin (1999) at Blayney Shire and Cabonne Shire, Australia.

Sustainable development as a policy issue came to public attention with the publication of the World Conservation Strategy (WCS) prepared by 450 government agencies from over 100 countries in March 1980 (Butler and Hall, 1999:250). Later on, World Commission on Environment and Development (WCED) report of 1987 identified five basic principles of sustainability (Butler and Hall, 1999:250-251):

- Idea of holistic planning and strategy-making
- Importance of preserving essential ecological processes
- The need to protect both human heritage and biodiversity
- To develop in such a way that productivity can be sustained over the long term for future generations
- Achieving a better balance of fairness and opportunity between nations.

Sustainable development then recently redefined. It seeks to ensure that economic development is contained within socio-cultural and environmental limits (Butler and Hall, 1999:251).

4. METHODOLOGY

4.1. RESEARCH PROBLEM

The main focus of the research is to investigate if the villages of Gallipoli are available for rural tourism. Due to this basic question, two sub-focuses are set, namely what resources are available potantially, and how the villagers feel, think or experience about tourism and/or tourists.

4.2.INFORMATION ON RESEARH FIELD (VILLAGES)

Gallipoli, called Gelibolu in modern Turkish, is a town of approximately 25,000 in northwestern Turkey. The name derives from the Greek *Kallipolis*, meaning "Beautiful City". It is located on the Gallipoli Peninsula (Gelibolu Yarimadasi), with the Aegean Sea to the west and the Dardanelles Strait to the east. It has long been a strategic point in the defense of Istanbul and has numerous historical remains. It was captured by the Ottoman Turks in 1354. Gallipoli has 25 villages and 3 small cities (Belde) ((http://www.burasicanakkale.com; Yüzüak, no date). Contrary to the world-wide reputation of Gallipoli, Turkey (Gallipoli, Italy also exists as a touristic city, see Wikipedia), the living conditions of the villages are not developed. Thus, having a look at the villages of Gallipoli through a rural tourism perspective may facilitate development in the area. As shown in *Table 2*, the villagers migrated/settled to these villages after the foundation of Turkish Republic.

Table 2: Characteristics of Villages

Village	Origion	Population	Distance (km)	Life earning
Adilhan	Bulgaria, Macedonia	746	46	Agriculture
Burhanli	Kutahya	400	17	Agriculture, Fishering
Cokal	Bulgaria	257	60	Agriculture, Animal feeds
Guneyli	Bulgaria	787	11	Agriculture, Fishering
Ilgardere	Balikesir	345	24	Agriculture, Animalfeeds
Kalealti	Bulgaria	222	45	Agriculture, Forresting
Karainebeyli	Bursa, Balikesir	468	35	Agriculture
Kavaklitepe	Bulgaria, Romania	150	5	Agriculture, Animal feed
Kocacesme	Circassian	229	42	Agriculture, Fishering Animalfeeds
Korukoy	Romanya	961	22	Agriculture, Animalfeeds
Ocakli	Bulgaria	202	9	Agriculture, Fishering
Suleymaniye	Bulgaria	624	35	Agriculture, Animalfeeds
Tayfur	Greece, Romania	610	30	Agriculture, Animalfeeds
Yenikoy	Greece	820	13	Agriculture, Animalfeeds

4.3. Research Procedure (Sampling, questionnaire form)

The focus of this research is to evaluate the current potentials of the Gallipoli villages and the attitudes of villagers. Thus, potentials of the villages in terms of resources for rural tourism were reviewed through written and released documents, as secondary data gathering. On the other hand, primary data instrument (questionnaire form) was formed and distributed to the village headman (Muhtar) of each village (25 villages). The form included questions about basic problems, needs and resources of the villages. The aim was to control the answers of the villagers form having common questions. Villager questionnaire form was formed and distributed to the villagers (inhabitants) to gather data about their experiences, expectations, attitudes on tourists and tourism at their villages. Besides the tourism-focused questions, demographic questions were also added to have an idea about the population, and questions on problems, life earnings, expectations etc. were added, too. The distributed forms were voluntarily filled in by the villagers and collected by headman in 14 villages. As a result, 236 forms were correctly answered and included in data analysis.

5. Analysis and Findings

Analysis was conducted via SPSS 12.0, by basic statistics to find what the villagers feel about tourism and tourists.

Table 3: Demography and Living Focuses Of The Villagers

Variables	*Category*	*n*	*%*

Age	25 and below 26-35 years 36-45 years 46-55 years 56 and above	32 71 58 42 33	13,6 30,1 24,6 17,8 14,0
Living Period	10 and below 11-20 years *21-30 years* *31-50 years* 51 and above	9 10 69 109 39	3,8 4,2 29,2 46,2 16,5
Worktype	*Several (two or more)* Agriculture	153 20	64,8 8,5
Other income		82	34,7
Workcity		39	16,5
Housecity		22	9,3
Product1 (Wheat) **Product2 (Sunflower)** **Product3 (Tomato)** **Product4 (Bean)**		211 182 31 27	89,4 77,1 13,1 11,4
Workvillage	*Prefer* Not prefer	202 31	85,6 13,1
Villagework (Tourism)		38	16,1
Intention	To quit (village) *Not to quit*	90 143	38,1 60,6
Hospitality of village		231	97,9

In terms of age, younger group, 25 years and below is the lowest portion (13,6) of the population. Life is stable as expected because the years spent in villages for and below 10 years and below is 3,8 %. The amount of villagers working in town is 16,5 % and only 9,3 of the villagers have got houses in cities. The common products are wheat and sunflower. Majority of the villagers prefer work in their villages (85,6), but the amount tourism work they focus is only 16,1%. It seems that more than 1/3 of villagers (38,1%) have intention to quit the their villages. (See *Table 3*)

Table 4: Tourism/Tourist Scopes Of The Villagers

Variable	n	%
Tourism knowledge	82	34,7
Unknown assets	95	40,3
Cultural erosion	27	11,4
Hand-made arts	24	10,2
Festivals etc.	105	44,5
Tourist visits	130	55,1
Tourism-income	22	9,3

Tourist visit value	220	93,2
Tourist-home	130	55,1
Tourism-business preference Tourism-business no preference	168 64	71,2 27,1
Business –wife allowance -No allowance	106 105	44,9 44,5

Table 4 displays tourism scope of the villagers. Villages are far from earning through tourism, however they hold positive view of tourism or tourist as a way of income earning.

Table 5: Tourism challenges and Tourist aims

Village difference	*n*	*%*	*Tourist aim*	*n*	*%*
Sea	41	17,4	Travel	24	10,2
Hospitality	28	11,9	Sea	21	8,9
Nature	26	11,0	History	21	8,9
History	23	9,7	Nature	18	7,6
Distance	14	5,9			
Plane tree	14	5,9			
Touristik	12	5,1			
Old settlement	12	5,1			
Peaceful	10	4,2			

As seen in *Table 5*, Sea, hospitality, nature and history are elements of characterizing villages. The tourist aims list confirms their characterization, namely travel, sea, history and nature.

Table 6 shows that Yenikoy, Kocacesme, Karainebeyli, Adilhan, Guneyli, Tayfur, Suleymaniye, Ilgardere, Burhanli and Korukoy have resources for tourism, however Kocacesme, Guneyli, Karainebeyli, Adilhan and Burhanli are visited by tourists. The villagers who are more willing to do tourism business are Burhanli, Karainebeyli, Adilhan, Suleymaniye, Ilgardere, Korukoy and Tayfur. Villagers who may allow their wives are from Suleymaniye, Burhanli and Korukoy. Accomodating tourists at home are possible in Burhanli, Suleymaniye, Tayfur, Yenikoy, Ilgardere and Karainebeyli.

Table 6: Comparison of Villages

Village	*Tur differ*		*Tur Visit*		*Tur home*		*Wife allow*		*Tur business*	
	n	*% dif*	*n*	*% visit*	*n*	*% village*	*n*	*% village*	*n*	*% village*
Adilhan	18	9,4	18	13,8	9	50,0	11	64,7	17	94,4
Burhanli	11	5,8	11	8,5	11	100	10	90,9	11	100,0
Cokal	3	1,6	2	1,5	5	71,8	1	16,7	5	71,4
Guneyli	17	8,9	22	16,9	8	36,4	7	33,3	16	69,6
Ilgardere	12	6,3	0		12	92,3	7	58,3	12	92,3
Kalealti	3	1,6	10	7,7	4	25,0	2	12,5	5	31,3
Karainebeyli	19	9,9	19	14,6	15	78,9	11	57,9	19	100,0
Kavaklitepe	6	3,1	2	1,5	4	50,0	2	33,3	4	57,1
Kocacesme	23	12,0	27	20,8	10	38,5	9	39,1	12	44,4

Korukoy	11	5,8	10	7,7	4	30,8	8	80,0	11	91,7
Ocakli	5	2,6	0		4	66,7	2	40,0	3	50,0
Suleymaniye	13	6,8	1		14	100,0	12	92,3	13	92,9
Tayfur	14	7,3	2		17	100,0	8	50,0	14	82,4
Yenikoy	36	18,8	6	4,6	42	100,0	16	44,4	26	61,9
Total	191	79,8	134		130	56,0	106	50,2	168	72,4

The amount of villagers having intention to quit the village are from Suleymaniye (92,9 %), Cokal (71,4%), Yenikoy (54,8) and Guneyli (52,2). Income from tourism are earned by Burhanli (81,8), Guneyli (36,4) and Adilhan (11,1).

6. Conclusion And Recommendation

Despite the reputation of Gallipoli all around the world with its famous war, the villages specific to Gallipoli city (not the villages of Gallipoli Peninsula a a whole) suffer from development. Indeed, these villages have some touristic potentials for local development. The nature, history, peaceful areas, sea, old settlement are some element for advocating tourism in the region. Beside these potentials of the certain villages, the attitudes of the villagers toward tourism and tourists seem positive. If it is to keep rural places as rural in the region, some efforts must be given for the regional development.

The findings of this paper reveal that some villages of Gallipoli can benefit from tourism in short-run like Adilhan, Burhanli and Karainebeyli. On the other hand, Ilgardere, Korukoy, Suleymaniye, Tayfur and Yenikoy should be supported for promotion. As a conclusion, tourism and rural tourism specifically can be available in some villages of Gallibolu. There are potentials and the attitudes of local people to tourism seem positive in general. So, the tourist categories Outdoors, Rurality and relaxation can benefit from the region.

The following recommendation can be suggested to make things better in this region:

-A detail investigation of tourism map of the villages should be provided,

-A comprehensive training and technical skills on tourism and tourist should be provided to voluntary villagers.

-The focus of official and NGO's boards should be directed to exploit rural tourism.

-A detailed presentation of documents and web pages for each villages should be available (Most of these cities have their own web presentation, fortunately).

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Tourism impact assessment

INVESTMENT ON ENVIRONMENTAL QUALITY OF A TOURIST REGION: AN ECONOMIC MODEL WITH VERTICAL DIFFERENTIATION AND EXTERNALITIES*

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ABSTRACT

In this paper we analyze the impact produced by changes of tourist's income on the demand for tourist services and on the investments of hotels on environmental quality. We present an economic model to study the effects on the environmental quality derived from changes in income, prices and others economic variables. The ingredients of the model are an oligopoly tourist market with a vertical product differentiation and a continuum of consumers (tourists) characterized by their preference for environmental quality. We show that the level of environmental quality selected by the hotels depends on the income level of the tourists and that the demand for hotel services depends positively on the level of their own investments to preserve the natural characteristics of the tourist region where they are located. The existence of externalities in the hotel sector implies that the welfare of the population of the region can only be maximized by the introduction of a social planner.

Keywords*: environmental quality; sustainable tourism*

1. INTRODUCTION

Tourism as has been recognized brings together more than one objective. It is able to incorporate the economic and social needs of a country. The sector supports local economies and generally benefits local communities. Tourism is a bridge and pathway to peace and cooperation. It has developed relationships in the general public and again between stakeholders and the public. However, tourism development can cause large damages on natural resources when consumption is increased in destinations where resources are already scarce. Tourism development lead to impacts such as soil erosion, increased aesthetic, air and noise pollution, sewage, solid waste and littering (and in particular discharges into the rivers and sea), natural habitat loss, degradation of such ecosystems and increased pressure on endangered species, deforestation and heightened vulnerability to forest fires. The tourism industry generally overuses water resources for hotels, swimming pools, golf courses and personal use of water by tourists. Because of the seasonal character of the tourism industry, usually a tourist destination has much more inhabitants in the high season as in the low season. This causes a high demand in some services and resources (as water, energy, food, transportation, accommodation) to meet the

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high expectations tourists often have. This seasonal demand creates great pressure on local resources and it can force local populations to compete for the use of critical resources. Negative impacts from tourism occur when the level of visitor use is greater than the environment's ability to cope with this use within the acceptable limits of change. Uncontrolled conventional tourism poses potential threats to many natural areas around the world.

As a service industry, tourism affects directly the environment and then the tourist sector and policy makers are interested in investing in environmental quality and in a sustainable utilization of the local natural and man made resources. (McMinn 1997; Hunter 1997) The tourism industry can contribute to conservation of the environment, conservation and restoration of biological diversity and sustainable use of natural resources in several ways. Direct and indirect financial contributions, environmental management and planning of tourism facilities (especially hotels), provision of alternatives to local development by introducing environmental friendly jobs, introduction of regulatory measures (as controls on the number of tourist activities and movement of visitors within protected areas) are examples of contributions to environmental protection derived from the tourism activities. (James 1994) Tourism has the potential to increase public appreciation of the environment and to spread awareness of environmental problems when it brings people into closer contact with nature and the environment. The tourism industry can play a key role in providing environmental information and raising awareness among tourists of the environmental consequences of their actions. An important characteristic of the tourism industry is that the activities of a specific tourism firm affect directly the environmental quality of its region. Being that the environmental quality of a destination is one of the main factors to determine the demand for tourism services, there are externalities across tourism firms owners in every specific destination. Obviously the impact of one hotel on the environment has consequences for the perceived quality of all the hotels in the area. Thus externalities across tourism establishments constitute a key factor in understanding the industry. The presence of these externalities creates a commons problem: quality is jointly produced by all hotel owners in the region.

The tourist industry involves two main activities, namely: accommodation and transportation. In this paper we focus on the accommodation sector to study its impact on the environment. The explosive growth of the hotel industry has increased the importance of investments in environmental quality to maintain and increase the tourist demand of a destination. Tourists appreciate nature resources of a region as a good bathing water, beach quality, air quality, animal protection, etc. (See Gios et als. 2006) Several approaches have shown that there is willingness among tourists to pay more for environmentally products and tourist facilities (see Bumgarner 1994; Gustin et als. 1996; Hornemann et als. 1997). There is a high degree of consensus on the suitability of environmental auditing as a tool to help determine the impact of the hotel on the environment (Goodall 1994). Likewise, (Brown 1996), affirms that some hotels recognized that they altered their practices in order to protect the environment, few of them included environmental objectives in their reports.

This implies that a hotel must invest in preserving the natural resources in order to maintain the tourist attractions. One of the main objectives shared by the biggest hotel chains is the maintenance of bathing water and beach quality, animal protection in the vicinity of hotels, and the phased reduction of environmental impact through small systematic steps such as improvements in eco-efficiency (energy consumption, water consumption, waste avoidance, reductions in land use, etc.) in thousands of holiday hotels. Hotels that have implemented programs of environmental quality have experienced an increase of the demand that results in direct financial gains and also, there is empirical evidence which prove a growing demand for governments and private industry to take a proactive stance to solve environmental problems (Alvarez et als. 2001; Burgos et als. 2002; Gustin et als. 1996). One of the long term aims of environment friendly hotels chains is the introduction of realistic environmental standards for water, noise and air to make environmental quality quantifiable and to be used as part of the advertaising campaign. The hotel industry is characterized by an increasing presence of hotel chains, and in particular of international chains. Local and international hotel chains can have very different incentives to invest in environmental quality. For example, chain affiliation enables hotels access to information on environmental protection measures as well as sharing resources and taking advantage of economies of scale. On the other hand, a international chain can move from a region to another if the environment quality decrease. These elements are very important to introduce regulations in the tourism sector and to implement government policies to protect the environmental quality.

The aim of this paper is to show that the incentive of hotel chains to invest in environmental quality directly depends on the demand in days of rest on the part of tourists and on the level of aggregate income. The framework is based on a theoretical model of horizontal differentiation à la Hotelling introduced in (Calveras 2003). (See also Accinelli et als. 2006 and 2007 and Brida et als. 2006) We modify this model by introducing a demand function for tourism commodities and our framework model includes three tourist regions and several hotel establishments. We show that an increase on total income incentives hotel in the regions whit highest price to invest in environmental quality. This implies also that if a chain has hotels only in the more expensive region then an increase on total income is an incentive to move to the other regions.

The paper is organized as follows. In section 2 we introduce the model and in section 3 we analyze it. Conclusions and future developments are summarized in the last section.

2. The Model

Many studies about the demand for tourist services and investment in environmental quality suppose the existence of two different regions In this paper we study the case of three tourist regions using a new spatial approach to model that situation. The well known model introduced by (Salop 1979) has been used to study the case of more than two regions when we suppose that the regions are positioned at equal intervals from one other in the unit circle. In this paper we modify this framework by introducing a two-dimensional world. Specifically, the model presented in this paper supposes the existence of three tourist regions (A, B and C) located at the vertex of a triangle and several hotels in each region. For simplicity we suppose that regions A, B and C are positioned at points (0,0), (0,1) and (1,0) respectively (see Figure 1). We assume that the total population of tourists is uniformly distributed inside the triangle and that each tourist has a unit distance cost of transportation τ. Then a tourist located at point (x,y) inside the triangle going on vacation to region R has a transportation cost of τ times the distance between (x,y) and R ($R = A$, B or C).

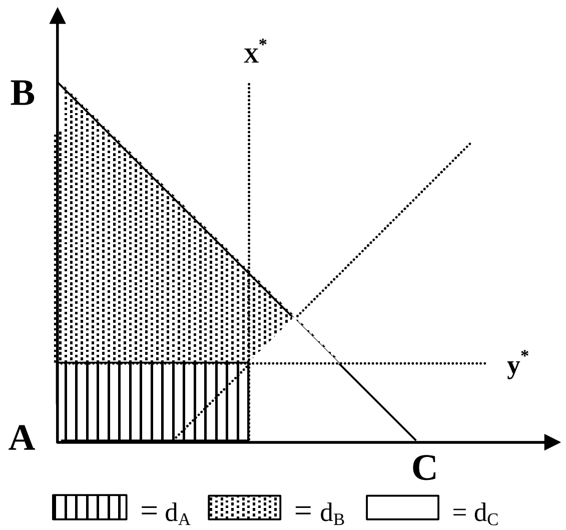

Figure 1: Demand in each region

We assume the following function as a measure of the welfare of a tourist located at the point *(x,y)* going to the region *R*:

$$U(x,R) = \frac{Y}{p_R} + q_R - \tau \, dist((x,y),R) \tag{1}$$

where Y is the tourist's income, p_R the price for tourist service of the region R and q_R the environmental quality of the region. As it is clear from (1), we assume that an increase of the environmental quality, ceteris paribus, increases the tourist's welfare, that is:

$$\frac{\partial U}{\partial q_R}(x,R) > 0 .$$

Additionally, we suppose the following technical assumption: to travel to a particular region, tourists must cover the route following horizontal and vertical directions till they arrive to the destination. That is, the distance between point *(x,y)* and each region is defined by:

$$dist((x,y),A) = x + y \tag{2}$$

$$dist((x,y),B) = x - y + 1 \tag{3}$$

$$dist((x,y),C) = -x + y + 1 \tag{4}$$

Now, consider a tourist located at point *(x,y)* who is indifferent to go to region *A* or *B*. Then we have that:

$$U(x,A) = U(x,B) \Leftrightarrow y = \frac{Y\left(\frac{1}{p_A} - \frac{1}{p_B}\right) + q_A - q_B}{2\tau} + \frac{1}{2} \tag{5}$$

In the same way, if we consider a tourist indifferent to go to region *A* or *C*, or *B* or *C*, we have:

$$U(x,A) = U(x,C) \Leftrightarrow x = \frac{Y\left(\frac{1}{p_A} - \frac{1}{p_C}\right) + q_A - q_C}{2\tau} + \frac{1}{2} \qquad (6)$$

$$U(x,B) = U(x,C) \Leftrightarrow x - y = \frac{Y\left(\frac{1}{p_B} - \frac{1}{p_C}\right) + q_B - q_C}{2\tau} \qquad (7)$$

The system of equations (5), (6) and (7) define three straight lines dividing the triangle in three pieces, each one representing the set of tourists that prefer one specific region to the others. Note that the intersection of these three straight lines is the point that represents the indifferent between all tourist regions (see Figure 1). If we denote this indifference point by (x^*, y^*), then we have that:

$$x^* = \frac{Y\left(\frac{1}{p_A} - \frac{1}{p_C}\right) + q_A - q_C}{2\tau} + \frac{1}{2} \qquad (8)$$

$$y^* = \frac{Y\left(\frac{1}{p_A} - \frac{1}{p_B}\right) + q_A - q_B}{2\tau} + \frac{1}{2} \qquad (9)$$

Following these considerations, we can derive the demand of each region by computing the area of the corresponding set:

$$d_A = x^* y^* \qquad (10)$$

$$d_B = \frac{(1-y^*)^2}{2} - \frac{(1-x^*-y^*)^2}{4} \qquad (11)$$

$$d_C = \frac{(1-x^*)^2}{2} - \frac{(1-x^*-y^*)^2}{4} \qquad (12)$$

In Figure 1, we show the demand that each region face.

3. THE EFFECTS OF A CHANGE IN THE INCOME AND ENVIRONMENTAL QUALITY

In this section analyze the effects on demand for days of rest in each region of a change in tourist income After that, we focus our analysis on the effects of changes in environmental quality. Suppose that the prices of the three regions are different, for example: $p_A \geq p_B \geq p_C$.

Then an increase of tourist's income produces (see (8), (9) and (10)) a decrease in the demand faced by the more expensive region *A*. For the others regions, being that we have

$$0 \geq \frac{1}{p_A} - \frac{1}{p_B} \geq \frac{1}{p_A} - \frac{1}{p_C},$$

then the decrease of x^* is bigger that the decrease of y^*, and then the demand in region *C* increases more than in the region *B*. The difference between the increases of the demand for regions *B* and *C* depends on the position of the line:

$$y = x - \frac{Y\left(\frac{1}{p_B} - \frac{1}{p_C}\right) + q_B - q_C}{2\tau} \qquad (13)$$

and in particular, of the magnitude of $\frac{1}{p_B} - \frac{1}{p_C}$ Then a large difference of prices between these two regions, implies a highest increase of the demand for the service of region *C*. That is, an increase of tourist's income produces a decrease on the demand for tourist services in the more expensive region and increase on the demand of the others regions. The highest increase is in the cheapest region. A consequence of this result is that the best strategy for the region *C* when the income increase, is to differ from region *B* by diminish the price, to receive a high increment of the demand.

To study the interaction between the demand of tourist service and the investment in environmental quality, we define the environmental quality of region *R* (*R* = *A*, *B or C*) by:

$$q_R = \alpha_R \frac{\sum^{n_R} Q_{R_i}}{n_R} \qquad (14)$$

where Q_{R_i} denote the investment in environmental quality of hotel R_i that is located in region *R*, α_R the region idiosyncratic parameter (for example, the tourist attractions) and n_R the number of hotels in region *R*.

Note that $\frac{\partial q_R}{\partial Q_R} = \frac{\alpha_R}{n_R} > 0$ and then, an increase in the investment in environmental quality produces an increment in the environmental quality of the region. Then if a hotel located in region *A* decide to increase the investment in environmental quality, this produces an increase in q_A implying an increase of the demand that the region face (see equation (10)). The same argument can be applied for the other regions. Then each hotel has an incentive to invest in environmental quality: the increase that this produces on the demand. This result is coherent with the conclusions in (Accinelli et als. 2007 and Brida et als. 2006). Note that the investment in environmental quality of hotel *i* located in region *R* produces an increase on the demand for hotels services located in region *R*. This is a positive externality produced by hotel *i* in profit of the rest of the hotels located in region *R*. The presence of this externality creates a commons problem: quality is jointly produced by all hotels in the region. Note also that, if the demand faced by region *R* decreases, to compensate this loose the hotels located in this region must increase their investments in environmental quality. Additionally, the incentive to invest in environmental quality is a decreasing function of the number n_R of hotels located in region *R*.

That is, most hotels in the region imply less environmental quality. In particular we have that an increment of one new hotel in region *R* produce a loose in the incentive to invest in environmental quality of the rest of the hotels located in this region. In terms of the difference between a local and an international chain, an international chain has less incentive to invest in environmental quality, because a increment of the investment produces a decrease on the demand of the other regions, this is clear from equations (8) and (9).

CONCLUSION AND FURTHER RESEARCH

In this paper we present a model with three tourist regions to study the incentives of hotels to invest in environmental quality of the region where they are located. The regions are positioned at the vertex of the unit triangle T and tourists are uniformly distributed in T The quality of a region is defined as the average of the investment in environmental quality of each hotel corrected by a idiosyncratic parameter. We show that an increase of tourist's income produces a decrease on the demand for tourist services in the more expensive region and an increase on the demand in the others regions. The highest increase is in the cheapest region. We also show that the best response of a region when other region increments the investment is to increment the investment too. On the other hand, this result shows that two regions can collusion to decrease the interest for the tourist to go to the third region. When we study the difference between a local and an international chain, the basic result is that the international chain has less incentive to invest in environmental quality, because a increment of the investment produces a decrease on the demand of the other regions.

This paper can be generalized by introducing more than three regions or introducing different types of hotel rooms (non homogeneity of the goods) We can also introduce a mechanism of price fixation. This can also be material of future research.

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TOURISM IMPACT ASSESSMENT: A CRITICAL REVIEW OF TOURISM PERCEPTION STUDIES

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ABSTRACT

Tourism impacts have been commonly assessed through the examination of perceptions of host communities, and a considerable amount of literature has been developed during the last decades. As part of a doctoral research in progress, the present exploratory paper presents a critical discussion of the academic advancement in the assessment of resident perceptions towards tourism. By considering a significant number of relevant academic research articles, this theoretical discussion highlights the most significant methodological and theoretical limitations in the study of perceptions of tourism impacts.

The analysis of the existing academic research reveals that there is a common contradiction of findings, which has notably led to the impossibility of extrapolation. The exploratory analysis also reveals that the lack of standard scales for measuring resident perceptions and the variation of methodological approaches significantly limit the academic progress in the study of tourism perceptions. The dominant etic approach in the study of tourism perceptions, reflected in the quantitative tenet, is also identified as an influential issue in the development of general knowledge in such a field. Furthermore, it is noted that despite the importance of theoretical frameworks for underpinning the development of resident perceptions studies, a considerable number of investigations lack theoretical bases. The existing theoretical frameworks together with their values and limitations are also examined. The critical paper concludes by making general observations and recommendations that are believed to be necessary for the development of studies of tourism impact assessment through resident perceptions.

Keywords*: tourism perception; resident perception assessment; methodological limitations; theoretical limitations.*

RESIDENT PERCEPTIONS TOWARDS TOURISM

1. INTRODUCTION

Resident tourism perceptions have gained academic attention during the last decades, and their importance for planning issues has been acknowledged (Ap, 1992). However, there are a wide number of studies that have considerably varied in terms of space, time, methodology, and other significant factors that have affected the development of solid bases for further studies on the perceptions of tourism.

In order to provide a theoretical and methodological analysis on the development of tourism studies on resident perceptions, the present paper offers a critical discussion of the existing literature in this field. The paper starts by considering the importance of undertaking studies on resident perceptions towards tourism which basically concentrates on planning and management issues. The paper then moves onto a critical examination of the theoretical frameworks that have underpinned a considerable number of investigations into this topic. The principles, propositions and limitations of models such as Irridex and Destination Lifecycle Theory are briefly discussed. Subsequently, the present chapter considers the factors that have been identified by the mainstream literature as being influential in determining resident perceptions towards tourism, and the contradictions of findings are also briefly reported.

In addition, the paper presents an analysis of studies on segmentation of resident attitudes towards tourism. A description of the different segmentations together with a general critique of them is presented. Afterwards, by recognizing the need of theoretical foundations for the study of resident perceptions towards tourism, the present paper presents and discusses some of the theories that have been commonly used as the theoretical basis by some scholars. The paper finally discusses other relevant issues that rose during the present literature analysis, particularly with regard to conceptual inconsistency and methodological nature of studies.

2. ACADEMIC INTEREST ON THE IMPORTANCE OF RESIDENT PERCEPTION STUDIES

During the last decades, increasing academic attention has been given to the perceptions of impacts of tourism, and a considerable number of studies have emerged focusing particularly on the perceptions and attitudes towards sociocultural impacts (Wall & Mathieson, 2006). While some scholars have examined the perceptions of sociocultural impacts on one particular location (Brunt & Courtney, 1999; Getz, 1994; Haralambopoulos & Pizam, 1996), others have examined such perceptions through comparative studies in different locations (Madrigal, 1995; Murphy, 1981; Perdue, Long & Allen, 1990; Schluter & Var, 1988; Tosun, 2002). Other researchers have examined residents' perceptions through comparing different resident groups belonging to the same region (Besculides, Lee & McCormick, 2002) whereas others have examined various subgroups within the same local communities (Petrzelka, Krannich, Brehm & Koons, 2005). At the same time, while some scholars have attempted to develop theoretical models for assessing the study of perceptions and attitudes towards tourism (Lankford & Howard, 1994; Ritchie, 1988), others have analysed the existing research literature to develop theoretical frameworks (Ap, 1992; Gursoy & Rutherford, 2004).

There are several reasons for the emerging scholar attention to the perceptions and attitudes towards tourism. It has been recognised, for example, that the evaluation of residents' attitudes could be a valuable component in identifying and measuring tourism impacts (Getz, 1994); in fact, the majority of tourism impact studies have been conducted through measuring residents' attitudes towards tourism and the effects that are perceived by community residents (Zhang, Inbakaran & Jackson, 2006). Additionally, identifying residents' attitudes is important in determining public support for tourism development as well as opportunities to be exploited or in evaluating perceptions of problems that should be solved (Getz, 1994; Williams & Lawson, 2001). By identifying the attitudes of local populations, programmes can be set up to minimise friction between tourists and residents (Lankford & Howard, 1994) and therefore to pursue the goal of sustainable tourism (Zhang et al., 2006). Within this context, it has been claimed that

...the goals and strategies of tourism development must reflect or incorporate local residents' views to ensure community consensus on development policies and programmes. If resident perceptions and preferences do not support tourism development policies and programmes, then programmes are likely to fail or be ineffective in their implementation. (Lankford, 1994: 35)

In addition, it has been claimed that resident attitudes towards tourism may hamper or support commercial tourism ventures (Williams & Lawson, 2001), and that they have been even identified as a factor shaping the attractiveness of a destination (Getz, 1994). In fact, research has revealed that resident attitudes may be the most important factor in determining whether a visitor returns to certain destinations (Hoffman & Low, 1981). In Williams and Lawson's (2001) words, *If it is known why residents support or oppose the industry, it will be possible to select those developments which can minimise negative social impacts and maximise support for such alternatives. As such, quality of life for residents can be enhanced, or at least maintained, with respect to the impacts of tourism in the community. (p. 271)*

3. THEORETICAL FRAMEWORKS FOR THE STUDY OF RESIDENT PERCEPTIONS

Within the considerable body of academic research related to tourism impacts and residents' attitudes towards tourism, some models, which constitute the beginning of the development of a conceptual foundation for the evaluation of social impacts (Wall & Mathieson, 2006), have been developed to help explain tourism impacts and their relationship with residents' attitudes. While some of these models focus on the change in resident attitudes towards tourism over time (Butler, 1980; Dogan, 1989; Doxey, 1975), others have concentrated on the possible residents' strategies that comprise a continuum for responding to tourism impacts (Ap & Crompton, 1993).

3.1 DOXEY'S IRRIDEX

Undoubtedly, one of the most significant contributions to the development of theoretical models is the one proposed by Doxey (1975); the Index of Tourist Irritation or "Irridex". The Irridex model is a four-stage theoretical model that attempts to explain host community responses to tourism development. The model recognises that unfavourable impacts of tourism development might lead to irritation in the community. Such irritation, according to the author, is determined by the degree of incompatibility between residents and tourists. The model basically suggests that with the increase in the number of tourists and development of tourist destinations, residents' attitudes vary from *euphoria*, to *apathy*, then to *annoyance*, and finally to *antagonism*.

Although Doxey's (1975) Irridex has been regarded as one of the most influential works addressing the relationships between tourism development and residents' responses (Mason & Cheyne, 2000), some limitations of the model have been recognised. One of the most significant limitations is the fact that it is a unidirectional model and that was intended to represent the existing disposition of a host community in its entirety (Ap & Crompton, 1993). Additionally, by recognising that the model assumes a degree of homogeneity in community and therefore ignores intrinsic factors associated with the community members, it has been acknowledged that the model cannot explain in detail the variations among residents within the same community (Zhang et al., 2006). Furthermore, the model fails to address the situation where visitor management schemes may help to reduce tourist pressures or where the local community may participate more in directing tourism development (Shaw & Williams, 2002).

3.2 BUTLER'S TOURISM DESTINATION LIFECYCLE

Another significant contribution to the development of theoretical models with regard to the relationship between tourism development and residents' attitudes is Butler's (1980) Tourism Destination Lifecycle Model. By considering that tourist areas evolve and change over time, and based upon the product cycle concept – where a product sales proceed slowly at first, then experience a rapid rate of growth, stabilise, and subsequently decline – Butler's model suggests that tourism areas follow a similar evolution pattern. It suggests that initially the area will be visited by a small number of tourists, who are restricted by lack of access and facilities. It then states that as facilities and awareness about the area grow, the number of visitors increase as well. Then the area is supposed to grow rapidly due to marketing efforts together with information dissemination and further facility provision. However, the number of visitors will ultimately decline as levels of carrying capacity are reached.

According to this hypothetical evolution, which has been supported by empirical studies (Akis, Peristanis & Warner, 1996), the stages that tourist areas experience are *exploration*, *involvement*, *development*, *consolidation*, *stagnation*, *decline* and/or *rejuvenation*. Although the academic conceptual significance of the Tourism Destination Lifecycle Model has gained academic recognition (Zhang et al., 2006), certain limitations have been recognised as well. Like Doxey's (1975) model, Butler's (1980) framework has been regarded as a unidirectional conceptual model (Ap & Crompton, 1993) that assumes a degree of homogeneity of community reactions (Mason & Cheyne, 2000). According to Butler (1980), a consistent evolution of tourist areas can be conceptualised. However, it is of importance to acknowledge that, as the author claims, not all areas experience the stages of the cycle as clearly as others and therefore the model should be regarded as partially applicable since the shape of the curve must be expected to vary for different areas.

3.3 Butler's Dynamic Matrix

Other existing theoretical frameworks have been suggested as being applicable to the social relationships between tourists and residents. By considering that communities are not necessarily homogeneous, a second model suggested by Butler in 1974 (cited in Wall & Mathieson, 2006) attempts to explain the host attitudinal/behavioural responses to tourist activity. The framework, which is based on a dynamic matrix, suggests that residents may be active or passive with regard to their behaviour towards tourism, and negative or positive in terms of their attitudes. Unlike Doxey's model, Butler's matrix recognises that a variety of opinions may be found within the host community, and that opinions can indeed change in any one of the four directions derived from the matrix. According to Ryan (2003), it may be that Doxey's model represents the general tendency of opinion of the community, while Butler's attitudinal/behavioural matrix represents the attitudes separated into its various possible components within the different resident groups of the community.

3.4 Dogan's Framework

Like the general models proposed by Doxey and Butler, Dogan (1989) developed a framework by identifying and reviewing the major consequences of tourism and the behavioural responses adopted by residents. Dogan's framework proposes that a homogeneous community characterised by a particular response to tourism ultimately becomes diversified; tourist development transforms a relatively homogeneous community to a relatively heterogeneous one. By assuming that to the extent that the impacts of tourism are perceived as positive or negative, residents' reaction takes the form of acceptance or resistance respectively. Dogan's (1989) model proposes *resistance*, *retreatism*, *boundary maintenance*, *revitalization* and *adoption* as the strategies that community residents develop to cope with the effects of tourism.

Like Butler's matrix, Dogan's model recognises that the heterogeneity of a host population implies that several responses, which will vary considerably depending on the relationship between tourists and residents, may exist at the same time within a community. It also assumes that since tourism development significantly depends on the interests and attitudes of the government, its policies greatly determine the dominant response to tourism.

…(T)he variable homogeneity of a host population implies that various combinations of strategies may exist simultaneously within a region. The level of heterogeneity of the local population and the power structure within it may determine the differentiation of responses to tourism and the forms of strategies adopted. Moreover, the power structure within a region may regulate the responses of the local population and suppress certain forms of reactions. (Dogan, 1989: 225)

Dogan's representation of the several combinations of residents' responses is similar to Butlers' matrix. On the other hand, while Butler's attitudinal/behavioural matrix suggests that all four forms of response may exist within a community at a certain time but their distribution may change, Dogan's model assumes that residents' responses may change in a variety of directions. Additionally, Dogan's framework assumes that tourism generally begins to develop in a rural community that is relatively homogeneous and then transforms it to an urban and heterogeneous community. Therefore, and unlike Doxey's Irridex or Butlers' Tourism Destination Lifecycle Model, Dogan's model proposes that the first stage of tourism development involves any one of the possible four reactions in a homogeneous rural community and that as a result of increasing heterogeneity, all four responses may exist simultaneously within a community. It suggests, for example, that if tourism does not become an integral part of the socioeconomic life of the community, it is possible that the initial dominance response towards it will be of resistance, and not necessarily of euphoria as suggested by Doxey (1975).

3.5 Ap and Crompton's Framework

Other researchers have attempted to develop similar frameworks although with a narrower orientation. Ap and Crompton (1993), for example, reported four strategies that comprise a continuum for responding to tourism impacts; namely the *embracement-withdrawal strategy* continuum. Ap and Crompton's model was derived from primary qualitative data from Texas communities, and therefore the existing cultural contrast within such communities was much less pronounced than in the macro-level context of Dogan's model. According to Ap and Crompton's framework, residents' reaction to tourism could be placed on a continuum comprised of four strategies: *embracement*, *tolerance*, *adjustment*, and *withdrawal*.

Ap and Crompton (1993) recognise that their framework is not rigid since they acknowledge that there may be a diversity of attitudes and their behavioural manifestations to tourism within a community. Although the strategies reported by Ap and Crompton are more a function of residents' responses to tourist numbers and their behaviour than of the existence of a cultural gap which underpinned Dogan's model, their framework was reasonably consistent with Butler's matrix, and therefore to certain extent with Rogan's model itself.

All the frameworks described above are similar in that they consider a dynamic and progressive element; they recognise that the social impacts of tourism change through time in response to structural changes in the tourist development, and the extent and duration of the exposure of residents to such development (Wall & Mathieson, 2006). They consider that the impacts, their residents' perceptions and possible reactions towards tourism will not be permanently static. These frameworks, however, differ in their conceptions of the possible and variable directions in which change may take place.

Although such frameworks have been widely used for the study of tourism impact perceptions and attitudes, all frameworks stress a further need to empirically identify the dimensions of residents' responses over a behavioural continuum, the levels of resident response and threshold levels in proportion to the degree of tourism impact (Wall & Mathieson, 2006). These frameworks at the same time have been regarded as being based on much too simplistic and understanding of resident attitudes as they have ignored the complexity of factors that can influence such attitudes (Lankford & Howard, 1994: 135).

4. Factors influencing tourism perceptions

The substantial body of literature examining local residents' attitudes towards tourism suggests that although existing research has significantly varied in several dimensions, it has generally concluded that there are a large number of factors that may influence residents' attitudes, and that residents hold diverse opinions about tourism development and tourists (Mason & Cheyne, 2000). While some scholars have attempted to frame these factors into different categories - such as an extrinsic/intrinsic dichotomy to derive cluster analysis (Fredline & Faulkner, 2000) -, others have simultaneously included several of them to test hypotheses for model development (Perdue et al., 1990).

With regard to the factors that are commonly identified in the existing literature as being influential in the perceptions and attitudes towards tourism some findings indicate that most sociodemographic variables do not affect respondents' level of support for the tourism industry (Milman & Pizam, 1988). Others however have claimed otherwise (Harrill, 2004). By supporting the latter case, the critical analysis conducted for the purpose of the present paper suggests that sociodemographic variables can indeed become influential dimensions in shaping resident perceptions towards tourism. These dimensions mainly include factors such as *gender, age*, *birthplace and level of community attachment, ethnicity*, *education level,* and l*ength of residence*. In addition, other variables such as such *tourist-resident contact, proximity to resorts, economic dependency, economic and tourism development, level of knowledge about tourism* and *involvement of residents in tourism decision making* have also been identified as influential in resident perceptions towards tourism.

A detailed literature review on the influential factors named above reveals that the existing findings with regard to resident perceptions towards tourism are quite diverse and it is difficult to draw any meaningful conclusions. The variation of instruments, sampling techniques, locations, methodologies and theoretical frameworks makes it more difficult to extrapolate previous findings. Therefore, most of the existing findings cannot be generalisable outside of the sampling frame, methodology (Williams & Lawson, 2001), and even time and location to which they relate.

5. SEGMENTATION OF RESIDENT PERCEPTIONS

In addition to the lack of consistent methods, standardised instrumentation and even theoretical foundations (Lankford & Howard 1994), the tendency to view residents in the community(ies) under study as a single group, rather than examining discrepancy among local subgroups has contributed to explain the evident contradiction of findings in the measurement of resident attitudes towards tourism (Petrzelka et al., 2005). Scholars have recognised that *community* is a difficult concept if it is treated as a homogeneous rather than recognising and acknowledging the intrinsic diversity within communities (Petrzelka et al., 2005). In recognition of the heterogeneity of host communities in terms of perceptions towards tourism, some attempts have been made to homogeneously segment resident perceptions.

The existing literature reveals that different clusters have been identified within the investigations undertaken up to date. While works such as that of Davis, Allen and Cosenza (1988) have identified groups named 'Haters', 'Lovers', 'Cautious Romantics', 'In-Betweeners' and 'Love'Em for a Reason', others have named them 'Enthusiasts', 'Somewhat irritated' and 'Middle of the roaders' (Ryan & Montgomery, 1994). Clusters named 'Development Supporters', 'Prudent developers', 'Ambivalent and Cautious', 'Protectionists' and 'Alternative Developers' (Aguiló & Roselló, 2005) have also been suggested.

Although the recognition of community heterogeneity has been acknowledged and it has been claimed that it is possible to segment a destination's residents on the basis of their perceptions of tourism development (Madrigal, 1995: 100), no significant conclusions (if any) can be drawn from the existing investigations with regard to resident perception clusters. Authors have suggested that even though it is relatively easy to identify corresponding clusters among those residents who hold the most extreme views, direct comparisons among the different authors' clusters are impossible (Fredline & Faulkner, 2000: 777). Such impossibility is basically due to the lack of inconsistency in terms of the clustering variables, communities and destinations' characteristics, the number of clusters identified and the data collection instruments utilised.

Furthermore, although it has been stated that by identifying clusters of residents by their responses may bring researchers closer to the development of more general theories concerning the links between resident attitudes and tourism (Fredline & Faulkner, 2000: 780), it is academically important to recognise that such an approach would still be limited. It must be acknowledged that because earlier works have imposed analysis frameworks upon the community through pre-determined group of research instruments, researchers have limited emic responses with regard to resident perceptions towards tourism (Fredline & Faulkner, 2000), and therefore the accuracy of study results with regard to 'real' clusters should be questioned.

6. THEORETICAL FOUNDATIONS FOR RESIDENT PERCEPTION STUDIES

Another significant difficulty that is frequently faced when attempting to make generalisations in terms of resident's perceptions is the lack of theoretical foundations. It has been widely recognised that the atheoretical orientation of studies on resident perceptions poses problems in developing conceptual frameworks (Ap, 1990), which has been regarded as a major limitation in advancing understanding of residents' perceptions of tourism (Ap, 1992). In recognition of this, some theoretical foundations have been suggested as the basis for conceptual development in resident attitudes towards tourism. Theories such as Social Exchange Theory and Social Representations Theory are frequently incorporated in such theoretical foundations.

Although the Social Exchange Theory has valuable potential applicability since it provides a basis for identification, and definition of the central concepts involved in measuring residents' perceptions of tourism impacts (Ap, 1992), not always has the theory been fully empirically supported (see McGehee et al., cited in Harrill, 2004). The lack of total support might be expected as the theory has been criticised for its assumption that humans are isolated individuals and respond as computer-like information processors (Pearce, Moscardo & Ross, 1996: 34). If the Social Exchange theory was to gain academic and practical acceptance, the model would need to be further tested due to the complex nature of the interrelationships proposed in the model (Zhang et al., 2006) and to the complexity of residents as both isolated and collective individuals.

Social representations theory is another theoretical framework that has been proposed (Pearce et al., 1996) and empirically used (Fredline & Faulkner, 2000) for the understanding of community attitudes towards tourism. However, although social representations theory offers an emic, contextual, process oriented, and longitudinal approach necessary to understand the complex social phenomenon of tourism (Pearce et al., 1996: 54), the value of such theory still needs to be widely supported and recognised by empirical studies on resident perceptions about tourism.

7. OTHER RELEVANT ISSUES IN THE STUDY OF TOURISM PERCEPTIONS

In addition to the points made in the preceding discussion, there are other issues that deserve special consideration when examining the literature on resident perceptions towards tourism and tourists. One of these issues, as the following discussion will reveal, is the frequent conceptual inconsistency to refer to the 'opinions' of residents towards tourism. This terminological inconsistency might eventually strengthen the wide variation and even contradiction of findings.

7.1 TERMINOLOGICAL VARIATION

The literature review reveals that there are various concepts that are frequently used interchangeably to refer basically to the opinions or views of residents towards tourism. For example, while some scholars have commonly used the concept *perceptions* (Aguiló & Roselló, 2005; Ap, 1990, 1992; Besculides et al., 2002; Brunt & Courtney, 1999; King, Pizam & Milman, 1993; Tosun, 2002), others have instead opted for using *attitudes* (Akis et al., 1996; Allen, Hafer, Long & Perdue, 1993; Broughman & Butler, 1981; Getz, 1994; Sheldon & Var, 1984). Simultaneously, others have utilised the term *reactions* (Fredline & Faulkner 2000). Furthermore, whereas the term *views* has also been used for similar purposes by other researchers (Ritchie 1988), others have adopted the term *perspectives* instead (Wall, 1996). However, there are also scholars that have used two (*attitudes* and *perceptions*) at the same time (Lankford, 1994; Perdue, Long & Allen, 1987), or three terms (*attitudes*, *interests* and *opinions*) (Davis et al., 1988) in an undifferentiated manner.

Despite this frequent variation of terms, few scholars have recognised such inconsistency, and it has been claimed that the difference among terms is important since many studies, for example, seem to use *attitudes* when, in fact, they measure *perceptions* (Getz, 1994). This recognition has been supported by scholars belonging to other areas of knowledge such as psychologists who claim that there is clear distinction between beliefs, attitudes, intentions and behaviours (Ajzen & Fishbein, 1980). In a tourism study context, however, the majority of studies have ignored this issue. The number of scholars that have tried to be cautious when using such terms is limited (Ap, 1992).

7.2 NATURE OF STUDIES: EXPLORATORY AND DESCRIPTIVE

Another issue that deserves consideration in the development of resident perception studies is the nature of the studies conducted. Although there are a big number of studies conducted on resident perceptions, the great majority tend to be largely exploratory and descriptive in nature (Ap, 1992). From the present critical analysis, it can be noted that the majority of the studies generally report research project results in a descriptive way but do not state *why* residents in tourist destinations hold either positive, negative or neutral perceptions towards tourism. This has been noted before as it has been claimed that the lack of explanatory research limits the current literature on understanding resident responses towards tourism (Ap, 1992). Husbands (1989) puts it this way,

...one persistent problem in this body of work is that the theoretical understanding of residents perception of, or attitude to, tourism is weak. This accounts for the general absence of explanation grounded in the social structure of the destination society. There is, so far, no theoretical justification of why some people are, or are not, favourably disposed to tourism. (p. 240)

Perhaps one of the potential and partial solutions to this problem could be a full consideration of the importance of the emic paradigm, which has been required to *understand* community reactions to tourism (Pearce et al., 1996). While etic approaches generate their own constructs to describe the observed behaviour or cultural pattern, emic approaches seem to be more explanatory as they draw upon the actors' interpretations and local inside knowledge of the meaning of the behaviour (Pearce et al., 1996: 4).

Undoubtedly the big amount of scholastic work conducted so far, either focused on *perceptions* or *attitudes*; with or without theoretical foundations; or whether quantitative or qualitative, has contributed to a broad – yet partial - understanding of residents perceptions towards tourism. There are therefore still a wide variety of issues to uncover within this topic.

For example, pertaining to methodological approaches, qualitative measures are needed for inclusions of a more 'personal voice' of the community residents (Petrzelka et al., 2005). In terms of locations, there is a growing need to assess resident attitudes in areas that are beginning the development process, such as emerging destinations in Latin America, Africa and Asia (Harrill, 2004). Furthermore, with regard to tourist comportment, future research should be directed at determining more explicitly the perceptions and attitudes of hosts towards the presence and behaviour of particular types of tourists (Wall and Mathieson, 2006).

8. CONCLUSIONS

The whole preceding discussion aimed to provide a theoretical context on the perceptions toward tourism held by residents, and raised many issues to consider for future studies. One of these issues is the fact that the literature varies widely in many regards. One of the most noticeable variations is with regard to findings. The investigations analysed have frequently reported inconsistencies which have ranged from slightly similar to completely opposite views held by residents considering a particular dimension (e.g. socio-demographics). Such a slight or extreme discrepancy has played an important role in the development of tourism knowledge as it has not permitted to significantly extrapolate study findings.

One of the issues that seem to be influential for such discrepancies is the lack of standard scales for measuring resident attitudes towards tourists in different circumstances, thus not providing a basis for adequate comparative analysis. Within this framework, some scholars have developed different scales to assess attitudes and possibly compare findings. However, the lack of consistency in findings might not have to do only with methodological issues such as standard scales, but with the particular contexts of host communities. 'Standard' scales might be useful when being applied to 'similar' host communities in terms of both their intrinsic (e.g. gender, age, ethnicity) and extrinsic variables (e.g. level of tourism development, community's economic dependency). However, the universal use of 'standard' scales seems to be quite impractical due to the significant inherent variations in host communities. Therefore, it can be concluded that in many contexts it might be more practical and reasonable to develop instruments that are based on the particular circumstances and characteristics of the community under consideration.

In addition to the previous point, it was noted that the existing literature regularly varies with regard to the methodological approaches, which might also be a reason for discrepancies in findings. Although there is a clearly major tendency towards positivistic approaches – mainly reflected in the quantitative tenets – the importance of considering qualitative approaches has started to being recognised. This methodological variation, however, can be regarded as one limitation for comparisons as the etic perspective predominantly surpasses the emic one. This fact has commonly taken place despite the recognition of the valuable contribution of emic approaches for the development of studies on resident attitudes (Pearce et al., 1996), and has been reflected in the descriptive nature dominating the majority of studies. The reasons *why* residents hold certain perceptions towards tourism are therefore widely unknown.

A final point that needs special consideration as a concluding remark is the several models discussed in the literature review. The discussion revealed that although certain models have been widely supported, they also have been contradicted by empirical studies. Plus, such models (e.g. Irridex and Lifecycle Theory) seem to be applicable only to destinations that follow certain development pattern and have been criticised for their unidirectional propositions. Other models such as that of Butler's host attitudinal/behavioural matrix seem to be more encompassing as it recognises the possible variations in opinions within the same community; a model that seems to reflect the varying reality of host communities. Its applicability and value, however, need further academic acceptance, which has not been echoed in existing empirical case studies.

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TOURISM DEVELOPMENT: AN EMPIRICAL STUDY ON MALAYSIA

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SUMMARY

The study shows the government expenditure on the tourist sector (ExqM) and the cost of living in Malaysia (CosM) have a major influence to the increase of tourists in Malaysia (TouM). In actuality, there are many factors that have contributed to the progress of the tourism sector's income; however the study shows that the total number of hotels in Malaysia (Ho) and the increasing number of tourists to Malaysia (TouM) are the two main factors that boasted the tourism sector's income (ImT). With regards to the last equation, the output of the study shows, the initial period the tourism sector only plays a minor role in the country's GDP. However, under the present development policy, greater emphasis has been given to the development of tourist sector with the injection of more allocation under the new budget; it is expected that this sector is going to be one of the major earner and contributor to the GDP of Malaysia. Aside from that, this study also noted, with the influx of more tourists into Malaysia, the country will have to face with more cultural and social problems.

INTRODUCTION

Tourism industry becomes the popular sector for most of the developing countries in Southeast Asia e.g. Singapore, Malaysia, Thailand, Indonesia and Brunei. This is because the tourism industry has the potential to generate foreign exchange earnings, create employment, promote development in various parts of the country, reduce income and employment disparities among regions, strengthen linkages among many sectors of the national economy and help to alleviate poverty. **Malaysia** is the one potential country that can develop the tourism sector to be the major sector. Tourism is fast becoming the second most important sector for Malaysian economy. Malaysia government has put in efforts to boast the tourism industry by investing heavily in this sector since 1980. As a result of this, Malaysia has manage to attracted an average of 2.3 million international tourist arrivals in 1980, and in 2001, the World Travel & Tourism Council (WTTC) referred Malaysia has as 'one of the world's best kept tourism secrets'. In the year 2002, Malaysia was identified by the World Tourism Organization (WTO) as one of thirty emerging world destinations. By 2004, tourist's arrivals in Malaysia have increased by over two million, totaling it to 15.7 million. Actually, Malaysia relies heavily on domestic tourism market; surpassed its international arrivals in 2002, which is dominated by its neighbors; 60% from Southeast Asia in 2004.

The tourist arrivals to Malaysia are showing encouraging signs of recovering. Malaysia recorded a total of 1,266,886 tourist arrivals for the month of April 2004. The figure represents a 175.8% increase from the 459,374 tourist arrivals for the same month in 2003 (table 1). Total tourist arrivals recorded between January and April stand at 5,245,100, an increase by 57.3% compared to 3,334,521 tourist arrivals for the same period in 2003.

Table 1: The Increase of Tourist Arrivals to Malaysia between the Year 2003 and 2004

Month	Figure
April 2003	459,374 visitors
April 2004	1,266,886 visitors
% Change	+ 175.8%

Source: Communications Division, Tourisme Malaysia, 2004

The figures for the month of April continue to increase in the positive trend of tourist arrivals into Malaysia for this year. The top ten markets that contributed to the month of April are; Singapore (809,640 visitors), Thailand (135,805 visitors), Indonesia (51,718 visitors), Brunei (45,043 visitors), China (39,612 visitors), Japan (16,212 visitors), United Kingdom (15,530 visitors), Australia (13,900 visitors), India (10,480 visitors) and Taiwan (9,560 visitors).

The Malaysian government has invested heavily in the development of its infrastructure since independence in 1957, and tourism is served by the well-maintained highways, an extensive train network and modern airports as Kuala Lumpur International Airport (KLIA) in 1997. But despite this and Malaysia's obvious attractions – literally something for everyone – and tourism's significant contribution to the economic growth; the country has struggled to achieve the kind of growth it deserves and falls short of its full tourism potential (WTTC TSA, 2001). From the year 1993 to 2003, Malaysia's income from the tourism industry has increased significantly (Table 2).

Table 2: The Significant Increase of Malaysia Tourism Sector's Income from the Year 1993 to 2003 (Million Malaysian Ringgit)

Year	Income from tourism sector (Million Malaysian Ringgit)
1993	5065.8
1994	8298.3
1995	9174.9
1996	10354.1
1997	9699.6
1998	8580.4
1999	12321.3
2000	17335.4
2001	24221.5
2002	25781.1
2003	21291.1

Source: Malaysia Tourism Promotion Board (Ministry of Tourism), 2003

The table depicts the contributed of Malaysia tourism sector's incomes to the Malaysia Gross National product (GNP) which has increased intensively from 1993 (RM 5065.8 Million) to the year 2002 (RM 25781.1 Million). This growth provides a very good support to the Malaysia economy although the figures have depreciated to RM 21291.1 Million in the year 2003. However, in the year 2005, Malaysia has shown a positive improvement for its tourism industry. Despite natural disasters and regional instability, Malaysia continued to benefit from the Asian tourism boom, with tourist arrivals reaching almost 17 million, in line with the target set by the Malaysian government at the beginning of the year. Singapore remained the top country for tourist arrivals, accounting for 57% in 2005. Referring to the World Tourism Organization, Malaysia is also among the top three countries for the most number of tourist arrivals among the 53 commonwealth countries. Tourist arrivals for Malaysia increased by more than 160% between 2000-2005, an astonishing achievement for tourism. Within this period, the market was able to recover rapidly from the 2003 SARS outbreak, recording a 48% leap in arrivals in 2004 after its 2003 dip.

THE POPULAR TOURISM DESTINATIONS IN MALAYSIA

Kuala Lumpur, or "KL" as it is commonly known, is the focal point of new Malaysia. While the city's past is still present in the evocative British colonial buildings of the Dataran Merdeka and the midnight lamps of the Petaling Street night market, that past is everywhere met with insistent reminders of KL's present and future. The city's bustling streets, its shining, modern office towers, and its cosmopolitan air project an unbounded spirit of progress and symbolize Malaysia's unhesitating leap into the future. To some, this spirit seems to have been gained at the loss of ancient cultural traditions, but in many ways KL marks the continuation rather than the loss of Malaysia's rich past. Like Malacca five hundred years before, KL's commercial centre is a grand meeting place for merchants and travelers from all over the world.

Sabah, for many visitors, the primary attractions of Sabah are its outstanding national parks, which include Kinabalu National Park, the Crocker Range Park, and the Sepilok Orang Utan Sanctuary. Others come to enjoy the islands of Tunku Abdul Rahman National Park and the diver's paradise of Pulau Sipadan. However, Sabah possesses a number of other attractions as well, all of which are worth exploring.

Sarawak, like Sabah, Sarawak is known to international visitors primarily because of the extraordinary natural wonders of its national parks, including Gunung Mulu, the Niah Caves, and Bako. Sarawak's cultural treasures are also fascinating, reflecting the influence not only of the state's many ethnic peoples, but also the odd western influence of Sarawak's "White Rajahs."

The capital of Sarawak is Kuching. Malaysia Airlines flies regularly to Kuching International Airport as well as to Miri from Kuala Lumpur, Johor Bahru, Singapore, and Kota Kinabalu. Boats are a common mode of transport in Sarawak, as its the dense vegetation of its interior is crisscrossed with rivers. Travel in areas not reachable by boat is often by light aircrafts and helicopters. Major towns are serviced by buses.

Sarawak's endless rivers form the vast state's transportational backbone. The most common crafts used along the rivers are called perahus; they are low-lying pencil thin canoes equipped with outboard motors, and they curl along with surprising speed and agility. The experience of riding in one, while the impossibly dense jungle wall breezes past, is unforgettable.

Pahang, visitors to Pahang are usually there to visit the state's famous hill resorts, its internationally-known islands and beaches, or Taman Negara, the Peninsula's finest park. Each of these attractions is substantial enough to merit special attention in our pages. Pahang's other attractions, though less well-known, should not be missed by anyone visiting the state

Penang needs little introduction to many visitors to Malaysia, having long been known as one of Southeast Asia's finest destinations. Penang's outstanding beaches and exotic sights have made it one of the most popular destinations in the region. Malacca, if the ultra-modern architecture and forward-looking citizens of Kuala Lumpur symbolize Malaysia's hopes for the future, then the quiet, seaside city of Malacca, about 150 kilometers to the south, is the guardian charged with the reflective task of preserving its past. Five hundred years ago, an extraordinary empire rose and fell here, its power and dreams suddenly caught off-gaurd by the dawn of the Colonial Era.

Terengganu is the land of the lilting Gamelan and the mesmerizing "Ulek Mayang" dance--living testimony to the state's centuries-old guardianship of Malaysia's cultural heritage. It is a quiet state, with many small villages, quiet roads, and secluded islands and beaches. The clear waters and teeming marine life of Terengganu have made it an increasingly popular destination for divers

Kelantan: for most visitors, the charms of Kelantan are found in the vitality of its culture and its remote, unsullied beauty. The traditional sports of giant kite-flying, top-spinning, silat, wayang kulit, bird-singing competitions and the making of exquisite handicrafts such as songket, batik, silverware and mengkuang products still remain fixtures here, offering a glimpse of traditional Malay culture in truly spectacular setting.

STUDY PROBLEM

From the above introduction and data, the total of tourist to visit Malaysia in the last few years are very different, some year it increase and another year it decrease. So the study problem can state from this issue as: What are the factors that influence the total number of tourist to Malaysia? To increase the tourism sector's income, what is the way that Malaysian government should invest? Which factor that can contribute to the tourism sector's income? The Malaysian government tries to invest heavily in tourism sector in the last few years, what will they got from these investment? So, does the tourism sector contribute to the Malaysian Gross Domestic Product (GDP)? And, from these investment (Malaysian Government's investment to the tourism sector), what is the best way and the good strategies to get more benefit from the investment?

OBJECTIVE OF THE STUDY

The study intends to analyze the tourism industry in Malaysia pertaining to the increase in number of tourist, source of income and its contribution to the Gross Domestic Product (GDP).

The two main objectives of this study is to identify; how do the tourists knew Malaysia and how do they entered Malaysia? And what are the possible impacts on Malaysia looking from financial, social and cultural perspective? As to answer these questions, a number of field researches have been carry out in various places of tourist destination in Malaysia. Below are the specific objectives of the study:

i. to analyze the factors that influence the increase of total number of tourist into Malaysia.
ii. To examine the factors that contribute to the increase of the tourism sector's income.
iii. To study the role of tourism sector in contributing to the Malaysian' Gross Domestic Product (GDP).

METHODOLOGY OF THE STUDY:

This study utilized both the primary data collection and reference to the secondary data. For the primary data collection, a number of interviews have been conducted with various government agencies including officers from the Ministry of Tourism. Data were also gathered from foreign tourists visiting popular places or places of interests using random method.

The secondary data collection involved library research on materials related to tourism industry in Malaysia as well as overseas countries. It also entailed compiling data from Tourism Development Centre (TDC) under the Ministry of Tourism, Malaysia.

THEORY AND LITERATURE REVIEWS

Hideki Imaoka, Muthi Semudram, Sahathavan Meyanathan and Kevin Chew (1990) has mention about the theory of Income Determination in the book "Models of the Malaysian Economy: A survey". The level of income (NNP) is determined without constraints from the supply side of the economy through demand components of macro aggregates: private consumption, government consumption, gross investment expenditure, and change in inventory, exports and imports of goods, net receipts of factor and non-factor services, indirect tax and depreciation. Except for government consumption and change in inventory, all other demand components are treated as endogenous variables. Private consumption is disaggregated as follow: food, beverages and tobacco, household goods and services. Gross investment is broken down into building and construction, machinery and equipment, and agriculture. The export sector is disaggregated according to merchandise exports of manufactured goods, raw materials and other. Imports on the other hand, are broken down as follows: merchandise imports of the food, raw materials, machinery and equipment and manufactured goods. Desegregation of indirect tax revenue is according to indirect tax revenue from exports, imports and other sources. Each component of private consumption expenditure is explained by private disposable income Y^d defined as:

$$Y^d = NNP - T^d + TR$$

Where NNP = Net national product at factor cost; T^d = Direct Tax revenue from corporations and households; TR = Current net transfer to household.

The income multiplier process occupies a central role. However, the magnitude of the income multiplier is not reported. It can be expected that the income multiplier would be reduced to the extent that the marginal tax rate affects the marginal propensity to consume (Private). Also the indirect tax rate would affect the magnitude of the income multiplier through the marginal propensity to import. However, it is not possible to consistently calculate either the balanced or deficit budget income multiplier in the model as governmental budget constraint not specified in the model. The national income determined in the manner described above is then allocated to the agricultural and non-agricultural sectors. This is done through the following two equations.

$$GDP^{na} = f[(GI^P + GI^b), (E^r + E^m + E^o), (M^P + M^f + M^r + M^m)]$$

$$GDP^a + GDP^{na} = NNP + DP + SP^f + SR^f + T^e + T^m + T^o$$

Where

GDP^{na} = gross domestic product of non-agricultural sector,
GDP^a = gross domestic product of agricultural sector
GI^P = gross investment in machinery and equipment
GI^b = gross investment in building and construction
E^r = merchandise exports of raw materials
E^m = merchandise exports of manufactured goods
E^o = merchandise exports of all other goods
M^P = merchandise imports of machinery and equipment
M^f = merchandise imports of food
M^r = merchandise imports of raw materials
M^m = merchandise imports of manufactured goods
DP = depreciation

SP^f = payment for factor services
SR^f = receipt from factor services
T^e = indirect tax revenue from exports
T^m = indirect tax revenue from imports
T^o = indirect tax revenue from all other sources

The theory of Income Determination will be developed to the model of Malaysian Gross Domestic Product (GDPM), especially from the affect of the factor SRf or receipt from factor services to the GDP^a. This model can be express to the model of this study as the affect of the tourism sector's income and industry sector's income to Malaysian Gross Domestic Product. [GDPM = f (ImT, Yid)].

Tan Ka Eng (1986) discusses on the forecast Tourism in Malaysia in his paper on "A Study to Forecast Tourism Flow into Peninsular Malaysia Using Time Series Modeling Techniques'. Data source of the studies come from the interviewing Tourism agency as MOCAT officer, Tourism Development Centre (TDC) Report, Tourism Conference paper and the library. The objective of the studies tries to compare the forecast techniques on the total number of the tourist to visit Malaysia. He used Exponential Smoothing Method to discuss the forecast trend of the arrived of the tourist to Malaysia and to explain the relevance of the variable in his studies. Box-Jenkins Method also has took by him in being used and found it very impressive to make the short-term anxious technique in apply to the tourists arrived data. From the study, he found that the regression model is the most important and suitable in using to forecast the tourist arrival to Malaysia. But, the forecast of tourist arrival also depend to the independent variables.

The study of the tourism contribution to Malaysian economics has done by Lee Sin Yin (1993). The study aimed at testing the impact of tourism sector to manpower, the balance of payment, the tax revenues and the effect to the Malaysian GDP. Sources of the studies come from interview with the MOCAT officer and the LPPM Library. The studies found the tourism sector play a big role to contribute to the labor employment, balance of payment, to increase the national income per capita of people in Malaysia. Her study also touches on the increasing of hotel's manpower, total number of hotel's rooms because of the increase of tourist to Malaysia. From her studies, the tourists has increase from 2,250,509 tourists in 1980 to 3,100,906 tourists (1985) and 6,019,209 tourists in 1992.Its follow by the increasing in total number of hotel's rooms from 28,432 units (1980) to 35,720 units (1985) and 55,866 units in 1992. Lee Sin Yin also discuss on the Malaysian government's role to support the tourism sectors. The support that has done by the Malaysian government is to form The Tourism Development Center (TDC), to support the private sector to built the hotel, create the free zone from duty, gave permission to private sector to create tourism agency and to promoted the tourism destination to the world. From these activity, the tax revenues from the tourist arrival has increase from RM 4,652.55 million (1983) to RM 5,400.85 (1985) and RM 14,990.5 million in the year 1992.

MODEL OF THE STUDY

Based on the theory, literatures and study objectives, three hypotheses have been formulated**.** From the GDP model of Hideki Imaoka, Muthi Semudram, Sahathavan Meyanathan and Kevin Chew (1990), we can form the GDP model of this study as the model no. 3. We use industry factor (Yid) to compare with the tourism sector's income (ImT) because the industry sector is the major sector in Malaysia with contributes to GDP. Tan Ka Eng (1986) gives us the idea to built tourist arrival model as in no. 1. And from Lee Sin Yin (1993), we can form the tourism sector's income (ImT) as in the second model of this study. For easy understanding, these hypotheses are turned into functional form separating independent variables from that of dependent variables. The empirical method used to test or analyze these hypotheses is that of multiple regressions. The three hypotheses, are as shown below:

(1) The hypothesis about the total number of tourist to Malaysia.

The hypothesis states that the government expenditure to the tourist sector (ExqM) and the cost of living in Malaysia (CosM) influence the increase of total number of tourists to Malaysia (TouM). The function form is below:

TouM = f (ExqM, CosM)

(2) The hypothesis of the tourism sector's income.

The hypothesis states that the total of hotels in Malaysia (Ho) and the number of tourists to Malaysia (TouM) are the major factor that contributed to the tourism sector's income (ImT). The function form is below:

ImT = f (Ho, TouM)

(3) The hypothesis of the Malaysian Gross Domestic Product.

The hypothesis aspect that the tourism sector's income (ImT) and the Industry sector's income (Yid) are the factors that influence Malaysian Gross Domestic Product (GDPM). The function form is below:

GDPM = f (ImT, Yid)

Definition of The Variables and Source of Data

<u>TouM</u> refer to the total of foreign Tourist who visit Malaysia by the year from 1995 – 2005 (Units). <u>ExgM</u> refer to the allocation of The Government expenditure to the tourism sector by the year from 1995 – 2005 (Malaysian Ringgit). <u>CosM</u> is the cost of leaving in Malaysia. Data will measure by consumer index from 1995-2005 (unit). <u>ImM</u> is refer to the total Income from tourism sector in Malaysia from 1995 – 2005 (RM). <u>HoM</u> are the total of hotels in tourism destination in Malaysia from 1995-2005 (Unit). <u>GDPM</u> is the Gross Domestic Product of Malaysia from 1995 – 2005 (RM) and <u>YidM</u> are refer to the total Income from the industry sector in Malaysia from 1995 – 2005 (RM).

Output of The Study

1. The equation of total number of tourist to Malaysia (TouM)

$$\underset{}{\text{TouM}} = \underset{(0.877)}{1800038.4} + \underset{(6.805)}{90324\text{ExgM}^{***}} - \underset{(-3.009)}{113.439\text{CosM}^{**}}$$

Note ** Significant at 95 % level

*** Significant at 99 % level

R-Square = 87.8%

F^{*} = 35.884

Significant F = 99%

This equation tries to analyses the affect of the Malaysian government expenditure (ExgM) and the cost of leaving in Malaysia (CosM) to the total number of the tourist to visit Malaysia (TouM). The independent variables as Malaysian government expenditure (ExgM) and the cost of leaving in Malaysia (CosM) are expect to influence the dependent variable, the total number of the tourist to visit Malaysia (TouM). The output shows, both of independent variables (ExgM and CosM) significant with the dependent variable (TouM). The significant level of ExgM with TouM are 99% and between CosM with TouM are 95%. This output also shows that the F-test is significant and R-Square is very high. When ExgM increase 1 unit, TouM will increase 90324 units. Malaysian government expenditure (ExgM) on promoting Malaysian tourism places, culture and social background will rage more tourists to visit Malaysia. When CosM decrease 1 unit, TouM also will increase 113.439 units. This means that if the standard of living in Malaysia is very low is compare to another countries, it also will rage more tourist to visit Malaysia. This output also shown the variable Malaysian government expenditure (ExgM) is more important than the variable cost of leaving in Malaysia (CosM) in influence the total number of the tourist to visit Malaysia (TouM).

2. The equation of tourist's sector income (Imt)

$$\underset{}{Imt} = \underset{(-11.326)}{-14991.645} + \underset{(6.663)}{9.893Ho^{***}} + \underset{(0.625)}{0.001668TouM^{***}}$$

Note ** Significant at 95 % level
*** Significant at 99 % level

R-Square = 98.9%
F^{*} = 373.063
Significant F = 99%

This equation tries to analyses the affect of the hotels in Malaysia (Ho) and the number of tourists to Malaysia (TouM) to the tourism sector's income (ImT). The independent variables like the hotels in Malaysia (Ho) and the number of tourists to Malaysia (TouM) are expect to influence the dependent variable like the tourist's sector income (Imt). The output shows, both of independent variables (Ho and TouM) are strong significant with the dependent variable (Imt). This output also shows that the F-test is significant and R-Square is very high. When Ho increase 1 unit, Imt will increase 9.893 units. The total number of hotels in Malaysia are a very important source for the Malaysian Economy income. If the room number of hotel increase or total number of hotel increase, it will lead to increase the tourism sector's income (Imt). When TouM increase 1 unit, Imt also will increase 0.001668 units. This means that if the total number of tourists increase, the internal spending or the rotation of expenditures also increases. This will lead the increase of the tourist sector income (IMt). Both variables significant at 99% level.

3. The equation of Malaysian Gross Domestic Product (GDPM)

$$GDPM = \underset{(6.879)}{56173.152} + \underset{(1.019)}{0.335Imt} + \underset{(11.125)}{2.322Yid^{***}}$$

Note ** Significant at 95 % level

*** Significant at 99 % level

R-Square = 98.4%
F^* = 248.335
Significant F = 99%

This equation tries to analyses the tourist's sector income (Imt) and the Industry sector's income (Yid) to the Malaysian' Gross Domestic Product (GDPM). The independent variables like the tourist's sector income (Imt) and the Industry sector's income (Yid) are expect to influencing the dependent variable like the Malaysian' Gross Domestic Product (GDPM). But the outputs do not support the hypothesis because it shows; only one independent variable (Yid) is significant with the dependent variable (GDPM). This output also shows that the F-test is significant and R-Square is very high. Malaysian Government starts to promote and support the tourism industries after the year 2000. To get the profit (to compare between revenue and cost of investment) from this sector will take a longer time. So the output only show the other sector as Industries sector (Yid) more influence to Malaysian' Gross Domestic Product (GDPM) if compare to the tourist's sector income (Imt). When Yid increases 1 unit, GDPM will increase 2.322 units. The significant between these variables (GDPM and Yid) is 99%.

CONCLUSION AND RECOMMENDATIONS

The output of the study shows that the government expenditure to the tourist sector (ExqM) and the cost of living in Malaysia (CosM) have major influence to the increase of total number of tourist to Malaysia (TouM) in a positive way. Evidence of the Government's seriousness has taken steps to promote and introduce tourism as a core subject in local universities, as well as introducing tourism in the schools (Badaruddin Mohamed, 2002). In actuality, there are many factors that have contributed to the progress of the tourism sector's income; however the study shows that the total number of hotels in Malaysia (Ho) and the increasing number of tourists to Malaysia (TouM) are the two main factors that boasted to the tourism sector's income (ImT). For the last equation, as depict by the outputs, it shows that in the early part of the development of tourism industry in Malaysia plays, this sector only played a small role in contributing to the Malaysian' Gross Domestic Product (GDPM). However, under the present policy, the government make efforts to invest more in this sector based on the new budget allocation recognizing the importance of the tourism sector as one of the most important industry contributing to the Malaysian' Gross Domestic Product (GDPM) in the next few years. In the other side of this study, the output shown that the large number of tourist will be created more culture and social problem to the local Malaysian society. To increase the total number of tourist to Malaysia (TouM), Malaysian Tourism's sector income (ImT) and the Malaysian Gross Domestic Product (GDPM), Malaysian government should take seriously on tourism sector in context of investment and development**.** This is because the tourism sector will integrates a wide range of economic activities and is now regarded as one of the world's largest industries.

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An Element Of "New Money" In The Local Economic Impacts Of Festivals: The Sample Of Kirkpinar

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Abstract

As culture is increasingly utilised as a means of socio-economic development, the cultural tourism market is being flooded with new attractions, cultural events and festivals.

In many regions, cultural events and festivals are organized in order to provide mainly social and economic benefits to the community. Festivals and special events have various impacts that can be measured in economic and social terms. They contribute to the quality of life across region by strengthening communities and providing unique activities and events. In addition, to make the economic impact analysis possible, the festivals and special events must have analysed in depth.

Major festivals have been one of the fastest-growing segments of the tourism industry. The concept "new money" stimulates local economic activity through linkages of tourism with other sectors of the economy. The literature suggests that benefits of festivals outspread the whole region by local multiplier effect.

Kırkpınar is the Turkey's oldest cultural and sportive special event organised in Edirne. This special event has an important contribution to the city. In this study, the economic impacts of festivals and Kırkpınar's reflections on Edirne's economy will be searched.

Key Words: *Special events and festivals, "new money", local economic impacts, Kırkpınar*

Introduction

Tourism is an entirety of economic and social relations and facts which are arisen by temporary journeys and billeting for the hight or more than twenty-four hours and are practiced by reasons not enduring the aim of commercial assets, except for the places being lived in all along (Usta, 2001:9). As emphasized in the definition, tourism is an socio-economic fast for the places where being achieved, both with its international and national dimensions.

An increasing number of cities have selected tourism as a strategic industry for local development. The tourism industry is one of the fastest growing industries at the global scale and it generates jobs and income for local people. This is the most important effect by the economic side of development.

A lot of different types of tourism can be studied but nowadays culture has become an essential element of the tourism system. Cultural tourism is also frequently quoted as being one of the largest and fastest growing segments of global tourism (Richards and Wilson, 2006:

1209). When the definition of tourism is taken into consideration, it is possible to define cultural tourism as benefiting from goods and services that produced by tourism companies here by travelling to the countries and regions abroad by the purpose of seeing the remains of other existance elements and arts, languages, ideas, feelings based on people's economic, political and social development. (Kucukaltan, 1999:13).

This research will focus on festivals and events as a branch of cultural tourism on local development. On a global scale, festivals and events with a strong cultural component are substantially increasing in numbers. In addition to enhancing local pride in culture, these events also expose indigenous minorities and an increasing number of international visitors to new peoples and their customs as well as, other purposes including contributing to the local economy, and providing recreation opportunities recognizes festivals and events as a new wave of alternative tourism which contributes to sustainable development and improves the relationship between host and guest (Lee et al. 2004: 61).

In this study, the mission of Kırkpınar wrestling for local development, which is among the eldest wrestling and is a traditional activity of Edirne for 646 years, has been researched. Its contribution to the economy of Edirne, which is a border city, has been tried to be determined.

1. Special Events And Festivals

Festivals and special events play a significant role in communities' lives because they provide important activities and spending outlets for locals and visitors, and enhance local community's image. They are also unique travel attractions because they do not rely upon expensive physical development. Rather, the success of festivals and special events is more dependent upon the enthusiasm of the local community and event organizers than upon unique natural or built attractions (Gursoy et al. 2004: 171).

All cultures celebrate the things, persons or themes they value and this tendency provides reasons for festivals. According to some scholars only a religious celebration could be a true festival. While traditional festivals often retain religious or sacred meanings, contemporary ones are primarily secular or profane. Festivals and other forms of special events provide more than amusement; the atmosphere might be one of gaiety, joyfulness, playfulness or liberation from normal constraints (Encyclopedia of Tourism, 2000: 226). Whatever a festival's or an event's target is, people have different reasons for participating to these activities.

Festivals are now widely recognized as one of the fastest growing types of tourism attractions on economic development.. Indeed, it has been suggested that their magnitude justifies their recognition, along with ambient attractions (e.g., climate, scenery, culture, and wildlife) and permanent attractions (e.g., theme parks, historical sites, sports facilities, and convention centers) (Crompton and McKay, 1997: 429). The number of participants is influenced by the recognition of festival. Some kinds of tourists prefer to be in a vivacious atmosphere while they are out of home. So events, dances, religious ceremonies and festivals are being performed purely for tourist interests and they have almost lost their original meaning or sequence in the year (Orbaşlı, 2000: 116).

The explosion in festival numbers is multifaceted in cause, ranging from supply factors (such as cultural planning, tourism development, and civic re-positioning), through to demand factors (such as serious leisure, lifestyle sampling, socialization needs, and the desire for creative and "authentic" experiences by some market segments) (Prentice and Andersen, 2003: 8). Since festivals are accepted as a major tourist generating source in tourism sector, professionals focused on efforts that can increase the number of festivals. Even the festivals that have been carried out for a long time, all festival planners have to consider the fact that marketing is getting more important than before.

Festivals often compete directly with one another and therefore have to introduce new and innovative elements into their programmes in order to hold audience attention (Richards and Wilson, 2006: 1217). The participants of a festival in an urban area may have different characteristics than the visitors to natural areas, the factors and theories of perceived crowding were thought to be useful in defining the quality of a festival experience (Lee and Graefe, 2003: 1). Perceived crowding is important for reputation of the festival and generating income for residents. But crowding can be seen as a social cost. Traffic, noise, crime are other social problems alongside crowding (see Table 1). Table 1 shows us benefits and cost of events. Some cities achieve to increase benefits and decrease costs of events and festivals. Edinburg is a remarkable ideal model for cities trying to be a festival city.

Table 1. Cost and benefits for event evaluation

Social Benefits	**Social Cost**
-Community development lifestyles -Civic pride -Event production extention	-Disruption to residents' -Traffic congestion -Noise -Vandalism -Crowding -Crime -Property damage
Economic Benefits	**Economic Cost**
-Long term promotional benefits -Induced development and construction expenditures business -Additional trade, business development infrastructure -Increased property values	-Resident exodus -Interruption of normal -under-utilised

Source: Wood, Emma H. (2006).

Gursoy et al. propose that festivals and special events are likely to generate economic benefits for the local community, serve to build community cohesiveness, and generate social incentives for residents and businesses according to residents of festivals and special events. In addition to creating these benefits, festivals and special events are also likely to create problems (costs) for the local community. Festivals also have public goods aspect that go beyond pure entertainment and revenue generating because they provide a specific time and place within which families can show their commitment to the collective. By participating in a festival or a special event, a family demonstrates its commitment to being an active member of the community-good citizen, a potential partner in mutually reciprocal relationships. By spending money on festivals, families can also involve other families in a mutually enjoyable, associational activity that builds trust and sense of obligation. This allows families to develop strong relationships with other families (Gursoy et al. 2004: 173). This shows the social benefit of the festivals to the community development.

Gursoy el al. suggest that according to the festival and special event organizers, festivals and special events create more social benefits than the social costs in the results of their study. One explanation for this might be the length of festival. Since most festivals only last only a few days, organizers may not think that festivals and special events cannot create any major social problems in that a few days period. Another reason for this finding might be the importance placed on the benefits and costs of festivals and special events by organizers. Since the success of any festival or special event heavily relies on the support of local communities, organizers may place more importance on the social benefits of festivals and special events to the local community (Gursoy et al. 2004: 177). But Table 1 shows that Wood does not agree with Gursoy et al. in this point of view. Wood emphasizes more social costs than social benefits.

Tourists often seek out festival and other events to gain an authentic cultural experience. By sharing with residents in an important local event, the visitor can capture some of the flavour of local lifestyles and traditions. But when festivals and other special events are consciously developed and prompted as attractions, there is the risk that commercialisation will detract from celebration; that entertainment or spectacle will replace the inherent meanings of the celebrations (Encyclopedia of tourism, 2000: 226). In the next part of our study, we will analyse the economic impact of festivals and events. Data collected from literature and secondary sources shows us that festivals and events would help regional development, if they could be realized as important touristic actions. Omitting the marketing actions and implementing the traditional methods for realizing a festival or an event would not reap a great success.

Edinburg uses its historical ambience and associations as a setting for festivals. It has sought worldwide to position itself as “the Festival City”, rather than solely as Scotland’s capital, offering a unique selling point of creativity as well as heritage (Prentice and Andersen, 2003: 8). In Edinburg the festivals started in 1948 with the first international festival. Festivals are held throughout the year; for example International Science Festival (April), International Film Festival (August), Fringe Festival (August), International Book Festival (August/September), Folk Festival (November). There are some 1000 events in the Fringe Festival alone. This festival creates jobs that equate with 3000 full-time equivalents (Broadhurst, 2001: 75).

2. Local Economic Impacts

An economic impact study attempts to place an economic value on a particular event, business, or sector of an economy. The effects of a particular activity, however, are threefold. (Woods, 2002)

Direct impacts include the direct or actual revenues generated by the activity itself, as well as spending by participants at locations throughout the community. For example, the direct impacts of a festival would include revenues from admissions, concessions, souvenir sales, and ticket sales, as well as expenditures by carnival-goers at local restaurants and motels.

Indirect impacts include additional input purchases made by local businesses as a result of the event. For instance, because visitors ate at local restaurants, the restaurants had to place larger orders with their suppliers and had to bring in extra employees to cover the additional activity.

Finally, **induced impacts** are created when local business-owners, suppliers and employees spend the additional income that they were able to earn as a result of the event. Indirect and induced impacts are also referred to as multiplier effects. The idea is that a certain fraction of the direct earnings by event coordinators and by local businesses is re-spent within the local economy. Furthermore, recipients of this revenue will re-spend a fraction of it locally, and so on. With each round of spending, the total amount re-spent diminishes. Eventually, a total impact on the economy can be determined. Thus, the original direct effects are multiplied throughout the economy.

Economists emphasize the potential of special events to attract tourists and their associated expenditure. The latter is “new money” that stimulates local economic activity through linkages of tourism with other sectors of the economy. (Gelan, 2003). The potential benefits go beyond tangible economic outcomes and include “psychic income” with even a small community celebrating its uniqueness, promoting itself, developing local pride, and enhancing its economic wellbeing suggests that special events are powerful tools to target desired segments of tourism markets as well as spreading this industry geographically and seasonally.

It was estimated that about $20.1m of “new money” was injected into the local economy in British Open in 1999. Accounting for local multiplier effects, the anticipated ripple effect on the regional economy was about $20.8m. The level of economic impact could easily have been overestimated if a carefully structured working methodology had not been employed. The proportion of local goods in the total value of goods and services purchased by tourists provides the most important indicator of economic impact in the study area (Gelan, 2003).

Scientific studies presented that cultural tourism contribute the local economy. Today, cultural activities such as congress, art organizations and festivals have direct and indirect effects on the economy of the region and country. For example; in South Carolina, where cultural activities are made excessively ensures a 640 million dollars input only from cultural tourism, every 1 dollars expenditure by cultural industry ensures a 1,72 dollars output for the economy of the country by multiplier effect (Uysal; Gitelson, 1994:3).

The conceptual and methodological debate revolves around three main issues. These are the types and nature of local spending, the concept of a multiplier, and broader non-quantifiable costs and benefits.

Local Expenditure. The literature on impacts of a major sporting event indicates that economic impact is mainly expenditure driven (Burgan and Mules 1992:704). A good deal of “the research on sports events spectators has focused on their spending patterns as an indicator of the economic impact of the event for the local community” However, the main source of controversy has been methodological issues surrounding measurement and interpretations of expenditure (Gibson, 1998).

Since economic impacts are essentially associated with additional “new money” generated, then expenditure by residents does not make such contributions. This represents a recycling of money that would have been spent locally in different forms. It is probable that if residents had not made purchases at the event, then they would have disposed of the money either now or later by purchasing other goods and services in the community. For instance, $50 spent by a local family at a sporting site was likely to be used on movie tickets or other entertainment elsewhere in the host area. Thus, expenditures by residents offer no net economic stimulus to the community. However, it is not uncommon to come across studies that rely on surveys of spectators without distinguishing between spending by tourists and residents (Foley, 1991). This is one of the ways of generating high numbers that sponsors and promoters would use to convince taxpayers.

The only case when economic impact analysis would sensibly include spending by residents is when there is some evidence to suggest that a major sporting occasion had kept some community members from making trips elsewhere and spending their money there.

The Concept of a Multiplier. The methodological debate is not limited to the accuracy with which spending is estimated but also includes the types of the multipliers chosen. It recognizes interdependence among local industries. Spending generated by a major tournament directly stimulates economic activity and multipliers enable one to estimate indirect effects (Burgan and Mules, 1992)

For instance; Ontario’s festivals and events provide significant cultural, sporting and recreational opportunities for Ontarians and attract many visitors to all regions of the province. In addition to its significant financial support of many of Ontario’s festivals and events, the Ontario Trillium Foundation wishes to support the festivals and events sector by providing useful research on the impacts of the sector.

Ontario’s festivals and events provide significant economic benefits for the province through spending by the festivals themselves and by their visitors. The overall impact of 97 culture, sports, recreation and community festivals and events funded by OTF, OAC and OCAF amounts to nearly $80 million in economic return to the province's Gross Domestic Product (GDP).

The 97 festivals and events also generate over $30 million in taxes for all levels of government and help create 2,600 jobs and over $50 million in wages and salaries. This fact sheet highlights the breakdown of these key economic impact figures for small, medium and large festivals and events, including 39 small festivals and events (with expenditures up to $75,000), 37 medium-sized festivals and events (with expenditures between $75,000 and $300,000), and 21 large festivals and events (with expenditures over $300,000). Table 1 summarizes the impacts of the small, medium and large festivals and events included in the study.

3. The Impacts Of Kirkpinar And The Case Study

There is no other city in the world that a sport competition has been done perpetually for 646 years. From this point of view, wrestling done in the atmosphere of fair tradition charms the foreign audience as well. For this reason, wrapping this organization up in an international identity by developing it may change Edirne into an international festival city. The number of tourist that rush to Rio festival in Brazil can be given as an example to this event.

The wrestling, which 646th will organized in 2007, is an authentic activity.. For this reason, a lot of people, foreigners or native people, visit Edirne in this period of time, which is called Wrestling Week, in the last three days of which the wrestling is organized. A questionnaire whose methodology is presented below has been made in accordance with the determination of these visits' effects on Edirne's economy.(Küçükaltan et al, 2005).

Aim-The prior purpose of the research is to determine the effects of Kırkpınar Wrestling, Turkey's oldest sport organization that has a cultural dimension, on Edirne's economy. In addition, socio-economic conditions of the people (age, education level, income level, etc.) that come to watch the wrestling has been determined and demand composition in Edirne has been drawn in the direction of these perspectives.

Limitations: The questionnaires were applied to 1068 people that are in the field of Kırkpınar Wrestling in Sarayiçi in Edirne. The application has been made only to determine the thoughts of people that come to watch the wrestling.

The Method-The main group in the research is the all visitors that come for the Kırkpınar Wrestling. Fortuitous interviews are made face to face with 1068 of them as an example generosity. 24 questions have been asked in this interview and the ones related to the subject of the study are taken into consideration. The answers have been evaluated by the SPSS package programme and the results are explained by relatine frequency distribution tables. The relations between the questions have been tested by chi-square independence test by forming related contingency tables. In addition, literature scanning has also been done from the secondary resources.

The study was carried out with the objective of collecting a wide range of information for planning local tourism development and undertaking an economic impact study of the festivals.

The information collected was classified under the following two broad categories. The first refers to demographic characteristics of spectators: age, gender, occupation (social class), and geographic origin. This was intended to provide local public organizations with detailed information on spectator profiles at the major event. The second category relates to behavioural characteristics such as previous visits ,choice of accommodation, type of information used for travel, and spending patterns.

According to results, most people that come to watch the Kırkpınar Wrestling (66 percent) are 41 age or above. The ones at the age of 51 or over have a proportion of 39.4 percent. The highest participation proportion is between the ages of 41 and 50 (27.6 percent). Besides this, 18-25 age group is interested in Kırkpınar Wrestling only with a proportion of 9.5 percent.(Küçükaltan et al, 2005) This case shows that youth need to be taken aim for the advertisement of Kırkpınar Wrestling. Sport clubs that take part in the wrestling, municipalities, Turkey Wrestling Federation and City Physical Culture Sports Head Office have duties for this subject.

It attracts attention that most of people who come to watch the Wrestling are primary school graduates (45.7 percent). Furthermore, that university graduates are not interested in the Wrestling is another striking element. It is needed to attach importance to the advertisement of the Wrestling for the universities and the news related to the Wrestling need to be increased in the pages of the newspaper, media and internet.

The survey has shown that the wrestling is generally watched once. In order to ensure the demand stabilization, communication should be continued after the Wrestling by forming archives, information for the audience especially by Edirne Municipality.

The study followed the principles established in the literature review with regard to the need to account for only “new money” that was injected into the local economy because of the event. Accordingly, expenditure by the local authorities was not taken into account because this amount would have been spent on other items of public expenditure in the local economy.

The income levels of the people that come for the Wrestling are low. That low income level brings about complaints for the high price of the tickets. Ticket prices should be determined at optimal point for the purpose of ensuring qualified demand profile in long terms. 9.6 percent of the people having a 41 million or over spending. 58.2 percent of the participants spend between 5 and 20 million Turkish Liras. The amount of expenditure increases when the income level becomes high. But this profile shows that the ones who come to watch the Kırkpınar Wrestling have no high tendency of spending.

The people who took part in the questionnaire accentuate that there are lacks in the organisation at bureaucratic structure and public institution in Turkey. It is revealed that the organization being discussed needs to be directed by professional firms under the control of Edirne Municipality.

CONCLUSION

As a conclusion, it should be noted that the above results are obtained by applying the principles of measuring local economic impacts. The view was accepted that local economic impacts are essentially expenditure driven additional local expenditure attributable to the Kırkpınar was quantified. In addition to the capture ratios, local multipliers were adjusted to obtain local sales, income, and employment effects. If it were not for these adjustments to the multipliers, the local economic impact estimates would have been substantially larger than what is reported in this study.

There are useful policy implications to be drawn from key findings of this research. Decisions to host a major event tend to rely on a hope that some positive impacts would be generated rather than on a conscious effort to increase the capabilities of the local economy to realize potential benefits. For instance, it is clear from the methods followed in this case study that neither the number of spectators nor the size of spending necessarily provides a reliable measure of economic impacts. The most important indicator is the proportion of local products in the total value of goods and services purchased by tourists. If the impact of tourist spending is to be maximized, this proportion must be as high as possible.

Communication with international media institutions (like Eurosport, CNN, BBC) should be increased for the advertisement of the Wrestling. Dialogues should be ensured to take in part in Turkey’s General Advertisement Policy. An advertisement film which popular people known in national and international platforms (actor, actress, sportsman, businessman) take part in should be made and it should be shown in every screen in the world.

It is an important misfortune that Kırkpınar motive does not take part in the advertisement film of 2007 Tourism Ministry. It is awfully important for the development of Kırkpınar that Kırkpınar Wrestling should take part in it as a national advertisement motive.

The travel agencies, especially in Istanbul, add Edirne to their programmes need to be ensured in order for Kırkpınar to activate the region's economy more and for the demand for Kırkpınar to be regular. In addition, TURSAB should be informed for the subject and should be supported.

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THE SOCIO-CULTURAL EFFECTS OF TOURIST-RESIDENT INTERACTIONS

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ABSTRACT

The behaviours of tourists in a destination are totally different from origin country. Tourists' behaviours show diversity at different times during their holidays. It is obvious that the expectations and experiences all affect behaviours of each tourist. The interaction of tourists and the residents in a destination, different approaches and behaviours of each group is a primary concern of socio-cultural issues. In this study, in regard of human relations; the behaviours and approaches of tourists and the local people are examined. In addition, socio-cultural impacts of this interaction are analyzed due to its positive and negative dimensions.

Keywords: *tourism, social-cultural relations, tourist-resident interactions.*

1. INTRODUCTION

Tourism is one of the indispensable sectors for developing countries owing to its positive contributions to the economy. As a service sector, all of the activities within tourism focus on people. That is why, tourism is considered to be a huge power over social life. In details, it is possible to note that tourism has both direct and indirect impacts on social values, behaviours, family structures, security and ethical issues. As well as tourists, tourism investors should also take social and cultural traditions and applications of a destination into account. The interaction of tourists and the residents in a destination, different approaches and behaviours of each group is a primary concern of socio-cultural issues. One of the issues that should be paid importance is the reality that; approximately none of the tourists are aware of the local culture they are meeting at a foreign destination so they may have difficulties in adopting cultural tendencies, norms and rules which cause conflicts. That is why it is important to be aware of the critical issues which may be a cause anger or hostility among those groups.

During their stay in the destination, tourists interact with local residents and the outcome of their relationship is changes in the host individuals' and host community's quality of life, collective life styles, value systems, labour division, family relationships, attitudes, behavioural patterns, ceremonies and creative expressions (Ratz 2000; 36; Smith and Krannich 1998;_784).

Tourism has a far more visible effect in rural areas than in urban areas. The factors which influence residents' perceptions and attitudes, as well as the nature and the extent of the impact are likely to be different between developed and developing regions, regardless of the urban or rural location of the community (Teye, Sönmez and Sırakaya 2002; 669-670).

The tourist-host relationship is characterised by a number of features (Ratz 2000; 37):

a) It is transitory, unequal and unbalanced, lacks spontaneity and is limited by spatial and temporal constraints.

b) The tourist usually stays in the destination for a short time, so there is no opportunity to develop the superficial relationship into a more meaningful one.
c) The traditional spontaneous hospitality turns into commercial activity.
d) Tourists are on holiday, served by locals, which results in different attitudes and behaviour.
e) The obvious relative wealth of the tourists often leads to exploitative behaviour on the hosts' side.

Rızaoğlu, classified the interaction stages of tourists and host encounters in three points. These three occurrences are; "during purchasing, during daily interactions and during the exchange of knowledge" (Rızaoğlu 2004; 93-94). Tourist-host encounters occur in three main contexts (Ratz 2000; 37):

- Where the tourist is buying some good or services from the host (during purchasing),
- Where they are in the same place at the same time (during daily interactions),
- When they meet and share ideas and information (during the exchange of knowledge).

Although it is said that the international dimension of tourism usually occur from the third interaction state, the first and the second stages are seen more frequently than the third one (Yüksel, Yüksel, Hançer 2002; 171).

2. TOURISTS' ATTITUDES TO LOCAL RESIDENTS

Social structure of a local community has a major bearing on its ability to absorb positively the different norms and values brought by tourists (Mansfeld 1992; 379). The attitudes of the tourists' towards the residents shape their behaviours and affect the relationship between them. These attitudes can be classified in five groups. Listed below are explained at these groups (Avcıkurt 2003; 58-59):

- Irrelevance: Tourists are on holiday so they aren't enthusiastic towards establishing relationships wit local residents. Because of this state, the tourists have a tendency of isolating themselves from local residents.

- Worry and Disputes: Being faced with a new culture, the tourists have a tendency of behaving shy towards the local people. Due to the cultural differences, tourists might experience a feeling at worry and face disputes towards the local people.

- Feeling Sorry and Confusion: Being faced with the difficult living conditions that the local residents have to live under, the tourist experience a feeling at worry and confusion. These feelings are reflections of the comparison that they make between their own countries and the developing countries.

- Patriarchal Attitudes: Some tourists believe that their culture is better than other cultures and they disagreed with local residents' culture. Some tourists have strong prejudices towards the local culture. Some tourist put their own cultural believes in the center and act as though the world should revolve around their "ways of life".

- Desire Towards Leaving a Good Impression: Some tourists see themselves as an envoy of their country and they strive hard to leave a good impression.

3. CULTURE SHOCK

Culture shock is seen among tourists who are forced to change their physical and psychological attitudes and behaviours. Culture shocks are experienced more often in countries which have a different religion, language and cultural norms from that of the tourist home country, for example, a Westerner in a Eastern country. It is often seen that tourist choose to move around as groups and often with a tour guide to minimize the effects of these type of shocks (Yüksel, Yüksel, Hançer 2002; 175-176).

Cultural distance measures the extent to which national cultures are different from and similar to the culture of the host. Cultural distance construct has implications to the scale and essence of the interface of tourists visiting another culture (Crotts 2004; 83). Cultural differences between tourists and local residents lead to different expectations and experiences in addition these differences affects various perceptions and attitudes.

Rızaoğlu, emphasized the tourist-resident interaction phases into five groups. These groups are; "excessive happiness phase, apathy (duyumsamazlık) phase, annoyance phase, conflict phase, repentance (pişmanlık) phase" (Rızaoğlu 2004; 93).

One could say that their two sides to a country are "the front and back side". The front side is the face the country strives to promote, whereas the backside is often hidden from tourists, as this side only reflects the less attractive sides of the country. In the front side impressions aren't realistic and behaviours are shown with certain rules and standards. The back side however reflects that relations aren't disguised and genuine. In the front side there are three groups; tourists, residents and working people. However in the back side we usually only see the local residents (Avcıkurt 2003; 61-62).

Primary clusters are constituted people who are in a small dimension, have similar life style and powerful solidarity. Natural result of this solidarity in these groups starts with irrelevance and continues with attitudes such as; observing, condemnation and hostility. These clusters don't show the flexibility to other life styles which are different from theirs. In some towns and villages in the rural area, the properties of primary clusters are dominant so intolerant behaviours may be developed. But this is not a general state; primary clusters are different from each other. Secondary clusters at local residents are more opened to change and have bigger dimensions. In these groups, environmental interactions are intensive. So these groups are more tolerant, understanding and respectful towards tourist compared to primary groups (Doğan 2004; 83-85).

When we analysis the tourist and local residents "The Tourist Toleration Index" is also useful. In this index local residents' attitudes to tourists and tourism are classified in four stages. These stages are; "emotion, irrelevance, annoyance and hostility" (Lanquar 1985; 83).

4. The Interaction Between Different Residents' Types And Tourists

We can separate tourists who interact with public in some groups. These groups can be arranging as follow (Doğan 2004; 86-89):

- Relations with higher status natives: High status natives, with their life styles, education and cultures levels and ability to talk foreign language can easily communicate with tourists.
- Relations with poor native: How it is easy the communication between rich native and tourist, it is much more difficult to communicate for poor native with a tourist. The reasons for it can be arranged as follow:
    - Life style difference between tourists and poor residents.
    - The lack of foreign language knowledge causes miscommunication between tourists and poor residents.
    - Because of the cultural differences they couldn't join a common conversation between them.
    - They feel themselves scary, timid and underestimated toward tourists.

- Relations with youth: Because of youth residents enjoy for adventures meeting with foreigners, it is interesting for young to learn new life styles while. Because of this reason they lean to talk with tourists, and communicate.
- Relations with other sex: In general these relations happen between young residents and tourists women. The aim of young residents who strive contraction with tourists' is to be marrying and satisfy their sexual desires.
- Relations with children: Because of children is curious about tourists they are interested with tourists and want to instruct tourists about themselves and their cultures. Sometimes it can be boring for some tourists. Some tourists can love this kind of interests. Children's families doesn't like these close relations.
- Relations with tourism employee: Tourists are in relation mostly with tourism employees who provide them services. Hotel attendant, waiter, salesman are people who provide services. Their relations are based on providing economical benefits and mutual utility.

5. Positive Effects Of Tourism On Public

How social relations between local residents and tourist are long, the tourists attitudes are much more positive. Positive attitudes in general cause cross cultural relations. Cohen pointed out that the relation between local residents and tourists increase the self-confidence of the local residents and also proud of their country or towns. Positive effects of the relations between local residents and tourists are arranging as follow (Avcıkurt 2003; 65-66):

- Positive attitude can be progressed between them.
- They can know about their cultures and traditions.
- Diminish negative perceptions and prejudices
- Friendships flourish.
- Compliment, sensibility, appreciation, respect, and indulgence can be developed for cultures.
- Tourist and local residents self-confidence increase.
- Mutual relations provide psychological satisfaction.

6. Negative Effects Of Tourism On Public

Negative social effects of tourism on landlord public can be arranging as follow (Özdemir 1991; 96, Özdemir 1992; 70):

- Gambling, alcohol and like other dissipations can occur.
- The burst effect of the demand of the luxury and import goods by local residents that tourists uses,
- Racial tensions, especially distinctive racial differences between tourists and landlords,
- Standardization of the roles of employees,
- The extinction of some cultural worthiness, local arts traditions customs of landlords have and speed local life style changes,
- Because of the extreme service and lodging demands of some tourists can gain the hostility of local residents.
- Some restrictions for local residents for entering their own beaches and seas,
- Changes on national languages and bad effects on it.

All those factors can cause some problems about how to act to tourists sometimes can cause some demands for restrictions visitor comings.

RESULTS AND SUGGESTIONS

Tourism is a service sector; namely who provide service and who is provided with service is also human. Therefore, communication between individuals is essential. As a result of these relations the interaction between them is a natural event

When tourists they come to visit a foreign country, they find the opportunity to know different cultural characteristics. While tourists having the information about the life style of local residents, traditions-customs etc. during their visits, they can fall into a habit. Further local residents can compare different cultures with their own culture. Local residents sometimes can meet negatively some cultural rituals or behaviours that tourists do, and also sometimes they can meet some cultural characteristics positively.

The result of conscious planned and organized tourism activities can strike up strong cultural and language relations between societies. With the way of preservation of historical places, scenic beauties and social values, the tourism conscious of community can be increasing and be maintaining. Hereby it can be provided the contribution for development of tourism, the attitude to protect their own cultural heritage and self worth by local residents.

As a conclusion, local residents and tourists are affected with each other. This interaction can have both positive and negative results. Because of this reason it is necessary to evaluate the interaction extremely.

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Tourism Marketing and Consumer Behaviour

Service value, satisfaction, and switching barriers on behavioural intentions of farm tourists – A Taiwanese experience

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Abstract

The purpose of this study is to construct a behavioural intention model to predict tourist's intentions in regards to consuming farm tourism service. A Taiwanese agricultural farm is chosen as a case study. A sample of 226 family groups is collected using face-to-face interviews. Manifests associated with three antecedent factors, including service value, satisfaction and perceived switching barriers, are first tested using confirmatory factor analysis, followed by calibration of a structural equation model. Results suggest that all three variables have a direct effect on tourists' behavioural intentions. Satisfaction appears to be the best predictor, followed by perceived switching barriers and service value. Interdependences between the three variables, notably the moderating effects of switching barriers, are also confirmed to better interpret tourist intentions. An examination of multi-group analysis indicates that the behavioural intentions of first-time and repeat tourists are not significantly different. Finally, based on a factor loading analysis, a number of effective marketing strategies for farm tourism are discussed and proposed.

Keywords*: Behavioural intentions; Farm tourism; Structural equation model*

1. Introduction

Agriculture has experienced considerable changes over the past several years (Evans and Ilbery, 1989, 1992; Frater, 1982; Ilbery et al., 1998). An inability to generate sufficient revenue has, in many cases, led farmers to diversify from an agricultural base (Davies and Gilbert, 1992; Fleischer and Pizam, 1997; Rickard, 1983). Farm tourism is one recognizable activity that may assist in counteracting economic decline (Walford, 2001). In particular, in developing nations where people rapidly become rich but living conditions are broadly congested (e.g. far-east Asia region), farm tourism might be more likely to succeed. However, many farmers are still isolated due to a lack of knowledge, expertise, and training in the tourism field, as a farm tourism enterprise requires completely different skills as compared to an agricultural enterprise (Alexander and McKenna, 1998; Chang, 2003; Davies and Gilbert, 1992; OECD, 1994). Farm tourism entrepreneurs may fail to understand market needs or fail to respond to the service expectations of their customers. Such failures, in addition to the aforementioned declining agricultural income, could have devastating moral and economic effects for farmers (Reichel et al, 2000).

A complete understanding of tourist behavioural intentions (BI) is basic yet necessary information for the successful implementation of farm tourism marketing practices. Customer BI is viewed as an important indicator of whether customers will remain with or defect from their service providers (Engel et al., 1995; Kumar et al., 1999; Zeithaml et al., 1996). However, BI

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research on farm tourism thus far has been rare, and past studies have not developed or included any analytical models.

In general tourism research, a large number of studies have shown that service value and satisfaction are positively associated with tourist behavioural intentions (e.g. Petrick and Backman, 2002; Tam, 2000). However, the effects of these two factors and their interaction have not been examined in a farm tourism setting. Furthermore, competition is becoming more and more significant in farm tourism, which is immersed in a dynamic business environment in which tourists have changed and farms are competing with one another in increasingly aggressive ways (Chang, 2003; Dernoi, 1983; Evans et al., 1992; Reichel et al, 2000). Effects of perceived switching barriers on customer retention as well as the moderating role on service value and satisfaction have received increasing attention (Jones et al., 2000; Yang and Peterson, 2004). But these issues were not considered in regards to previous tourism research.

Thus, the purpose of the study is to construct a BI model made up of the three antecedent factors of service value, satisfaction and perceived switching barriers, and their mutual associations in order to assist in predicting tourist's intentions towards consuming farm tourism services. No study to date has investigated these constructs in a single framework. In an empirical analysis, we applied the developed model to large-scale leisure farms with better resource capabilities (rather than small family-run farms), because they are more likely to have the necessary resources required to afford and practice various forms of marketing. In Taiwan, there are a total of 1 102 leisure farms, of which 61 are categorized as large-scale farms. This designation is based on their accommodation facilities and range of leisure activities. These 61 large-scale farms have accounted for more than 52% of the total market turnover in 2005. In this densely populated nation, metropolitan residents are the main customers of these farms. In addition to the pursuit of physical outdoor activities and enjoyment of the pleasant countryside, these consumers are attracted to these farms based on the social, cultural and educational events held there (Frater, 1983; Walford, 2001). Farm tourists in Taiwan mostly consist of family groups (exceeding 60%), which is similar to many other countries (Dernoi, 1983). Even though the BI of family groups is considered to be an important research topic (e.g. Howard and Madrigal, 1990), there is still a dearth of related studies. To examine the BI of family groups, we chose to focus on a large-scale farm situated in an agricultural county that is a major travel destination for families living in the greater Taipei Metropolitan area.

Following this introduction, in section 2, farm tourism development in Taiwan and the study case are introduced. In section 3, a structural equation model (SEM) is established to explore simultaneous and interactive effects of three constructs: service value, satisfaction and perceived switching barriers. In section 4, the collected data is reviewed, and manifests associated with the constructs are first tested using confirmatory factor analysis, followed by calibration of the SEM and an examination of the multi-group analysis using LISREL 8.54 computer software. In section 5, findings are summarised and managerial implications are discussed. Finally, in section 6, study limitations are touched upon and suggestions for future research are presented.

2. Farm Tourism in Taiwan

In Taiwan, agricultural products now face extensive competition in the recently liberalized market of international agricultural trading since Taiwan joined the World Trade Organization (WTO) in 2002. Agricultural production values fell dramatically in 2004, and accounted for only 1.68% of the GDP, whereas the value of the service industry rose to 72.73% (National Statistics of Taiwan, 2004). In an attempt to soften the effects for farmers, the government has actively tried to assist in diversifying agricultural operations. One of the most popular reactions was a turn to farm tourism in hopes of attracting dollars, generating jobs and supporting retail growth. The local tourism industry has taken off in recent years for two reasons: the per capita income has grown to more than €10 thousand EUR, and a five-day workweek consisting of 40 hours has been officially implemented, which is half a day less than previously, Tourism receipts accounted for more than 5% of the GDP in 2005, which serves as another major contributing factor towards Taiwanese economic growth.

To assist the development of farm tourism, the various levels of government have largely relaxed regulations in terms of land-use and business operation, and provided substantial financial assistance. The farm tourism industry is experiencing a major upturn as a result. The number of leisure farms has in turn flourished, rising from 518 in 1999 to 1 102 in 2005. The total output value is measured at €13 million EUR, with a tourist population of 8.5 million.

Leisure farms can be categorized into two groups according to the classification developed by Davies and Gilbert (1992): large-scale farms with accommodation and activity services, and small-scale farms. In Taiwan, 91% of the leisure farms are designated as small-scale farms with a land scale of less than 10 hectares and less than six staff members. These are family-run farms that only operate over a short season and generate a relatively low income. There are 61 leisure farms identified as large-scale farms with better resource capabilities. Although small in number, these large-scale farms accounted for more than 52% of the market turnover, and the annual growth rate was significant (approximately 20%). Statistics regarding accommodation and activity services provided by these large farms are listed in Table 1, based on our survey.

Table 1
Accommodation and activities provided by 61 large farms

Accommodation	
Types of accommodation	Range of room numbers per farm
Resort	26~126
Cottage	15~106
Activities	
Sport and leisure	Percentage
Visiting natural attractions	81%
Hiking	64%
Cycling	19%
Education, social and culture	
Educational activities of natural ecology	64%
To experience rural life	60%
Agricultural festivals and cultural activities	18%
Food and beverages	
Local cuisine	59%
Agriculture product retail	36%

As indicated in Fig. 1 below, most of the large-scale farms are agriculture-based (76%), whereas 21% are ranch-based, and 3% are fishery/forestry-based. In terms of geographical location, many farms are clustered together. This increases competition, as farms in the same cluster have similar offerings in terms of nature, agriculture and accessibility. The study cluster chosen for this study is situated in northern-east Taiwan. Surrounded by mountains and close to the sea, the study cluster is located in an area famous for its natural beauty, and is a very popular destination for a great number of Taipei metropolitan residents (i.e. 6.8 million), who account for one third of the whole Taiwanese population. In the study cluster, we specified Tou-Chen leisure farm for our study case. According to our pre-study survey, it is the best farm to study the BI of family groups, as it hosted the greatest number of family customers within the study cluster. The Tou-Chen farm is situated on 120 hectares, and has 72 resort rooms as well as a broad range of sports, cultural, educational and social activities.

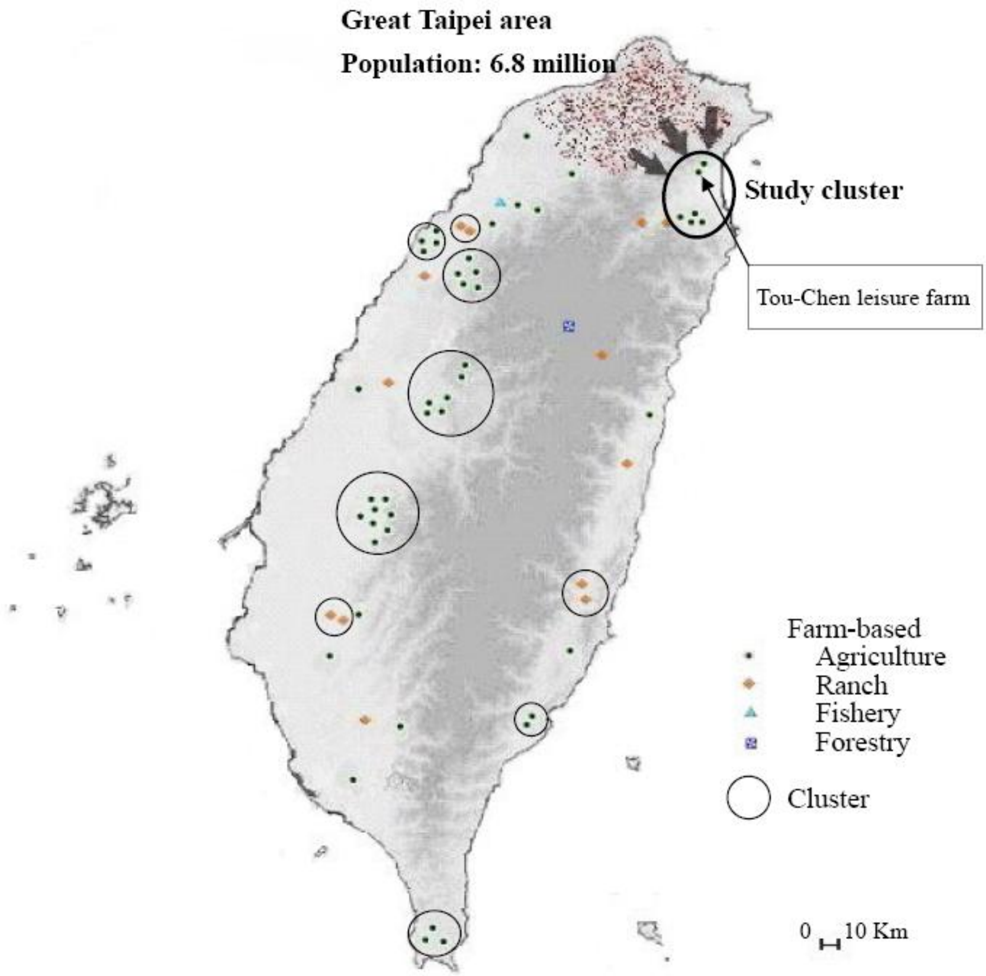


Fig.1. Distribution of large leisure farms in Taiwan and the study case

3. CONCEPTUAL FRAMEWORK AND RESEARCH HYPOTHESES

In the established model, we used four latent variables: the three constructs of service value, satisfaction, and perceived switching barriers, as well as the dependent variable of behavioural intention. The constructs used in other behavioural intention (BI) models, such as service quality and sacrifices (costs), can be implied as part of the corresponding constructs to simplify the analytical structure (Brady et al., 2001; Oh, 1999). In accordance with the justifications of previous studies, seven hypotheses were identified to express the possible relationships between the four latent variables, as indicated in Fig.2. They are illustrated as follows:

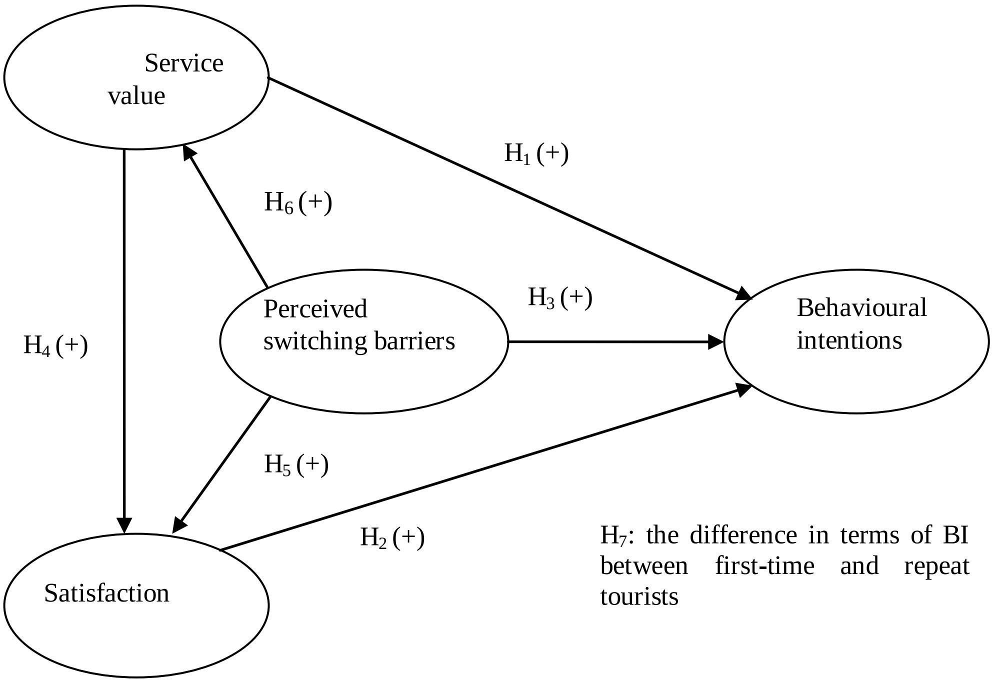


Fig. 2. Structure model of tourist behavioural intentions

3.1 THE CONSTRUCTS

3.1.1 Service value

Service value is conceptualized as the consumers' evaluation of the utility of perceived benefits and perceived sacrifices (Zeithaml, 1988). That is, consumers may cognitively integrate their perceptions of what they get (i.e., benefits) versus what they have to give up (i.e., sacrifices) in order to receive services. In farm tourism, benefits are largely the results of good service quality in both outcome and process domains. Sacrifices from the tourist's perspective can be divided into two types: the price that tourists have to pay, and non-monetary costs such as time and effort spent (Gallarza and Saura, 2006). Within the identification of benefits and sacrifices, many studies classify service value across three categories: functional value, emotional value, and social value (Sánchez et al., 2006; Sheth et al., 1991; Sheth et al., 1999; Sweeney and Soutar, 2001).

Based on this classification, we identified seven manifests for tourist service value for analysis. Functional value included: "leisure farm greeters provide good service quality" (coded as V_1); "the leisure farm offered a well-organized tourism product" (V_2); "the tourism product that the leisure farm offered was good value for the money" (V_3); "compared to the time I spent on this experience, I believe I received good value" (V_4); and "the tourism service was easy to buy" (V_5). Emotional value consisted of "visiting the leisure farm made me feel relaxed" (V_6). Finally, social value consisted of "I pursued some sort of companionship with the farm operators" (V_7).

3.1.2 Satisfaction

Satisfaction is broadly defined as the consumer's response to the evaluation of the perceived discrepancy between prior expectations and the actual product performance as perceived after its consumption (Ganesh et al., 2000; Lemon et al., 2002; Oliver, 1999). In essence, satisfaction occurs whenever the difference between expected and experienced tends to be small. In farm tourism, a broad range of service features are involved in improving customer satisfaction. Based mainly on the service evolutions indicated in past farm tourism research (e.g. Busby and Rendle, 2000; Chang, 2003; Reichel et al, 2000), we summarised six satisfaction manifests for analysis including: accommodation facilities (coded as S_1), local cuisine (S_2); nature scenery and outdoor activities (S_3); rural culture and life experience (S_4); educational activities for children (S_5); and finally, a safe and secure place (S_6).

3.1.3 Perceived switching barriers

Switching barriers represent any factor that makes it more difficult or costly for consumers to change providers (Jones et al., 2000). Past research suggests that switching barriers should also encompass any perceived switching barriers (Aydin et al., 2005; Ranaweera and Prabhu, 2003). In accordance with this suggestion and in consideration of the specific case, we summarised the perceived switching barriers into four dimensions: tourist psychological factors, service failure recovery, tourist switching costs, and the attractiveness of alternatives. Psychological barriers mainly consist of two elements, including tourist habit (B_1) and risk perception (B_2) (Fornell, 1992). Tourist habit is meant to fix customers' decision-making process (Yu, 1990), and risk perception serves to elevate their perceived uncertainty cost to prevent customers from changing their mind about switching from their service provider (Zeithaml, 1981). Service failure recovery (B_3) is a strategic issue. It is important because mistakes and failures are unavoidable in service sectors. Customer delight with service failure recovery will create positive word of mouth and higher repurchase intentions than is the case for dissatisfied, non-complaining customers (Andreassen, 2001). In the switching cost dimension, we identified three switching costs, including additional out-of-pocket cost and sunk costs (B_4); additional travel time (B_5); and additional physical and mental hassles (B_6) required for a service switch (Jones et al., 2000; Jones et al., 2002). Finally, as competition is significant in farm tourism market, competitors frequently exercise promotion practices to try to gain market share. Attractiveness of alternatives (B_7) has become inevitable as a component of the barrier (Patterson and Smith, 2003; Ping 1993, 1997, and 1999).

3.1.4 Behavioural intention

In terms of the manifests of the BI, repurchase intention and word-of-mouth are often justified as appropriate indicators in many studies (e.g. Dawn and Powers, 2004; Oh, 1999). These indicators can be expressed in either a positive or negative manner (e.g. Morgan and Hunt, 1994; Ranaweera and Prabhu, 2003; Zeithaml et al., 1996). Thus, we identified three manifests including repurchase intention (I_1), positive word-of-mouth (I_2), and negative word-of-mouth (I_3).

3.2 RELATIONSHIPS BETWEEN VARIABLES

3.2.1 Service value on behavioural intention

Bolton (1998) believed that a consumer's decision to maintain an existing relationship with a service provider is based on the value acquired. Many tourism researchers have found that customer perceptions of value directly and significantly influence their behavioural intentions (e.g. Lee et al., 2007; Petrick, 2004). Therefore, we posit the following hypothesis:

H_1: Service value has a positive influence on behavioural intention.

3.2.2 Satisfaction on behavioural intention

Past farm tourism research has suggested that satisfaction is an excellent predictor of repurchase intentions (Reichel et al, 2000). Evidence for the significant impact of satisfaction on behavioural intention comes from a wide variety of service industries including tourism (e.g. Baker and Crompton, 2000; Gallarza and Saura, 2006). Based on these studies, we state our second hypothesis:

H_2: Satisfaction has a positive influence on behavioural intention

3.2.3 Perceived switching barriers on behavioural intention

Academic evidence of businesses in competition indicates a positive relationship between perceived switching barriers and behavioural intentions (e.g. Balabanis et al., 2006; Burnham et al., 2003; Colgate et al., 2001). That is, the greater the perceived switching barriers, the greater the chance the tourist will remain, which is indicated as hypothesis H_3:

H_3: Perceived switching barriers have a positive influence on behavioural intentions.

3.2.4 Interactions between independent variables

In addition to the relationship between satisfaction and behavioural intentions, the service literature argues that customer satisfaction is the result of a customer's perception of the value received (Hallowell, 1996). When customers perceive services to have a high degree of value, they feel satisfied with the service provider (Cronin et al., 2000; Eggert and Ulaga, 2002). As a result, we posit the following hypothesis:

H_4: Service value has a positive influence on satisfaction.

Further, researchers conclude that switching barriers exhibite a moderating effect on satisfaction for behavioural intentions (e.g. Fornell, 1992; Balabanis et al., 2006; Chatura and Jaideep, 2003). In other words, customer satisfaction is higher when facing higher perceived switching barriers, and vice versa. Besides, given the high correlation between perceived value and customer satisfaction, it may be assumed that a switching barrier may impose a similar impact on customer perceived value (Yang and Peterson, 2004). Thus, we propose two hypotheses for examination:

H_5: Perceived switching barriers have a positive influence on satisfaction.
H_6: Perceived switching barriers have a positive influence on service value.

3.3 CONTROL VARIABLE

Following the stating of our hypotheses, we pondered whether they hold across different tourist groups. To examine the BI consistency of farm tourists, we use a control variable of first-time and repeat tourists in the structural model. Instructed by Um et al. (2006), hypothesis H_7 provides a relatively simple basis for segmenting tourists into two groups for efficient marketing practices:

H_7: The structural coefficients posited in Fig. 2 will additionally be invariant between first-time and repeat tourists.

In order to assess the magnitude of the role of the control variable, it is imperative that we first examine the overall fit of the model and thereby assess model invariance across the two groups with the hypothesis.

4. DATA COLLECTION AND RESULT ANALYSIS

4.1 DATA COLLECTION

A questionnaire consisting of 23 items was designed to measure the constructs of service value, satisfaction, perceived switching barriers and behavioural intention (see Appendix A for questionnaire). Respondents were asked to rate how much they agreed with each item on a five-point Likert-type scale ranging from strongly disagree to strongly agree. Data were collected using a direct face-to-face interview on account of the flexibility and higher response rate associated with face-to-face interviews. Parental respondents were carefully chosen to represent his/her family group decision. Before the survey, respondents were given a full range of explanations about the questionnaire before answering any questions. Small toys were given to respondents as gifts for their time.

A total of 241 interviews were performed. The number of valid questionnaires was 226, of which 115 were for first-time tourists and 111 were repeaters. In terms of group size, 65% of the family groups surveyed consisted of 5 to 9 people, while 20% were less than 5 and 15% were greater than 9. These tourists all came from the Taipei metropolitan area, 71% were from neighbouring Taipei city.

4.2 CONFIRMATORY FACTOR ANALYSIS

Confirmatory factor analysis (CFA) was performed to justify that the measurement model achieves an acceptable fit to the data. A reliability test was followed by validity tests. The reliability test aims to examine the internal consistency of the items that are used to measure a latent construct. The composite reliability is the most commonly used evaluation index. The results of the reliability test conclude that the sampling data achieved an acceptable level, as the composite reliability coefficients of the four latent variables ranged from 0.77 to 0.88. These values were all over 0.7, which is the critical value recommended by Hair et al (1998).

Validity tests were conducted to examine the accuracy of the measurements. In most cases, convergent validity and discriminant validity were both tested. Convergent validity is the extent to which the latent variable correlates to items designed to measure the same latent variable (Garver et al., 1999). To test the convergent validity of the measurement model, we calculated the fit indices, including χ^2/df (chi-square value divided by degree of freedom), CFI (comparative fit index), NNFI (non-normed fit index), IFI (incremental fit index) and RMSEA (root mean square error of approximation). In these tests, indicators of the manifests with an associated Student's t-statistic value of less than 2.58 (99% confidence level), standardized coefficients below 0.45, or R^2 below 0.2 were removed from the analysis. Models were stepwise modified to improve the fit indices. Table 2 indicates the result of the fair fit for every model.

Table 2

Results of convergent validity tests

Model	χ^2/df^*	CFI**	NNFI**	IFI**	RMSEA***
First-timer	1.5	0.98	0.98	0.98	0.063
repeater	1.7	0.95	0.95	0.95	0.080
Overall model	1.9	0.97	0.97	0.97	0.064

Values indicate a fair fit:(Jöreskog et al., 1993; Bentler, 1990; Browne et al., 1993)

* Value of χ^2/df below 3

** Values of CFI, NNFI and IFI values close to 1

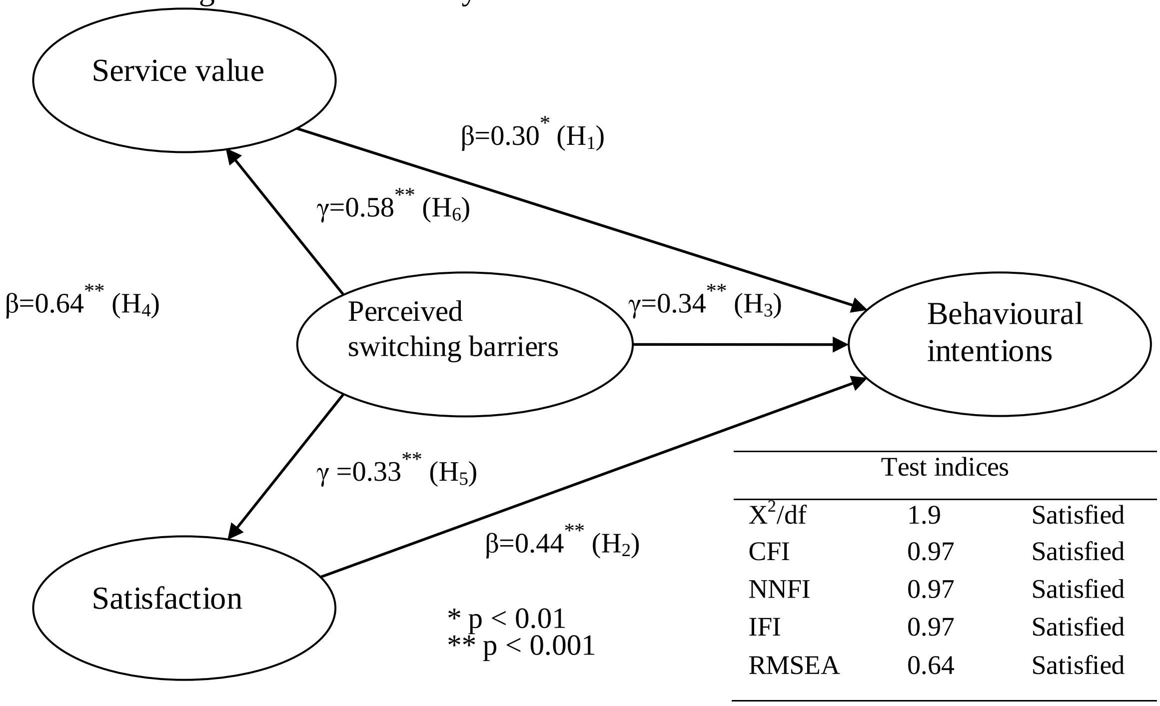
*** Values of RMSEA below 0.08

Following the convergent validity tests, the discriminant validity was examined. Discriminant validity is the extent to which the items representing a latent variable discriminate the construct from other items representing other latent variables. This can be assessed for two estimated constructs by constraining the estimated correlation parameter between them to 1.0, and then performing a chi-square difference test on the values obtained for the constrained and unconstrained models (Anderson et al., 1988; Garver et al., 1999). To do so, the chi-square differences of the pairwise constructs were individually measured. As the values were all far more than 6.635 ($\Delta\chi^2$ (1) = 6.635), we concluded that the items of one latent variable sufficiently discriminated the construct from those of the other. Thus, the discriminant validity was satisfied for every model.

4.3 STRUCTURAL REGRESSION ANALYSIS

After confirming the measurement model, the structural model shown in Fig.3 was estimated using LISREL 8.54 – the method used was the maximum likelihood estimation procedure on the variance-covariance matrix with the raw data as input. The LISREL analysis showed an excellent overall fit of the model as indicated by the χ^2/df, CFI, NNFI, IFI and RMSEA values of 1.9, 0.97, 0.97, 0.97, and 0.64, respectively. Given the satisfactory fit of the model, the estimated structural coefficients were then examined to evaluate the hypotheses. As predicted in H_1, service value had a significant positive influence on behavioural intention (β = 0.30, t = 3.04, which is greater than the critical value of 2.58 at the confidence level of 99%). The results also showed that behavioural intention was directly influenced by satisfaction (β = 0.44, t = 3.59) and by perceived switching barriers (γ = 0.34, t = 4.46). These values confirmed H_2 and H_3, respectively.

Between the three constructs, the proposed model conjectured that service value would directly influence satisfaction (H_4). The t-value results of 6.87 provide support for this link (β = 0.64). Also as expected, perceived switching barriers had a positive influence on satisfaction (γ = 0.33, t = 4.27) (H_5) and on service value (γ = 0.58, t =8.05) (H_6). In sum, the interdependences identified were all significant in this study.



Test indices		
X^2/df	1.9	Satisfied
CFI	0.97	Satisfied
NNFI	0.97	Satisfied
IFI	0.97	Satisfied
RMSEA	0.64	Satisfied

Fig. 3. Results of path analysis (Standardized parameter estimate)

4.4 MULTI-GROUP ANALYSIS

To test the invariance between the first-time and repeat tourists (H_7), we conducted a multi-group analysis. The analysis began with an unconstrained model, i.e. none of the parameters were constrained to be equal between the two groups serving as the baseline model. Subsequently, more stringent constraints, including factor loadings, factor correlations, error variance and structural coefficients were sequentially placed on the model by specifying the parameters to be constrained between the two groups. A significant difference in χ^2 (namely, $\Delta\chi^2$) represents a deterioration of the model and the null hypothesis that the parameters are equal is rejected (Koufteros and Marcoulides, 2006). Examination of the last model indicated that the χ^2 difference did not result in a deterioration ($\Delta\chi^2$ = 2.66 with 6 degrees of freedom leading to p-value of 0.85). Therefore, H_7 was accepted. That is, the BI between first-time and repeat tourists did not appear to be different.

5. FINDINGS AND MANAGERIAL IMPLICATIONS

Based on these empirical results, all three variables appear to have a direct effect on farm tourists' behavioural intentions. Satisfaction was determined to be the best predictor, followed by perceived switching barriers and service value. In addition, interdependences between the three variables were confirmed to improve the model fit. The effects of the three constructs on tourist BI were thus better interpreted.

As found in other tourism sectors, satisfaction is more effective in explaining tourist BI than service value in farm tourism (e.g. Duman and Mattila, 2005; Oh, 1999). In accordance with factor loadings, enjoyment of rural culture and life experience were identified as the strongest predicators among the manifests of satisfaction. As a Western style urban life becomes more prevalent, tourism to rural locations may bring relief to metropolitan residents. They can relax and regain a sense of calm and peace of mind that is not possible in the city. More importantly, the residents may rediscover their roots in the countryside by instigating a ‘‘rural nostalgia boom’’ from the old days. Similar experiences have happened in developed countries such as Japan and Britain (Short, 1991; Thompson, 2004; Urry, 2002). In order to match tourist expectations, farms could be romanticized and commoditised. That is, customers may be drawn based on a sense of nostalgia for older ways of life, e.g. doing chores, making handicrafts/toys and praying for blessings.

Next, food/beverages, as well as educational and outdoor activities were found to be significant, and all had a similar effect on tourist satisfaction, echoing the results of previous tourism studies (e.g. Akama and Kieti, 2003; Qu and Ping, 1999). This largely reflects on the cultural and social values of contemporary Chinese society: eating and drinking is still regarded as an important social event. Also, as the birth rate decreases while income levels rise, more parents are focusing on child education and family health. Conversely, issues pertaining to safety and accommodations were found to be less effective. Activities on agricultural farms tend to be less dynamic and risky than those on ranches or on forestry and fishery farms. Meanwhile, our survey results indicated that while staying in a farm, tourists often lower their expectations regarding room facilities and service.

Perceived switching barriers were found to be statistically effective in affecting the BI of farm tourists. This signifies the business environment surrounding leisure farms, where competition is substantial. Under these kinds of circumstances, identification of key potential tourist switching factors becomes important to prevent tourists from defecting to a competitor. Statistical analysis identified switching cost as a significant indicator for switching barriers. Family travel is in particular strongly driven by the cost barrier. To make a cost barrier robust, pricing strategy can be raised as effective measure. As farm travel gradually becomes regular for families, a farm can choose to establish favourable ticketing systems, such as memberships, seasonal passes, or multiple ticket passports. Tourists subscribing to the ticketing systems in return for a cheaper price per use are likely to recognize the expensive costs associated with a switch.

In addition, perceived risk, habitual domain, and service failure recovery are also notable in terms of reducing farm tourists from switching, although attractiveness of alternatives was of minor significance because the grouped farms were all seen as being of a similar level of service quality. To increase the level of perceived risk, tourists can be advised of the prominent switching risks through several communication channels, including advertising. Habitual domains indicate that the set of ideas and concepts that are encoded and stored in the brain tent to progressively stabilize over time (Yu, 1990). To fix a tourist's decision-making process and form a habit, the farm may offer some cultural and social events. Religious activities such as a blessing ceremony, cultural folk and theme events, educational tree planting, and gathering with close relatives (an integral part of Chinese culture) may be effective, according to the local anecdotal evidences. As for service failure recovery, strategies may consist of three types of action: apology (acknowledging the problem); assistance (fixing the problem); and compensation (e.g. presenting a small gift such as a trading stamp, or price concession), based on service marketing (Levesque and McDougall, 2000).

In the dimensions of service value, we found functional value to be a strong factor. Improved service quality and/or reduced customer sacrifice may lead to better functional value. Service quality can be increased by enhancing customers' sense of trust and loyalty (Albacere-Sáez et al., 2007). To do so, farm staff need to have a professional appearance and to behave in a professional manner. As in other service sectors (Parasuraman et al., 1988), important tasks may include keeping tourists informed of any relevant information; assuring tourists that problems will be taken care of soon; being considerate of tourists' property; and having tourists' best interests at heart. To reduce customer sacrifice, price discounts can be offered for large groups, or for groups that visit during off-peak periods. Further, tourist sacrifice should not be confined to issues surrounding out-of-pocket costs. As farms are often located in remote areas, time and effort used to search for and arrive at a leisure farm should be taken into account. Efficient sale channels (utilizing e-commerce or integrating with travel agents) and feeder service (through transport integrations or free transferring) could be arranged to further mitigate tourist costs.

As for the interdependence between the three variables, we conclude that service value is positively associated with customer satisfaction in farm tourism. Those tourists who feel that visiting a leisure farm is a valuable choice are likely to take that feeling into account when gauging their level of satisfaction. In addition, our results indicate that perceived switching barriers can serve as a moderating variable to be positively associated with service values and satisfaction, as with other service sectors (e.g. Chatura and Jaideep, 2003; Yang and Peterson, 2004). Accordingly, farm operators may use switching barriers as a complementary source to improve tourist satisfaction and service value for customer retention.

Finally, the control variable of first-time versus repeat tourists was examined and found to be ineffective. This indicates that farm tourists present a rather clear and consistent group, especially true as travel information is widely available, and tourism consumption has become more common in Taiwan. Travel frequency did not significantly vary responses in this study.

6. LIMITATIONS AND FUTURE RESEARCH

This study provides an analytical BI structure for the business of contemporary farm tourism. Generalisability would be increased if the findings were replicated with samples from other farm categories (e.g. ranch, fishery and forestry) and customer segments (e.g. companies or school tours). Also, the farm tourism market in Asia has been gradually expanding. The number of cross-border tourists is rapidly increasing, as happened in Europe, America, and New Zealand (e.g. Busby and Rendle, 2000; Torres, 2003; Fleischer and Pizam, 1997). So tourist BI across cultures pertaining to potential markets (e.g. Chinese ethics, Japan and Korea) is critical for a more in-depth analysis.

In addition, small-scale farms that are great in number but small in terms of turnover were excluded from this study. Yet, these smaller players merit consideration if we wish to better comprehend the development of the whole industry. When analysing the BI of small farm tourists, additional attention should be paid to the human scale of personal interaction between visitors and locals (Dernoi, 1983).

Finally, this study was aimed at customer demand analysis. However, the marketing implications cannot be well justified in the absence of a supply side analysis. Future studies may be able to fill some of the gaps that remain.

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Appendix A. Measurement items for questionnaire

Service value

V_1. The greeters of the leisure farm provide good service quality.
V_2. The leisure farm offered a well-organized tourist product.
V_3. The tourist product that the leisure farm offered was good value for the money.
V_4. Compared to the time I spent on this experience, I think I have received good value.
V_5. The tourism service was easy to buy.
V_6. Visiting the leisure farm made me feel relaxed.
V_7. I pursued some form of companionship with the farm operators.

Satisfaction

$S_{1.}$ I am satisfied with the comfort of the accommodation facilities.
$S_{2.}$ I am satisfied with the local cuisine provided.
$S_{3.}$ I am satisfied with the natural scenery and outdoor activities.
$S_{4.}$ I am satisfied with the activities reflecting rural culture and life experience.
$S_{5.}$ I am satisfied with the educational activities for children.
$S_{6.}$ I am satisfied with the safety and security of the place.

Perceived switching barrier

B_1. I am used to coming here, because it's homey.
B_2. If I change, there is a risk the new farm won't be as good.
B_3. A complaint that I made was resolved.
B_4. For me, the monetary cost of switching farms is high.
B_5. It would take a lot of time to switch to another farm.
B_6. It would be a hassle to switch to another farm.
B_7. Compared to this farm, there are not many other farms with which I could be satisfied.

Behavioural intentions

I_1. The probability that I will visit this farm again is high.
I_2. The likelihood that I would recommend this farm to other people is high.
I_3. I will make a complaint to other people upon experiencing a problem with the service.

Traveller data

1. Travel experience: first-time visit, or repeat visit
2. Number of people in your family group:
3. The place you travelled from:

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TOURISM IMPACTS AND RESIDENT SUPPORT FOR TOURISM DEVELOPMENT: A RESEARCH ON BOZCAADA, TURKEY

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ABSTRACT

This paper tries to investigate how residents perceive the impact of tourism and development of support for tourism in Bozcaada, Turkey. Resident support is essential for success and sustainability of tourism development. The findings will provide useful information for existing and future tourism planning, policy making and destination marketing activities. The findings indicate that, the residents on the island have positive perceptions about economic impacts of tourism. And residents have negative perceptions about the negative environmental impacts of tourism. On the other hand they have positive perceptions about the positive environmental impacts of tourism. Residents have neutral perceptions about the negative socio- cultural impacts of tourism. Also, they give great support for tourism development on the island.
Key words: Resident, perception, support, tourism development, Bozcaada, Turkey

INTRODUCTION

Tourism is one of the biggest industries in the world. It is reported that international tourist arrivals reached around 810 Million in 2006 (www.unwto.org); Turkey has its share of this world tourism industry market and tourism industry provides the Turkish economy with a substantial income.

Burnt and Courtney (1999: 494) define tourism as a socio-cultural event for both local and guest residents. So it could be said that success and sustainability of tourism development in a destination depend on active support of local residents. Importance of local residents' support has been widely recognized and scholars have paid great interest to this (Tosun 2002: 231).

Tourism development has several impacts on residents in a destination. These are often divided into three categories. Firstly, there are the economic factors, such as income and taxes. Secondly, the socio-cultural factors, such as intercultural communication, resurgence of traditional crap and ceremonies. Thirdly, there is the environmental protection of parks and wildlife, and an increasing knowledge about nature (Andereck et al., 2005: 1057).

Research shows that residents' perceptions of tourism development and impacts differs according to the location of destination, because of different social and environmental characteristics. Tosun (2002: 231-245) has compared resident perception in Urgup, Nadi and Central Florida. He has found significant differences between these three destinations. As well, Gursoy, Sharma and Carter, (2007: 409-422) has found that there are significant differences in perception of residents in different coasts of Australia.

Resident perceptions of tourism development and impacts could be shaped by different factors. Williams and Lawson (2001: 271) listed the factors these affect resident perceptions according to the findings of previous research. They listed these factors as distance of resident's home from tourism centre, heavy tourism concentration, greater length of residency in community, native-born, personal economic reliance on tourism, ethnicity, retail activity attributable to tourism, stage in destination, level of knowledge about tourism, level of contact with tourists, perceived impact, and gender.

Communities in many destinations are affected some what by tourism. Teye, Sönmez and Sırakaya (2002) noted that there are only a few studies focused on perceptions of resident in developing countries' tourism destinations. In this paper, it was tried to measure perceptions of residents' about tourism impacts and the residents' support for tourism development of Bozcaada in Turkey. For this purpose, a questionnaire was developed and implemented face to face residents in Bozcaada. Understanding, the impacts affecting residents' support for tourism development and impacts will assist in tourism planning, policy making and considerations to successful tourism development, destination marketing and operation of existing and future tourism programs and projects.

Rest of the paper structured as follows first, possible impacts of tourism will be discussed. Second, the extant literature on resident's support for tourism development is reviewed. This is followed by description of research methods and procedures used in the study. The findings of the research are summarized. Finally, the results are discussed; implications and directions for future research are offered.

ECONOMIC IMPACTS OF TOURISM

For many developed and developing countries of the world, tourism represents an important export industry contributing to economic growth and development. At the same time, it is recognized that tourism's economic benefits to host countries may be less than what they are considered to be, because they entail costs such as import increases, dependence on foreign capital, income leakages, and the like (Briassouls, 1991: 485).

Employment is one of the most important economical effects of tourism. Thanks to the development of tourism activities, the job opportunities in the region where the people are living, increase. Tourism spawns employment opportunities, both directly and indirectly, as tourism is a labor-intensive sector. Moreover, it provides skilled and unskilled workforce job opportunities in developing and underdeveloped countries. The income of the inhabitants is increasing along with the employment opportunities.

It is necessary to realize the investment in a substructure in order to establish tourism activities and to be able to answer the demands of tourism. Substructure development is seen as tourism development. Transportation, communication, energy, water, education, and health are seen as substructure investments. The development of these investments provides utilities to consumers, as well as to the people in the region. It increases the quality of life of the public.

Tourism investments, which aim at developing tourism, can increase the public's income, and provide them with the possibilities of better substructures and superstructures. They can cause negative effects such as land speculation, and regional inflation, as well as incoming foreign currency being transferred back abroad, depending on the sector, as long as tourism is not well-planned

Foreigners visiting other countries for the purpose of recreation and leisure have provided a source of income for the host countries. In many countries, tourist income has become the main source of their foreign exchange earning. Over the decades, travelling and organization of tours have become formalized to generate a fully viable tourist industry with all the ancillary and supporting services (Heng, 1990: 247).

One of the most crucial economic influences of tourism is its impact on the balance of payment. It has yielded important positive effect on the problem of current account deficit which especially many developing and underdeveloped nations face. The influence that tourism produces on compensating for the current account deficit in Turkey is now regarded as being worth investigating. Therefore, first the problem of Turkey's current account deficit will be mentioned and there will be efforts to associate the trend of tourism with the same period at question.

While many studies over the past several years have demonstrated the positive economic impacts of tourism on host communities, several deal with negative consequences. As to economic effects, Liu and Var (1986) observed a strong perception among residents of increased employment, investments, and profitable local businesses. They also indicated the existence of negative effects such as an increase in the cost of living. Haralambopoulos and Pizam (1996), found strong support for the economic benefits of tourism. These included improved tax revenue and personal income, increased standard of living, and an improved attitude toward work. Conversely, the study found residents perceived an increase in the prices of goods and services (Andereck et al., 2005: 1058).

SOCIO-CULTURAL IMPACTS OF TOURISM

Tourism has been regarded as playing a major role bringing about social change. It has certainly exerted a very important economic, productive, and cultural influence, but it is also evident that it has been a source of social conflict for different groups and movements (Perez, Nadal, 2005)

Dogan, (1989) found that tourism development has an effect on the socio-cultural characteristics of residents such as habits, daily routines, social lives, beliefs, values. These factors may, in turn, lead to psychological tensions. Moreover, in areas with high levels of tourism there is often an increase in population as a result of new residents relocating from outsides areas (Perdue, Long and Gustke, 1991). If high growth rate is accompanied by poor planning and management, there is often a loss of resident identity and local culture (Rosenow and Pulsipher, 1979).

From the negative perspective, studies have identified concern with effects on traditional family values (Kousis, 1989, cultural commercialization (Cohen, 1988), crime (Tosun, 2002), drugs (Mok, Slater and Cheung, 1991), alcohol, openness of sex (King, Pizam and Milman, 1991), increased prostitution (Cohen 1988; Lankford 1994;), gambling (Pizam and Pokela, 1985), crowding of public facilities and resources (Brunt and Courtney 1999; McCool and Martin, 1994). On the positive side, tourism can result in improved community services; additional park, recreation and cultural facilities, and encouragement of cultural facilities, and encouragement of cultural activities (Burnt and Courtney 1999).

ENVIRONMENTAL IMPACTS OF TOURISM

Though tourism is often considered a clean industry, in reality this is not always the case. It can cause significant environmental damage because it is often developed in attractive but fragile environments. In addition, there is the possibility that local development policy becomes focused on meeting the needs of tourists, often without regard for the environment. (Andereck et al., 2005).

The potential environmental consequences noted by Andereck (1995) are air pollution such as waste water discharge, fertilizer leakage, road oil; wildlife destruction such as a result of hunting, trapping and fishing, and disruption of natural habitat; plant destruction and deforestation; and disruption of natural habitat; trampling of vegetation. Andereck (1995) also cites the environmental consequences that disturb humans. These include large buildings which destroy views, clashing and unfitting architectural styles, noise pollution from planes, cars and tourists.

LITERATURE REVIEW

In the context of tourism research, several attempts have been undertaken to investigate residents' perceptions of tourism development and impacts in a destination (Williams and Lawson, 2001: 269-290; Fredline and Faulkner, 2000: 763-784; Tosun, 2002: 231-253; Teye, Sönmez and Sırakaya, 2002: 668-688; Burnt and Courtney, 1999: 493-515; Andereck et al., 2005. 1056-1076; Gürsoy and Rutherford, 2004: 495-516, Dyer et al., 2007: 409-422). In most of these studies, different instruments, sampling techniques and statistical analyses were used. Making comparisons between studies is therefore quite difficult. Some of these studies have been summarized below.

Brunt and Courtney (1999) have tried to investigate resident perceptions of socio-cultural impacts of tourism in Dawlish, South Devon UK by an exploratory research. They grouped the residents into four categories according to their contact with tourists. Next, three people were selected from each category as a sample for an interview. In the interview question form, there were questions about perceived negative and positive impacts of tourism on quality of life. There were also questions about perceived impacts of tourism development on local employment. The findings indicate that the longer people live in Dawlish, the more negative their perceptions of tourism development are. The perceived impacts of tourism development in Dawlish are not found to be of being great importance.

Another research about resident perceptions belongs to Williams and Lawton (2001). The sample of their study was 1062 residents' of ten different towns in New Zealand. Their instrument was a 5 point Likert scale with 48 items about tourism opinion statements. They segmented respondents into four groups according to cluster analyses. And they defined these four groups as "Lovers", "Cynics", "Taxpayers", and "Innocent". Williams and Lawton suggest for future researchers to focus on personal values to measure for resident perceptions.

Tosun (2002) has tried to examine residents' perceptions of tourism impacts in a Turkish Town (Ürgüp) as well. He conducted a personal interview survey. The sample consisted of 280 residents living in Ürgüp, where he managed to obtain 241 useable questionnaires. According to his findings, residents in Ürgüp do not develop a strong support for the local tourism industry. Respondents pointed out that the tourism industry has some negative impacts on their community. The respondents supposed that the main positive impact of tourism on the community is creating new job opportunities.

Andereck et al. (2005) also tried to measure resident perceptions of tourism development. They collected the data from 695 full-time residents of Arizona, and developed a questionnaire for data collection. They used 38 items to measure residents' perceptions. After the data collection, they put these 38 items to factor analyses. After factor analyses, six factors were loade:d. According to the findings residents tended to agree that tourism increases both positive and negative impacts. Also residents who have more contact with tourists show higher positive perceptions of tourism impacts on community.

Gürsoy and Rutherford (2004) have developed a theoretical tourism model with series hypotheses and tested by utilizing a two-stage structural equation modelling approach. They collected data from 290 respondents through a questionnaire. In the questionnaire, they first asked respondents how much they would oppose or suppose tourism types and they measured this with 5 point anchor scale. Next they tried to measure perceived positive and negative impacts of tourism using 38 items and a 4 point anchor scale. Their findings indicate that resident support of tourism development is affected directly and indirectly by nine determinants. These determinants are: the level of community concern, egocentric values, utilization of tourism resource base, community attachment, the state of economy, economic benefits, social benefits, social costs, and cultural benefits. They found there is interaction among five dimensions of impacts.

Teye, Sönmez and Sırakaya (2002) tried to examine the attitudes of residents toward tourism development in two towns of Ghana. According to that study resident attitudes result in seven tourism related factors as social interaction with tourist, beneficial cultural influences, welfare impacts, negative interference in daily life, economic costs, sexual permissiveness and perception crowding. The authors point out that even though the respondents who benefit economically from the tourism industry have negative attitudes toward tourism development.

Dyer et al. (2007) also conducted a research to investigate which factors are affecting the resident's support of tourism development in the Sun Shine Coast of Australia. They used instrument of Gürsoy and Rutherford's study (2004). Their findings show that negative socioeconomic impacts, positive social impacts, negative social impacts, positive economic and cultural impacts have an influence on residents' support of tourism development. And they point out that positive economic impacts have the largest influence.

STUDY SITE

Bozcaada (the ancient name of the island is Tenedos) is one of the islands situated in the Aegean Sea and located in the south of the Marmara region, on the shore of the city of Çanakkale (the ancient name of the city was Dardanelles). Heredot writes that the earlier inhabitants of the island were Pelasg people. It is thought they arrived on the island in 2000 BC. It came under the sovereignty of many civilizations (www.canakkale.gov.tr).

As far as the tourist attractions in Bozcaada are concerned, we could list the following ones as historical ones: Castle of Bozcaada, Kemisis Teodoku Church, Yalı and Alaybey mosques, Köprülü Hamam (Turkish Bath). The natural attractions include Ayazma, Akvaryum, Sulubahçe, Habbele beaches, under water diving spots, viticulture and vineyards. Number of tourist arrivals to Bozcaada is growing year by year. Especially during the summer the population of the island increases dramatically. In the winter, however, only local residents live there (www.canakkale.gov.tr).

The tourism industry on the island is not developed, it is still developing. The old culture on the island is still quite well protected. Local residents' perceptions of tourism development on the island will, therefore, provide useful information for existing and future tourism programs and projects.

METHODOLOGY

This paper tries to examine perceptions of residents' about impacts of tourism and the residents' support for tourism development of Bozcaada in Turkey. For this purpose, a questionnaire was developed. Perceived impacts of tourism by local residents were measured by 20 impact items including both benefits and cost of tourism with 5 point Likert Scale assigned response format 1= strongly disagree to 5= strongly agree. These items were derived from previous research by Yoon, Gürsoy and Chen (2001: 363-372). The population of the island is 2427. As it was crucial to reach full-time residents of the island, the questionnaire was implemented face to face in November 2006, when only full-time residents live on the island. We thus obtained 170 useable questionnaires. Data were analysed through descriptive statistics.

FINDINGS

Demographics of Residents

Table 1 states the distribution of the respondents living in Bozacaada to their demographic features. Most of the residents are observed to be male and medium aged. Due to the range of income, a huge percentage of the respondents belong to the middle income class. The majority of the respondents have secondary school degree or better.

Table 1: Demographics of Respondents

	n	%

GENDER (N: 169)	139	82.2
Man	30	17,8
Woman		
AGE (N: 168)	9	5,4
19 and under	52	31,0
20-29	34	20,2
30-39	35	20,8
40-49	21	12,5
50-59	17	10,1
60 and over		
EDUCATION (N: 163)	44	27,0
Primary School	84	51,5
Secondary School	35	21,5
University		
INCOME LEVEL (N: 144)	33	22,9
500 YTL and under	80	55,6
501 YTL-1000 YTL	19	13,2
1001 YTL-1500 YTL	12	8,3
1501 YTL-and over		

Table 2 shows supporting means given to the some tourism development items by residents in Bozcaada. It is understood that residents give support for tourism development. Most of the support goes to "Event/outdoor programs", followed by "Cultural or Historic-based attractions", "Supporting service development" and "Nature-based tourism development". Least support goes to "Attractions designed for large number of tourists".

Table 2. Respondents' support for tourism development

Items about support for tourism development	**N**	**Mean**	**Std. Deviation**
Nature-based tourism development	169	3,99	,994
Attractions designed for large number of tourists	169	3,80	1,142
Cultural or Historic-based attractions	170	4,08	,814
Event/outdoor programs	169	4,18	,789
Supporting service development	169	4,01	1,035

Response categories range from "Strongly oppose: 1 to strongly suppose: 5"

Respondents' perceptions about the impacts of tourism on the island are shown in Table 3. According to the given scores, respondents perceive tourism to have both positive and negative economic impacts on the residents. On the one hand, respondents strongly believe that tourism has led to the local people and small businesses. On the other hand they also believe that the prices of goods and services are increasing because of tourism.

The perceived socio-cultural impact of tourism is presented in Table 3. Respondents are neutral about negative socio-cultural impacts. And they have positive perceptions about positive impacts of tourism. A possible explanation for this situation could be that the tourism industry is still developing on Bozcaada, so the negative socio-cultural impacts have not occurred yet.

According to the environmental impact perceptions' scores in the Table 3, respondents believe that tourism on the island has resulted in traffic congestions, noise and pollution, and that construction of hotels and other tourist facilities is destroying the natural environment.

Table 3. Perceived tourism impacts

Items about impacts of Tourism	N	Mean	Std. Deviation
ECONOMIC IMPACTS			
Tourism has created more jobs for your community	169	2,32	1,167
Tourism has attracted more investment to your community	169	2,34	1,133
Tourism has led to more spending in your community	169	2,05	1,140
Our standard of living has increased considerably because of tourism	168	2,18	1,102
The prices of goods and services have increased because of tourism	169	2,12	1,214
Tourism has given economic benefits to local people and small businesses	169	2,01	1,121
Tourism revenues are more important than revenues from the other industries for local government	166	2,23	1,121
SOCIO-CULTURAL IMPACTS			
High-spending tourists have negatively affected our way of life	168	3,18	1,210
Tourism has changed our precious traditional culture	167	2,60	1,212
Tourism development is distributing local residents	166	3,48	1,215
Tourism in Bozcaada is destroying the historical sites.	166	3,69	1,148
Tourism has increased the crime rate	168	3,31	1,276
Tourism has encouraged a variety of cultural activities by the local residents	165	2,30	,972
Tourism has resulted in more cultural exchange between tourists and residents	167	2,24	,983
Meeting tourists from other regions is a valuable experience to better understand their culture and society	166	2,08	,921
Tourism has resulted in positive impacts on the cultural identity of our community	166	2,49	1,105
ENVIROMENTAL IMPACTS			
Tourism has resulted in traffics congestion, noise and pollution	167	2,22	1,313
Construction of hotels and other tourist facilities have destroyed the natural environment	166	2,89	1,246
Tourism has resulted in unpleasantly overcrowded beaches, hiking trails, parks and other outdoor places in your community	167	3,11	1,304
Tourism provides more parks and other recreational areas for local residents	166	2,26	1,021

Response categories range from "Strongly agree: 1 to strongly disagree: 5"

DISCUSSION OF RESULTS, IMPLICATIONS AND CONCLUSIONS

The number of people who participate in tourism activities is increasing year by year. They spend billions of dollars for tourism activities. As a result of tourism activity, we get reactions between hosts and guests, and this has several impacts. Bozcaada has both natural and cultural attractions for tourists. In particular, viticulture and vineyards are accepted as the main tourist attractions of the island. Research which is conducted to investigate residents' perceptions of tourism impacts show that perceptions and support of residents play a critical role in tourism development.

The tourism industry on the island is still developing. There is a need to examine how the residents perceive tourism impacts and support tourism development in Bozcaada. For this purpose, a questionnaire was developed according to Yoon, Gürsoy and Chen's (2001) study for investigate how the residents perceive tourism impacts and support tourism development in Bozcaada.

After evaluating the findings, the residents on the island were found to have positive perceptions about economic impacts of tourism, but they are aware that tourism on the island can increase the price of local goods and services. And the residents have neutral perceptions about the negative socio- cultural impacts of tourism. Because socio- cultural impacts of tourism occur over a longer period of time, any negative impacts have not occurred yet, resulting in neutral perceptions by the residents. This situation shows that the community or residents must be integrated in existing tourism planning and future tourism planning and policy making.

Findings show that on the one hand residents have negative perceptions about the negative environmental impacts of tourism, but that on the other hand they have positive perceptions about the positive environmental impacts of tourism. This situation shows also that residents are aware that tourism has both negative and positive environmental impacts. To this we can add that there will be a need for nature-based tourism development.

According to the findings, positive economic impacts generate great support for tourism development among the residents. One of the effects of the tourism industry on the island is the creation of new job opportunities and benefits to local people and small businesses. Also, that situation addresses a need for community or resident integrated tourism planning. It is a fact that in Bozcaada (as a developing tourism destination) minimizing negative impacts and maximizing positive impacts of tourism development require nature-based and community/or resident integrated tourism planning.

The authors' suggestion for future researchers is to investigate perceptions residents have about the impact of tourism on the island after the industry has developed. Thus findings as pre-tourism development and post-tourism development can be compared, exploring the changes in the perception of the residents. Also, perceptions of residents can be measured according to different variables.

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INTERNET RESOURCES

http://www.canakkale.gov.tr
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MARKETING LIBYA AS A TOURIST DESTINATION: POLICIES FOR DEVELOPMENT

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SUMMARY

Although Libya is not a tourism-dependent country, this activity could become one of the most important sectors for the Libyan economy and its importance for the country's development is increasing year by year. The national economy, which for so many years has been bolstered by the oil factor, could clearly benefit from this growth in tourism.

Libya has the potential to become one of the most attractive places for tourists in North Africa. However, in order for Libya to fully exploit this tourism potential, there are several important issues to consider.

The paper will be concerned with important issues regarding the development of the sector. It analyses the opportunities and challenges with which Libya's international tourism is confronted as well as suggests the choices of policies Libya should undertake for its tourism development in the shadow of the country's new orientations to reduce its economic dependency on oil revenue.

***Keywords**: Tourism, Libya, challenges, opportunities, policies, development.*

1 INTRODUCTION

Tourism is one of the largest industries in the world and, in several countries tourism has replaced oil at the top of the list in terms of foreign currency movements.

In fact international tourism is an important part of trade in services, whose development has attracted the attention of the world community. Many countries in the world have taken international tourism as a major option to balance their international payments.

Libya has played host to many great former civilizations throughout history. This makes it literally a museum for great relics left by such civilizations. The tourist in Libya has the unique opportunity to enjoy a series of well-preserved archaeological ruins remaining despite the thousands of years that elapsed since. The tourist can still experience the great achievements of former civilizations, such as the Phoenician colonies established in the first half of the last millennium BC, the Garamantian Empire, the Roman Empire, the Greeks, the Vandals, the Berber and the Moslems.

In addition, Libya has a strategic location; it is a connection point between the East, the West and the South of Africa. Moreover, Libya is a huge territory with a small population of only five million. About 1700 km of coast expends a long Mediterranean Sea.

However, there is still a lot of work that needs to be done before Libya can compete with other countries as a popular tourist destination. For many years, there has been a lack of investment in the country's infrastructure. Service facilities and personnel are inadequate to meet the demands of the increasing influx of tourists. In addition, marketing and promotional strategy have became essential to improve the image, awareness and knowledge about the country as a tourist destination that Libya really lacks. This paper is concerned with important aspects of tourism development in Libya. The opportunities and challenges with which Libya's tourism industry encountered are discussed and suggestions of policies and solutions to overcome the problems will be shown later in the paper.

For data collection a questionnaire survey was conducted with international tourists visiting Libya and UK's Tour Operating Companies (TOC) offering Libya as a tourist destination as well as those who never sold Libya as a tourist destination. A total of 322 international tourists visiting Libya were chosen as the survey simple of which 282 were useable. Also, questionnaires were sent out to 36 (TOC) of these questions 16 were returned.

2 OPPORTUNITIES AND CHALLENGES

During the last few years, Libya has witnessed a huge growth in the tourism industry, and has experienced a large influx of overseas visitors. Looking to the future, Libya's international tourism development will encourage both opportunities and challenges. The opportunities that Libya's international tourism may encounter are various, and include at least the following:

2.1 GREAT POTENTIAL OF AN INTERNATIONAL MARKET

For all destination countries, the international tourism markets are beyond their own boundaries. Therefore, the actual and potential tourism demand relies not only on the social and economic development of the tourist generating countries and on the entire world political and economic situation, but also on the political and economic relationship between the tourist generating and receiving countries.

The findings of the survey indicated that, international tourists visit Libya for different purposes (See Table 1).

As can be noted from Table 1, the top three purposes were: vacation/holiday 65%, visiting historical places 52% and the desert 32%. They were ranked as number one, two and three respectively. At the other end of the table: Sunny beaches 1% were considered the least important purposes for visiting Libya.

As a result, it can be observed that a large number of tourists are attracted by the country's historical and desert attractions. On the other hand, it can be noted that there is a lack of tourism facilities and promotional campaigns for facilities, such as beaches, which were ranked the least important among the other purposes of visiting the country, while in other tourist countries this is considered as a significant tourist attraction for tourists as well as valuable source for foreign exchange. Therefore, the opportunity exists to utilize these resources when more investment is injected to improve the service facilities to meet the requirements of the international tourist markets. Beside these markets, the markets of scuba-diving, spa tourism, marine-based activities (e.g. game fishing, flotilla sailing), conferences, exhibitions and fairs tourism and others, leave much more room for development.

2.2 ECONOMIC DIVERSIFICATION AND INFRASTRUCTURE IMPROVEMENTS

Many developing countries now regard tourism as an important and integral part of their economic development (Dieke, 2003). The primary aim of the Libyan economic development plan in the 1980's was based on the diversification of the economy away from oil. This was due to two reasons: Firstly, the reduction of world oil prices over the previous decade; secondly, the lack of formal economic plans to overcome this problem (WTO, 1998).

Therefore, this recognises ongoing economic diversification opportunities represented by the development of the tourism sector and its integration within wider economic planning could play a vital role in sustaining the national economy beside the oil factor. Moreover, tourism development could achieve community well-being for inhabitants all over the country, because each area specializes in particular tourist products and uniqueness of culture, which could make a great attraction to different market segments. Also, tourism can be a tool to motivate governments to inject more money in improving infrastructure, especially in the initial stage of tourism development. Many developing countries cannot afford to finance construction internally. Thus, the need for cooperation between public, private and foreign investment becomes essential.

In many developing countries where infrastructure represents a major problem, many tourism market segments cannot be targeted unless the requisition for these kinds of market segments can be offered. As a result, the revenue generated from a specific market segment could be invested in tourism related services to target more market segments gradually. This requires the active involvement of the construction industry and other related sectors. Investment in fixed assets provided by construction work cannot be removed from the country. For example, as cited by Eccles (1995), tourism in southern Italy has been used as a development tool to improve public infrastructure rather than manufacturing (Barucci and Becheri, 1990).

According to Font and Ahjem (1999), developing a new tourism related product or service, requires intensified efforts at the initial stages in order to gain a proportion of the market share and then to maintain this position in the medium to long run. Regarding the Libyan case, investment legislation should be carefully considered to make investment in tourism as easy as possible in order to stimulate various companies to invest in tourism infrastructure. Typically, new destinations are needed to meet tourists' requirements and monitor changes in consumer motivations and satisfaction with the product in order to keep it up-to- date. For instance, Libya was one of the countries, who were bidding to host the 2010 Football World Cup. If Libya is to succeed in competing more effectively a huge budget has to be devoted to improving infrastructure and establishing a number of new hotels and other tourism related services to meet these specific market requirements. The Commonwealth Games, which were hosted by Manchester in 2002, generated considerable construction activity both in terms of new construction work and refurbishment of facilities, and are a good other example.

From that, it is obvious that tourism might be used as a tool for improving the infrastructure of a destination, which requires the involvement of various parties under government guidance. A country like Libya, which entered the international tourist market, only recently, should invest heavily in improving infrastructure and other tourism facilities in order to prepare to meet the international tourist market requirements.

Libya's international tourism development may also meet the following serious challenges in the future:

2.3 Lack of Market Image, Awareness and Knowledge

Typically before customers make a decision to purchase a tourist product, a great deal of information is needed. Hence promotion becomes particularly important. According to Lumsdon (1997), there are two major ways in which a national tourist organisation should promote its product. The first is undifferentiated marketing by means of which the overseas promotion strategy is aimed at building a general image for the tourist destination. Communications mix, i.e. advertising, public relations, personal selling and sales promotion can be used for that purpose. The second is differentiated marketing, where promotional activities are directed at different target segments based on the product types. In this method it is likely to supply a product or service, which can meet the consumers' needs as well as emphasise a promotional difference between other competitor countries.

The survey conducted with UK's (TOC) who never sell Libya as a tourist destination indicated that the major reasons for their companies to eliminate Libya as a holiday destination among other tourist destinations were awareness and knowledge (See Table 2). From the Table, findings indicate that Libya is a relatively less known tourist destination among other tourist destinations in the UK travel market, and there is a complete absence of promotional activities. Therefore, the country's projection in the travel trade and in the mass media is vital to increase the tourist demand for Libya. It is necessary to create public awareness and to generate tour operating companies' interest by additional investment for marketing the destination in the UK.

Some of the respondents under investigation expressed their concern about safety. Regarding this issue, an important point can be raised. Reversing the situation of respondents, who sell Libya as a tourist destination; respondents who do not sell Libya as a holiday destination seem to consider Libya an unsafe place for tourists. Officially this is due to the fact that respondents who do not sell Libya as a holiday destination did not have the chance to visit the country and experience its tourist attractions, attitude of local people, safety etc.

On the other hand, according to the international tourists survey, the findings demonstrated that the attitude of local people and personal security came on the top of the list among other services elements regarding tourist satisfaction (See Table 3). The findings may emphasise that once tourists arrive in the country and perceive the level of security this could change their impression about this particular aspect.

As a result, the Libyan tourist bodies should consider this issue carefully by improving the image of the country to develop an effective presence in the UK to create public awareness and improve image as well as improving tourism distribution links for the tourism development. Moreover, travel difficulties, weak potential and visa entrance were other critical issues raised by respondents. Again, the inadequate awareness and knowledge that respondents have about the country led to the lack of interest among these tour-operating companies to promote Libya to their clients. In fact, if the Libyan tourist bodies do not provide these companies with relative information needed about various aspects such as tourist product(s), tourist facilities, travelling options and so on, no rewards will be accomplished.

The paramount challenge hindering the development of international tourism in Libya is the negative image of the county as a tourist destination that held among the European tourist markets resulting from western media attitudes in the 1980's and early 1990's (WTO, 1998). Nowadays, tourism competition is not only competition among tourist companies, but far more importantly, the competition of national power among destination countries particularly after the realization of its significance to the national economy. As a result, another challenge for Libyan tourist product(s) is to be sustainable and high quality in order to create and promote a tourism product that is differentiated from its competitors.

2.4 UNIQUE ATTRACTIONS BUT SERVICES AND FACILITIES SHORTAGES

Libya has an extensive and varied range of tourism resources that are spread widely throughout the country. These include attractive natural features and many different landscapes of the vast Libyan desert, human achievements in the form of buildings, town, art history as well as modern man-made attractions etc. These unique attractions need provision of additional facilities to improve the presentation and interpretation at the major sites as well as facilities to improve visitor comfort.

Local services play an important role in attracting tourists to visit a tourist destination. When tourists are satisfied with the efficiency and level of services provided, they will be motivated to stay longer in the country, as their major aim is to seek relaxation. In addition, tourist flows throughout a tourist destination and tourism diversification depends heavily on the competency and the level of services provided.

In order to assess the extent to which tourists were satisfied with local services in Libya, ten different services and facilities were introduced in the questionnaire survey directed at international tourists visiting Libya. The survey's random sample, were requested to rate these services and facilities using a five-point scale ranging from "very dissatisfied" to "very satisfied". Moreover a separate label "do not know" was added to the scale for those who may not have had the opportunity to experience such services and facilities. Values 1 to 5 and 0 were used respectively for each of these variables. Respondents were shown to be more satisfied with the attitude of the local people, and personal security, while they were quite satisfied with the quality of roads and desert facilities. On the other hand, respondents were particularly dissatisfied with hygiene and sanitation, and communication services. Table 3 shows the answers of the respondents, which are ranked in order according to the mean value. The higher the mean value, the better the service was considered by the respondents.

3 POLICY RECOMMENDATIONS

The following are the choice of policies which might be useful for improving the level of planning and strategies for the development of tourism industry in Libya:

3.1 PLANNING FOR TOURISM

The aim of planning for tourism is to identify major issues that are likely to affect the development and management of tourism as well as to develop policies and programmes to assist in making the industry more viable and sustainable.

Planning for tourism can be an important consideration for developing countries, especially where international tourism is expanding rapidly. If international tourism is allowed to expand without regulation and without any kind of plan, then very soon many attractions will be threatened, as has been experienced in some developing countries (Mathieson and Wall, 1982).

Planning is an essential process to identify goals, resources, and existing opportunities for the organisation. In addition, planning is needed to meet short and long-term objectives. Tourism plans for tourism should not be isolated. It must be integrated and co-ordinated with the financial plans, organisational plans, purchasing plans and other aspects of the organisation's total activity. As illustrated, in Fig.1, marketing is simply a tool by which an organisation achieves its objectives. By the use of marketing activity, an organization could be able to identify new product and marketing opportunities, evaluating them and taking action to develop them.

The tourism marketing planning stages model reviewed in this paper Fig.1, may assist the development of tourism in a country like Libya, which has a central planning approach. Moreover, it may play a role in assisting the concerned- planners and policy-makers to develop suitable projects.

In Libya, for a tourism plan to be more effective, the following elements should be considered as an initial stage: first, establishing required tourist facilities and human resources to meet the standard level of the international markets; second the creation of an awareness and knowledge of the country's tourism resources that the country possesses as well as generating a positive image for the country as a tourist destination. The second stage is to respond quickly to the international market's changing conditions by allowing adequate flexibility and convenient modifications to the plan as well as conducting regular market research in order to understand actual and prospective tourists' needs and wants. This may result in offering the country's tourist product in a more attractive way than its competitors.

3.2 STRATEGIES FOR SELLING LIBYA'S TOURIST PRODUCT(S)

In a country like Libya, where the tourism sector is relatively undeveloped, the need for an official body to be responsible for the development and marketing of tourism is essential. It can be the wholly government and/or part of the civil service, in the form of a Board of Tourism as the case of Libya, or it can be a section of some other ministry. It can be a semi-government or statutory body and outside the civil service as in the case of a broad commission or authority (Mill and Morrison, 1992). Official bodied generally do not sell products directly to the visitors and they are not directly responsible for quality of services delivered, although most aim to influence it (Middleton, 2001). However, they play a very significant role in the promotion of the country as, being the official body to plan the national tourist policy, they coordinate the activities within the tourism sector, control the different aspects of tourism services and implement tourism information and promotion programmes.

It is generally recognised that tourism promotion is a very costly activity. Currently Libya has a small proportion of the international tourist market and such proportion cannot only be sustained by the inadequate promotion expenditures to increase its share of the market. Therefore, tourism companies in Libya may satisfy their customers and maximise their profits by organising packages for multi-destination holidays. Libya with other African countries might be a good example for a multi-destination package. This promotional strategy may help the country to build up a positive image and awareness among the international tourist markets gradually.

Each city or town in Libya specializes in a particular tourist product or culture, which makes it different from one another. Therefore, the need for planning becomes essential in order to find out the strengths and weaknesses of these areas as a tourist destination, the kind of tourist markets that should be targeted, and services and facilities needed to meet the requirements of such tourist markets.

The major objective of developing international tourism in all countries is to increase foreign exchange. In the survey international tourists were invited to indicate their length of stay in Libya. A breakdown of the answers received is shown in Fig.2.

From the chart it can be observed that a two weeks stay was the favorite for tourists, since the highest proportion of them (53%) spent this period of time in Libya. Moreover, less than one week period came second where 30 per cent of participants indicated that they stayed this period of time.

Therefore, the diversification of the Libya's tourist product has become essential. It is necessary to develop special-interest attractions, which may help visitors to stay longer. Libya is currently known among some international tourist markets as a cultural destination, Libya has the opportunity to became one of the best sun, sea and sand destinations in North Africa. Moreover, costs for air flight tickets, which showed negative result in the international tourists survey should be carefully considered to try to offer value for money and be competitive with other countries as tourist destinations in the region. As a result, this may encourage tourists to visit Libya and spent more time in the country as well as attracting new tourist market segments (see Table 4).

In Table 4 a five-point scale ranging from "very poor value" to "very good value" was used. In addition, a separate column of "do not know" was attached to the scale so as to assess more accurately the opinions of the respondents. Values 1 to 5 and 0 were used respectively for each of these variables. It is important to note that the higher the mean value, the lower the price of the tourist services and facilities was considered by tourists. It can be observed that respondents appeared to be satisfied with the prices of food and drinks and local transportation, while they were less satisfied with the prices of accommodation and the general price of trips. In contrast with the price level of the services and facilities shown in the Table, respondents were completely dissatisfied with the price of air flight to Libya and shopping prices.

4 Conclusion

Despite the diverse problems hindering tourism development in Libya, there is still a wide a scope for the development of a modern and sustainable tourism industry in the country. Generally this calls for the adoption of appropriate policies and plans, which are needed for the development of this important sector to the national economy.

At the national level, it is primarily government responsibility, to formulate a tourism policy, which should be translated into a plan. Such policy should clarify how tourism is seen in the context of the national economy, what objectives are to be pursued, how tourism enters into regional and national planning. These objectives should then be translated into quantified targets and rates of growth. In the Libyan context, policies on tourism appear to be to broad and lacking detail, which makes it difficult to translate them into plans.

Therefore, it should reconfirm that international tourism is the priority area after the country's hydrocarbons trade, and recognise it as a key player in the national economy. It should be made clear and definite in theory and practice that international tourism is entitled to enjoy the same position and preferential policies as the hydrocarbons trade did.

Tourism product diversification has become a necessity for Libya to increase arrivals, improve seasonality and increase the duration of stay and repeat tourism.

For all organisations a marketing plan is essential to achieve objectives, by the use of a selected choice of strategies. The marketing plan will be designed to select the most appropriate strategy among several alternative strategies to achieve one or more of its objectives. These objectives should be compatible with the characteristics of the market or markets and with the capacity of the tourist facilities, within a normal cultural and social framework. In addition, tourism plans should not be isolated. Modifications and flexibility are essential to meet and adapt the changing market conditions.

5 APPENDIX

PURPOSE OF VISIT	**Number**
Vacation/holiday	184
Visiting historical places	147
Desert	89
Culture	50
Business	39
Adventure	17
Interesting and friendly people	15
Good weather	12
Appealing local food (Cuisine)	10
Sunny Beaches	3

Number of total valid responses = 282
Responses exceed 100% due to multiple responses

Table 1 Purpose of tourists' visits to Libya

REASONS	***FREQUENCY***
Awareness and knowledge	7
Safety	5
Travel difficulties	3
Experience	2
Weak potential	2
Visa entrance	1

Total valid response = 10
Responses exceed 100% due to multiple responses

Table 2 Reasons for eliminating Libya

Elements of perception	Very dis-satisfied	Dissatis-fied	As expected	Satisfied	Very satisfied	Do not Know	Total	Mean value
Attitude of local people	6	7	34	77	101	47	272	4.2
Personal security	8	6	40	63	104	51	272	4.1
Quality of travelling roads	10	24	63	86	66	23	272	3.7
Desert facilities	9	9	20	30	26	178	272	3.6
Restaurants	31	31	68	62	41	39	272	3.2
Facilities offered at tourist centres	18	23	28	30	26	147	272	3.2
Airport/Border services (Customs)	44	31	47	45	36	69	272	3.0
Airport/Border services (Immigration)	53	37	39	50	34	59	272	2.9
Communication services	56	34	40	32	12	98	272	2.5
Hygiene and sanitation	83	66	56	30	9	28	272	2.2

(The higher the mean value, the more important the reason was considered by the tourist.)
Very dissatisfied = 1; Dissatisfied = 2; As expected = 3; Satisfied = 4; Very satisfied = 5; Do not know = 0.

Table 3 Tourist's satisfaction with local services in Libya.

Elements of perception	Very poor value	Poor value	Satisfac-tory	Good value	Very good value	Do not Know	Total	Mean value
Food and drink	8	12	42	64	45	84	255	3.7
Local transportation	12	16	35	42	37	113	255	3.5
Accommodation	7	11	30	16	21	170	255	3.4
General price of trip	19	15	41	46	23	111	255	3.3
Air flight to Libya	12	18	36	27	20	142	255	3.2
Shopping	24	17	32	30	27	125	255	3.1

The higher the mean value, the more important the reason was considered by the tourist.
Very poor value = 1; Poor value = 2; Satisfactory = 3; Good value = 4; Very good value = 5; Do not know = 0.

Table 4 Tourist's satisfaction with price level in Libya

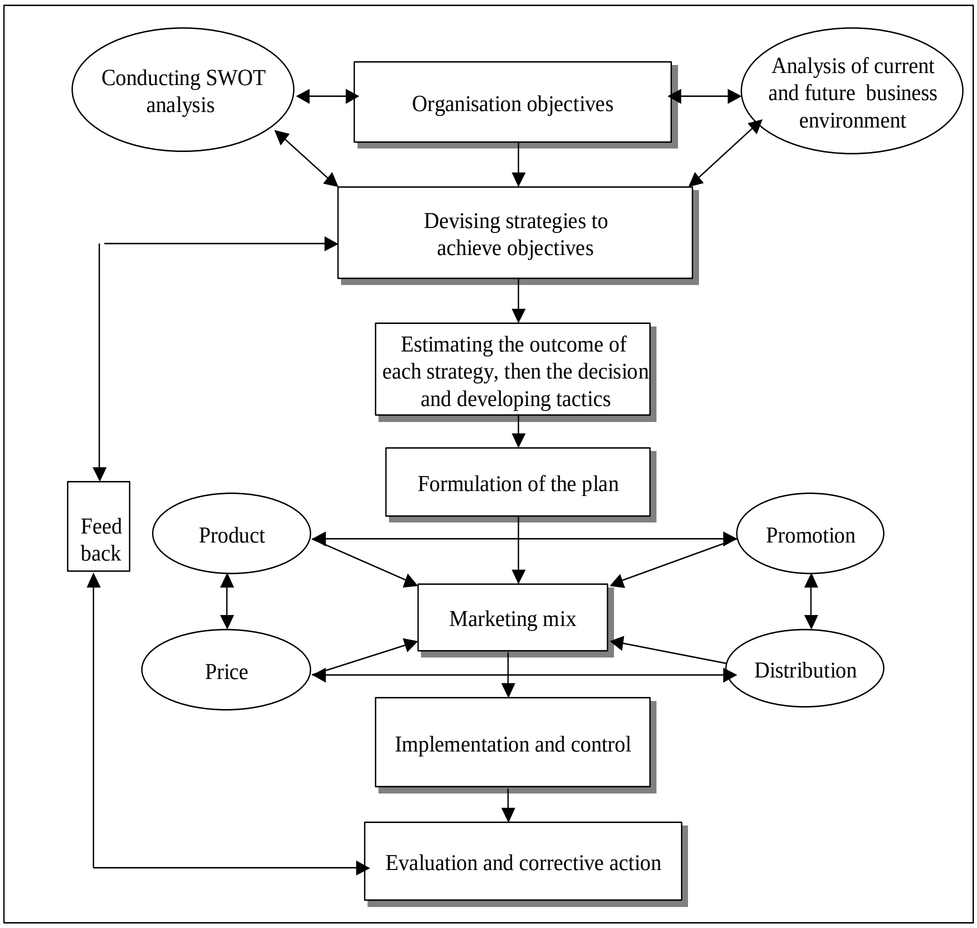
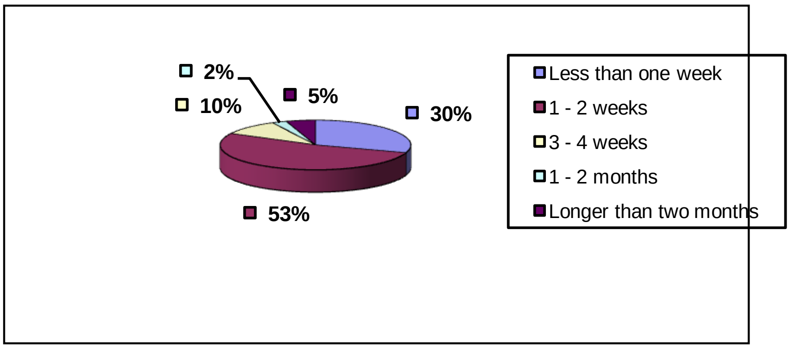


Fig. 1Tourism marketing planning stages model



Number of total valid responses = 282

Fig. 2 Tourists' length of stay in Libya

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EFFECT OF TOURISM INCOME ON CURRENT ACCOUNT DEFICIT IN TURKEY

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ABSTRACT

The current account deficit has been considered one of the most important problems in Turkey. Some researchers have assessed it as one of the fundamental reasons of the economical crises. There have been debates on the economic growth with this deficit and measures to decrease the amount of the current deficit have been worked out.

The income from tourism is an account which has a constructive effect on the current deficit. From the point of view of demand for tourism resources, Turkey's tourism income has a positive effect on the payment balance and therefore on the current deficit. As such, it will help to decrease the amount of the current deficit via developing the types of tourism income in an approach towards sustainable tourism.

The purpose of this study is to find out the relation between the tourism income of Turkey and the current deficit, using the Granger causality analysis. For this aim, the relations between the monthly tourism income and current deficit since 1991 have been analysed. The importance of positive effects of tourism on payment balance has been emphasized.

INTRODUCTION

The balance of payments Definitions are as follows:

Current account surplus=Exports less Imports Plus Net Foreign Income

Net foreign income consists predominantly of net receipts from interest bearing securities and net dividends from equity associated with foreign lending. An economy earns foreign exchange from the goods and services it sells and the income on its lending. Foreign exchange is used to purchase imports from and pay interest and dividends to foreigners. As well as through trade in goods and services, foreign exchange can be acquired for use by the private or public sector, by borrowing from abroad and by drawing down of official foreign exchange reserves. It can also be disposed of by lending or by adding to official reserves. Such transactions are entered in the capital account (Pitchford, 1995: 17-18).

A current account deficit is tantamount to an increase in the international indebtedness of the reporting country. The situation is very much like of the family which either goes into debt or uses some of its accumulated wealth to finance the excess of its spending over its income. Conversely, a current account surplus represents an increase in the net foreign wealth of the reporting country. The current account surplus is the mirror image of a capital account (including reserves) deficit that is net debit balance, which evidently means that the reporting country's net foreign assets increase (or its net foreign liabilities decrease). This situation is very similar to that of the family which uses part of its income to increase its assets (or reduce its debts) (Chacholiades, 1990: 295).

In reality a country's foreign trade is exactly balanced only rarely. The difference between exports of goods and services and imports of goods and services is known as the current account balance (or current account). When a country's imports exceed its exports, we say the country has a current account deficit. A country has a current account surplus when its exports exceed its imports (Krugman, Obtsfeld, 2000:306).

What limits a nation's ability to run a current deficit? Essentially a nation can continue to experience a deficit in the current account as long as it can obtain the necessary funds through a capital account surplus- that is, as long as it is able to borrow funds from abroad or to find foreign buyers for its assets. When these assets are exhausted or more realistically- when foreign lenders are unwilling to extend additional credit, a predictable but unfortunate chain of events is set in motion. The initial effects of a balance of payments crisis in the country's banking system, sending interest rates shooting up and inducing "capital flight" a condition where many people try to transfer their bank accounts out of the country to "safe harbour" nations. Together, these factors create an extreme shortage of founds in the debtor nations. The financial problems are compounded by reactions in the international trade sector of the economy. Because of the iron logic of the balance of payments, a nation that is unable to borrow (capital account) cannot afford to import (current account). International trade is disrupted and needed imports are often impossible to obtain (Balaam, Veseth, 2001:163-164).

In the early 1980's became painfully aware of less development country dept. Developing countries owed some $700 billion in external debt, constituting nearly 40 percent of their combined GDP. Their annual debt service exceeded one-fifth of their combined export earnings. The LDCs were having great difficulty in servicing (paying interest on) the debt, much less making payments on the principal. The burden of this debt was most heavily felt in Latin America. By the end of 1989 the LDS's debt approached 1.2 trillion (Kreinin, 1995: 470-471).

The international Monetary Found (IMF) is often called upon to be lender of last resort for certain types of balance of payments problems. The IMF provides credit or liquidity to get the debtor nation through a period of adjustment, so that it can eventually achieve sustained growth. IMF loans are subject to stringent conditions. IMF conditionality is controversial. A typical IMF debt plan involves a number of politically unpopular policies designed to restore economic balance, including; Currency devaluation, price stability, fiscal austerity, tariff liberalization, social safety. The logic of the IMF's policies is to reduce the current account deficit in the short run by increasing exports and reducing imports and simultaneously to help finance the capital account need by stemming capital flight and limiting new borrowing needs. In the long run, these policies are also intended to encourage economic growth, making the nation better able to pay its old debts and less dependent on credit in the future (Balaam, Veseth, 2001: 164-165).

IMF provides the underdeveloped nations with a loan on the condition that they enforce the policies listed above on account of the external debt and current account deficit seen in these nations. However, it seems quite impossible to say that these policies have attained their goals in many of the countries. When we have considered at least the problem of external debt and current account deficit of Turkey, which is the main subject of our study, we can say that she has been facing serious issues though she has followed the IMF policies.

1. Current Account Deficit and Tourism in Turkey

One of the most crucial economic influences of tourism is its impact on the balance of payment. It has yielded important positive effect on the problem of current account deficit which especially many developing and underdeveloped nations face. The influence that tourism produces on compensating for the current account deficit in Turkey is now regarded as being worth investigating. Therefore, first the problem of Turkey's current account deficit will be mentioned and there will be efforts to associate the trend of tourism with the same period at question.

Trade played a minor role in the economy until 1980 but grew rapidly thereafter, the sum of exports and imports reaching about 49 percent of GNP by 1985. By 1994 this total had fallen somewhat, to 42 percent of GNP. The trend toward increased trade had begun in the 1970s as imports incentives for exports were implemented. The turning point came after 1980, when a realistic exchange rate, strict monetary policy, and efforts to strengthen bilateral cooperation with the country's trading partners led to sharply increased exports. Improvements in the balance of trade allowed gradual liberalization of the import regime. Throughout the twentieth century, turkey has suffered from a shortage of foreign exchange, a problem that has continued despite the improved export performance of the 1980's and the early 1990s.

Tourism was relatively small source of services income until 1985 when earnings jumped to US $770 million, reaching around US $ 4 billion in 1994 as investments in this sector paid off. Interest payments on Turkey's foreign debt, which averaged about US $1,5 billion from 1980 to 1985, grew to US $3,2 billion in 1990 and were US $3,6 billion in 1994. They remained a major burden on the services account. Turkey's deficit on the current account declined from US $3,4 billion in 1980 to about US$ 1 billion in 1985 as a result of the decline in the trade deficit and the increased surplus on the service account. Despite fluctuations mid decade, by the end of the 1980's the current-account deficit was sharply reduced, although 1990 saw the deficit at Us $2,6 billion as a result of high oil prices and loss of income stemming from the a small surplus in 1991, but a lax fiscal and monetary policy measures by 1993 pushed the deficit to its highest level at US $6,4 billion. The policy measures enacted in coordination with the IMF helped the current account register a surplus of US $3 billion in 1994 (OECD, 2006).The current account deficit, one of the main reasons behind the 1994 crisis, reached record high level of 6,4 billion dollars in 1993, mostly due to the foreign trade deficit of 14,2 billion dollars. For the rest decade, the trade balance was the main determinant of the current account balance, while tourism revenues and unrequited transfers kept their weights (Central Bank of the Republic of Turkey, 2002: 20)

Turkish government announced a new comprehensive program with the guidance of the International Monetary Fund (IMF) at the end of the 1999. The program aimed at decreasing inflation to single digits until the end of 2002, decreasing the real interest rates and thus providing a stable macroeconomic environment in order to improve the long term growth potential of the country. The real appreciation, together with the recovery of domestic demand, increase in international oil prices and weakening of the euro, affected the current account balance negatively. The current account deficit much exceeded the levels projected at the beginning of the program. The worsening of the current account deficit coupled with the delays in the privatisation efforts and the structural reforms during the second half of the year had an adverse impact on capital flows thus leading to increases in the short-term interest rates in August 2000 (Central Bank of the Republic of Turkey, 2002: 50).

Current Account Balance

Mio USD	1999	2000	2001	2002	2003	2004
CURRENT ACCOUNT	-1,344	-9,819	3,390	-1,522	-8,037	-15,543
Foreign Trade Balance	-10,185	-21,959	-3,733	-7,283	-14,010	-23,925
Exports f.o.b.	26,587	27,775	31,334	36,059	47,253	63,120
Imports c.i.f.	-40,671	-54,503	-41,399	-51,554	-69,340	-97,540
Coverage Ratio (%)	65.4	51.0	75.7	69.9	68.1	64.7
Balance on Services	7,487	11,368	9,130	7,879	10,505	12,774
Balance on Investment Income	-3,537	-4,002	-5,000	-4,554	-5,559	-5,519
Current Transfers	4,891	4,774	2,993	2,436	1,027	1,127
CAPITAL & FINANCIAL ACCOUNT	-377	12,581	-1,719	1,373	3,001	12,695
Direct Investments	138	112	2,769	863	1,254	1,874
Portfolio Investments	3,429	1,022	-4,515	-593	2,465	8,023
Other Investments	1,782	11,801	-2,667	7,256	3,329	3,622
Reserve Assets	-5,726	-354	2,694	-6,153	-4,047	-824
NET ERRORS AND OMISSIONS	1,721	-2,762	-1,671	149	5,036	2,848

Source: CBRT

Following the deep devaluation of TL over 100 percent against the USD 2001, Turkey's current account showed a surplus of $3.3 billion at that year end. The surplus however was not sustained and over the two subsequent years it got worsened and a deficit of %6.6 billion was reported at the end of 2003. The first signs of 2004 are also not good. Given the fact that TL is not supported by strong economic parameters such as export performance, low unemployment and high level of productivity the demand for TL in domestic and foreign markets should be relatively low. Although the current government claims to have increased the level of export to $ 51 billion at the end of 2003, this performance is undermined by the growth in imports which was due to a strong level of TL. It can also be added that the policy of free floating TL which has been in implementation since 2001 crisis, contains flaws due to interventions only at "extreme levels of TL" by the Central Bank. If intervention was necessary then it should be possible to predict the value of currency and therefore now the amount of devaluation (Kaplan, 2005).

The current account deficit increased due to the fact that domestic investment increased at a higher rate than domestic savings. In this framework, in 2003 and 2004, the foreign trade deficit increased significantly parallel to economic growth and reached nearly 24 billion USD. Despite the growth in exports, the ratio of exports to imports was realized as 64.7 percent, as a result of the rapid increase in imports of intermediate goods and consumer durables. The ratio of current account deficit to GDP was realized as 5.2 percent. Nevertheless, in 2004, Turkey was among the top six countries in terms of export performance, which grew by 3.2 percent. The projections for the year 2005 reveal that Turkey has the second best export performance growth (5.3 percent) following China (14 percent).Exports increased in the first six months of the year 2005 as compared to the same period of 2004. The fact that international reserves reached 52.4 billion USD in the firs quarter of 2005 and that domestic currency appreciated under the flexible exchange rate regime indicates that current account deficit was well financed. As a matter of fact, the increase in the current account deficit in the last three years was financed by the private sector rather than government sources. The funds obtained by the private sector (including banks) from abroad increased from 8.2 billion USD in the January-May period of 2004 to 9.5 billion USD in the same period of 2005 (CBRT, 2006).

The economy was hit hard by the May-June 2006 turmoil in international markets which served to underscore its remaining vulnerabilities, bit has recovered rather rapidly. The current account deficit has reached a historically high level above 8% of GDP in 2006, continuous to be financed by growing private debt and foreign direct investment. Strong GDP growth is expected to continue but risk remains. Maintaining fiscal discipline is crucial while monetary policy credibility needs to be bolstered, in particular by consolidating the independence of the central bank. The transparency and quality of fiscal institutions needs to be strengthened by adopting international accounting standards and multi-year spending targets for general government. Additional structural reforms are required to enhance the competitiveness of the economy, promote the formal sector and rein in the high current account deficit (OECD, 2006).

The current account deficit rose by USD 1.561 million to USD 1.921 million in September 2006 compared with a deficit of USD 360 million in September 2005. This development is mainly attributable to 32,3 percent increase in foreign trade deficit, according to the balance of payments presentation, realizing as USD 648 million, as well as the narrowing of services surplus by 17,8 percent to USD 2.060 million in September 2006 over the same month of 2005. As a result, in January-September 2006, the current account deficit increased by 59.6% as compared to the same period of 2005, from USD 15.870 million to USD 25.334 million.

Services balanced resulted with a surplus of USD10.103 million in January-September 2006, showing a decline from USD 11.632 million in the same period of 2005. According to the related survey results disseminated by the Turkish Statistical Institute, the travel revenues decreased by 5.8% USD 13.733 million, while the travel expenditures increased by 0,7% to USD 2.134 million in comparison with the nine-month period of 2005. As a result, the net travel revenues decreased by 6.9% to USD 11.519 million in January-September (TCMB, 2006).

Tourism and ForeignTrade Deficit

Year	Foreign TradeDeficit $	Tourism Income	Role of Reducing Tourism Income in Foreign Trade Deficit (%)
1996	20.402	5.650	27,7
1997	22.298	6.208	27,8
1998	18.947	7.177	37,9
1999	14.100	5.203	36,9
2000	27.178	7.636	28,1
2001	10.500	8.090	77
2002	13.500	8481	62,8
2003	16.230	9676	56,6

We can study the table above to see the effect of the payment balance of tourism on the current account deficit. From 1996 on, we can see how effective tourism is in compensating the external trade deficit from the table including the external trade deficits and tourism revenue. Since 1996 the revenue of tourism has increased in terms of compensating the external trade deficit from 27.7% to 77% in 2001. This increase was 62.8% in 2002 and 56.6% in 2003. These rates show how important tourism is in covering the deficits in payment balance. It will make sense to investigate the effects of tourism revenue on the problem of current account deficit, which is one of the most significant issues in Turkish economy. Hence, the relationship between tourism revenues and current account deficit is investigated through Granger Causality Analysis.

2. DATA STRUCTURE AND METHOD

In this study in which the effects of tourism revenues on current account deficit are investigated, the foreign visitors' expenditures and current account deficit were employed as the data set. The data set is in time series and encompasses the period between Jan 1997 and Sept 2006 and is collected monthly. In the research Granger Causality Test is employed as the method. The main purpose of the study is to test whether there exists a long term relationship between tourism revenue (TR) and current account deficit (CAD) and to reveal the contribution of the tourism sector to the compensation of the current account deficit. As the model, the following equity is employed;

$$Y_t = \beta_0 + \beta_1 T_t + \varepsilon_1 \qquad (1)$$

In the estimated model, Y and T represent current account deficit and the expenditure of the foreign visitors respectively. ε and β represent error term and the parameters in the model respectively. In this study, to predict the equity I the following steps will be followed. Firstly, it will be investigated whether the variables used in the research are stationary or not using Augmented Vertical-Fulica (AVF) unit root test. If the time series are not stationary, that is, there is a unit root; these series will be made stationary. After that, whether there exists co integration between the series will be investigated. In other words, it will be investigated whether there exists a long term relationship between two time series. Finally, the existence of causality relationship between the variables and if there is, the direction of this relationship are tried to be identified through Granger Causality Test.

When any time series has been developed, it is necessary to know whether the stochastic process obtained changes in relation to time. If the quality of stochastic period is changing over time, then time series is not stationary. It is impossible to demonstrate the previous and future structure of a time series with an algebra model. If stochastic process is stationary over time, a model with a constant coefficient belonging to the series can be obtained by using the previous values. If the series is not stationary, autocorrelation deviates from null considerably (Kutlar 2005:251). The two time series may not be stationary owing to the trend and thus the relationship between them may depend on the trend. In the study, it was first investigated whether the series are stationary. In doing so, Unit Root Test was applied and the following regression equity was utilized (Gujarati, 1995: 718).

$$Y_t = \rho Y_{t-1} + u_t \qquad (2)$$

Here, Y_t and Y_{t-1} represent tourism revenue at t time and tourism revenue at t-1 time respectively. u_t stands for stochastic error term. Similarly, the same equity was also set up for current account deficit. In these equities, the result p=1 indicates that stochastic variable has Y_t unit root. Therefore, it means that the series is not stationary and in the analysis of time series this state is known as random walking.

Granger Causality Test and the following regressions that can be extracted from the equity I will be tried to predicted.

$$CA_t = \sum_{i=1}^{n} \alpha_i TG_{t-1} + \sum_{j=1}^{n} \beta_j CA_{t-j} + u_{1t} \qquad (3)$$

$$TG_t = \sum_{i=1}^{m} \lambda_i TG_{t-i} + \sum_{j=1}^{m} \delta_i CA_{t-j} + u_{2t} \qquad (4)$$

It is assumed that there is not a relationship between the formula and error terms. The formula 3 shows that CAD series is related to its own previous values. A similar acceptance is valid for TR series and this state is indicated in formula 4. In the study the real reason is to indicate whether TR is a Granger causality of CAD.

3. Finding

First, the two series was treated with Unit Root Test and it was investigated whether the series was stationary and co-integrated at the same degree. The hypothesis developed for this, for TR;

H_0: Tourism revenues have unit root and are not stationary

H_1: Tourism revenues do not have unit root and are stationary

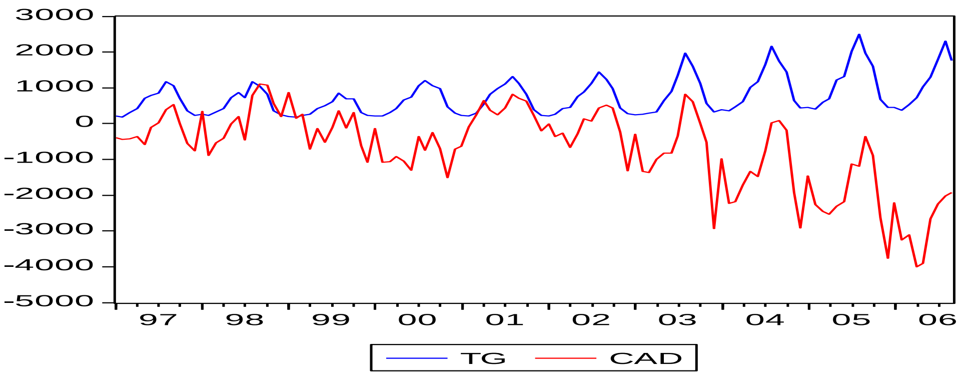
For current account deficit,

H_0: Current account deficit has unit root and is not stationary

H_1: Current account deficit does not have unit root and is stationary

ADF test statistics calculated for tourism revenues are calculated as -0.869535. The absolute value of this value is smaller than those in the table given at the significance levels of 1% (-3.494378), 5% (-2.889474) and 10% (-2.581741). H_0 hypothesis is not refuted. Therefore, the series is not stationary and has unit root. As is seen in the Graphics 1, although both the series are in relation in the same direction according to time variable, it is observed that CAD has expanded rapidly since 2002. In addition, it is also observed that stochastic process for both the series changes over time and the series do not show expansion along horizontal axis over time.

Graphics 1. Tourism and Current Deficit Series



In the ADF statistics carried out to extract the first differences as TR is not stationary. ADF test statistics is calculated as -2,917415 and this value is greater in absolute value than values in the table provided at the significance levels of 5% (-2.889474) and 10% (-2.581741). Therefore TR is primarily stationary. The results are given in Table 1.

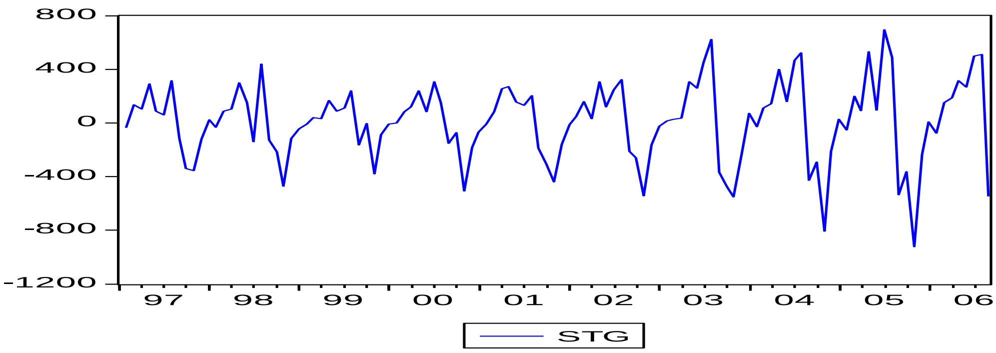
Table 1. ADF Test Statistics for Tourism Revenues

			t-Statistic	Prob.*
Augmented Dickey-Fuller test statistic			-2.917415	0.0467
Test critical values:	1% level		-3.494378	
	5% level		-2.889474	
	10% level		-2.581741	
R-squared	0.900815	Mean dependent var		-5.509615
Adjusted R-squared	0.887736	S.D. dependent var		315.8696
S.E. of regression	105.8347	Akaike info criterion		12.27810
Sum squared resid	1019290.	Schwarz criterion		12.60865
Log likelihood	-625.4614	F-statistic		68.87332
Durbin-Watson stat	2.076146	Prob (F-statistic)		0.000000

MacKinnon (1996) one-sided p-values.

The first differences of TR series were extracted and made stationary and Graphic 2 was obtained. According to the graphic 2 DTG series was found to show expansion along a horizontal axis in the given period of time.

Graphics 2. Tourism Revenues Stationary Series



Stationary test was also carried out for current account deficit and ADF test statistics was calculated as being 0.569850. The absolute value of this value is smaller than table values given at the significance levels of 1% (-3.494378), 5% (-2.889474) and 10% (-2.581741). Therefore H_0 hypothesis was accepted. Hence the series is not stationary and has a unit root. In the ADF test statistics carried out to extract the first differences of this series the series was also found not to be stationary. Accordingly, the second differences of the CAD series were extracted and it was found that the series was stationary. ADF test statistics was calculated as being -10.28924 and this value is greater in absolute value than values in the table provided at the significance levels of 1% (-3.495021), 5% (-2.889753) and 10% (-2.581890). Therefore, CAD is secondarily stationary. The results are provided in Table 2.

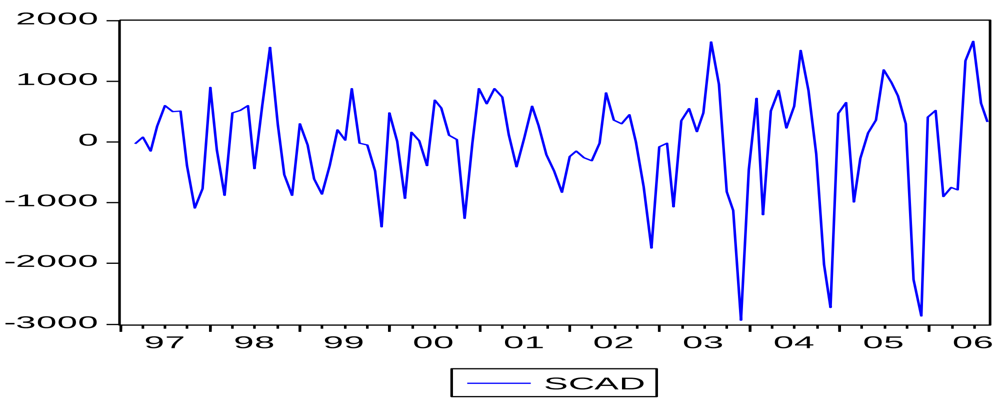
Table 2. ADF Test Statistics for Current Account Deficit

			t-Statistic	Prob.*
Augmented Dickey-Fuller test statistic			-10.28924	0.0000
Test critical values:*	1% level		-3.495021	
	5% level		-2.889753	
	10% level		-2.581890	
R-squared	0.940827	Mean dependent var		21.58252
Adjusted R-squared	0.932937	S.D. dependent var		2033.934
S.E. of regression	526.7169	Akaike info criterion		15.48871
Sum squared resid	24968764	Schwarz criterion		15.82125
Log likelihood	-784.6686	F-statistic		119.2471
Durbin-Watson stat	2.108962	Prob(F-statistic)		0.000000

MacKinnon (1996) one-sided p-values.

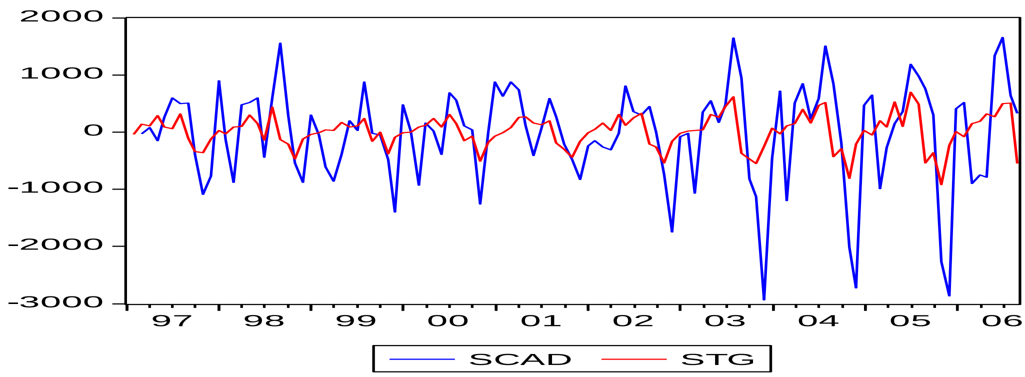
The secondary differences of TR series were extracted and made stationary and Graphics 3 was obtained. According to the Graphics 3 SCAD series was found to show expansion along a horizontal in the given period of time. It was observed that the data provided for the two time series fluctuated around a stationary average and the variations of this fluctuation remained stationary over time and hence this was interpreted as the series being stationary.

Graphics 3. Current Account Deficit Stationary Series



After the CAD and TR series were determined not to be stationary, the series, according to ADF results, were made stationary once their differences were extracted.

Graphics 4. Tourism Revenues and Current Account Deficits Stationary Series



After the series having been made stationary, it will be determined whether they are co-integrated and if so, in what degree they are co-integrated by means of co-integration test.

The degree of co-integration will be used as lags in causality analysis. The lags used for Granger Causality Test were found according to Johansen Test and by the help of the smallest Akaike Information Criteria found in various lags in the ADF Unit Root Test. The smallest Akaike Information Criteria value was found in one lag coefficient. Similarly, the lag coefficient was calculated as 1 according to the Johansen test. The lag coefficient was found to be 1 whether according to Max-eigenvalue test indicates or according to Trace test indicates.

Whether there is a casual relationship between CAD and TR deficit in the sense of Granger was calculated by one extracted lag. In addition, the Causality factor of the relationship in the sense of Granger was also investigated with the trials form 1 to 12 and the results were provided in Table 3. Like the results found on lag 1, a two- way relationship was found between two time series to the 11 lag coefficients. Therefore two series are mutually each other's Causality in the sense of Granger. This circumstance occurs after 12 lags. Tourism revenues are the causality of current account deficit in the sense of Granger.

Table 3. Granger Causality Test Results According to Various lag Coefficients

Null Hypothesis (H_0)	Obs	Logs	F-Statistic	Probability	Result
TG does not Granger Cause CA	114	1	68.0012	3.7E-13	H_0 not accepted
CA does not Granger Cause TG			7.03906	0.00914	H_0 not accepted
TG does not Granger Cause CA	113	2	34.3990	2.8E-12	H_0 not accepted
CA does not Granger Cause TG			11.1097	4.1E-05	H_0 not accepted
TG does not Granger Cause CA	112	3	25.0957	2.5E-12	H_0 not accepted
CA does not Granger Cause TG			6.09830	0.00073	H_0 not accepted
TG does not Granger Cause CA	111	4	18.7351	1.4E-11	H_0 not accepted
CA does not Granger Cause TG			3.67155	0.00778	H_0 not accepted
TG does not Granger Cause CA	110	5	22.1645	7.6E-15	H_0 not accepted
CA does not Granger Cause TG			5.46250	0.00018	H_0 not accepted
TG does not Granger Cause CA	109	6	14.2239	1.6E-11	H_0 not accepted
CA does not Granger Cause TG			3.67484	0.00250	H_0 Red
TG does not Granger Cause CA	108	7	11.6873	1.4E-10	H_0 not accepted
CA does not Granger Cause TG			10.4841	1.2E-09	H_0 not accepted

TG does not Granger Cause CA	107	8	8.70744	9.8E-09	H_0 not accepted
CA does not Granger Cause TG			6.11910	2.8E-06	H_0 not accepted
TG does not Granger Cause CA	106	9	7.11970	1.2E-07	H_0 not accepted
CA does not Granger Cause TG			6.27392	8.6E-07	H_0 not accepted
TG does not Granger Cause CA	105	10	6.26917	4.2E-07	H_0 not accepted
CA does not Granger Cause TG			3.70910	0.00038	H_0 not accepted
TG does not Granger Cause CA	104	11	2.86836	0.00316	H_0 not accepted
CA does not Granger Cause TG			2.89850	0.00289	H_0 not accepted
TG does not Granger Cause CA	103	12	2.43581	0.00957	H_0 not accepted
CA does not Granger Cause TG			1.26387	0.25701	H_0 accepted

4. Conclusion

When Tourism is considered in terms of its economic impacts or consequences that it generated in the related countries, it has really been accepted as an activity that all the countries put great efforts to benefit from. Particularly the developing nations tend to have greater interest in this sector as they are unable to compete with the nations which are developed in international commerce in terms of agriculture and industry. Therefore these nations consider financing their development via the revenue that will come from tourism.

Payment balance is an economic concept that all the nations lay great emphasis on. All kinds of economic exchanges that nations perform with other nations are included in this balance and this indicates economic performance of the nation. Current account is the most active item of the payment balance as it contains the record belonging to property, service, export and import. This account is divided into three groups such as property trade within itself, international services and one-way transfer. The incomes and expenses made within the tourism sector which is in fact a sub-branch of service sector are included in the account of unseen items.

Turkey is a nation whose deficits in the payment balance have long been a trouble. The issue of current account deficit is focused following the outbreak of economic crises in 1994 and 2001. The accounts of external tourism have been regarded as one of the most important sectors in compensating for the current account deficit.

In order to investigate the effects of tourism revenues on current account deficit, Granger Causality Test has applied and foreign visitors' expenditures and the current account deficit were employed as the data set. Both the series were not found to be stationary. A two-way causality in the sense of Granger was found with the lags between the series. A change in tourism revenues shows its effect on current account deficit a month later. Similarly, a change in current account deficit influences tourism revenues a month later. The fact that a change in tourism revenues shows its effect on current account deficit a month later can be explained by the increase occurring in the currency income or in foreign visitors' expenditures. The increase in the currency income produces a diminishing effect on current account deficit a month later. As seen in the Graphics 1, current account deficit is compensated when tourism revenues are on the increase.

It is observed that a change in current account deficit influences tourism revenues. The currency is low; that's TL is overvalued when current account deficit is on the increase. The slide in the currency brings about a decrease in the number of the foreign visitors coming and thus this means a decrease in the tourism revenues. In 2006 the current account deficit rose to 31 billion 316 million dollars, increasing 37, 2% when compared to the previous year. In the same year, tourism revenues declined by 7, 2% when compared to those in 2005 and reduced from 18 billion 153, 5 million dollar to 16,8 billion dollar. Tourism expenditure per person reduced to 728 dollar by 3, 3%. The effect of current account deficit on tourism revenues can be explained by the relation between current account deficit and currency and tourism revenues. It can be said that the fact that the currency is low when the current account deficit is high decreases the demand of foreign visitors. In addition, because the periods when current account deficit is compensated are those when TL is prevented from being overvalued, foreign visitors, and thus tourism revenues increase.

The development of tourism sector which has a great impact on the national economies will create a positive contribution to the solution to the current account deficit on account of the deficit of payment balance often faced especially by the developing countries. However, considering tourism as an activity that brings revenue would mean ignoring the social, cultural and environmental as well as other effects. In this sense, all the effects that tourism will create in Turkey should be considered and tourism should be developed according to plan.

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A Trip To Troy From A Point Of View Of A Czech Tourist

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Abstract
Our paper deals with a question of how many information about Troy are offered by Czech media – newspapers and internet; and we also focus on how a trip to Troy is offered by Czech travel agencies. We focus on how a Czech tourist can get to Troy by a tour operated by Czech travel agencies. We notice that there is not information about Troy in the searched media in 2006. We also claim that there is a satisfactory offer of the Czech travel agencies of the trip to Troy. Ten travel agencies offer such a trip as a part of a tour around Turkey. The tours differ in the length; term; price; way of transportation.
***Keywords**: tourism; promotion; media*

1. INTRODUCTION

Troy is a very famous tourist destination; it is located about 25 kilometers from Çanakkale; Turkey. It attracts tourists by its history; by history of the Trojan War; and also the tourists can see archeological fragments there. Troy appeared in Homeric poems and was long regarded as a purely legendary city; but in the 19th century the German archeologist Schliemann began excavations there and discovered the lost city.

Our paper deals with a question of how a trip to Troy is offered by Czech travel agencies and how the tourists in the Czech Republic are informed about Troy. We choose two information sources very popular in the Czech Republic; printed media – newspapers and magazines; and internet for our research. The area of our interest is information about Troy in the Czech language on internet; we were not interested about information in foreign languages.

This paper is divided into three parts. We made a research in Czech magazines and newspapers about how they describe and promote Troy as a tourist destination in the first part of our paper. We focus on how many articles were published about Troy in the newspapers and magazines in the Czech Republic in the year 2006.

The second part describes ways how the Czech tourists can find information about Troy or information about how to get to Troy on the internet in the Czech language.

Finally; the third part of our paper deals with the question how the Czech travel agencies offer trips to Troy; how it is possible for Czech tourists to get to Troy via a tour operated by the Czech travel agencies.

The conclusion of our article focuses on the question if Czech tourists are well informed about Troy; if the magazines and internet in the Czech Republic inform them sufficiently and what this information includes; and we also want to answer the question how Troy is promoted as a tourist destination by the travel agencies.

According to a statistic covering the first fill the third quarter of 2006 (the statistics of the whole year 2006 weren’t ready yet at the time of writing; http://www.czechtourism.cz). We do not mention any statistics of shorter trips because all the trips to Troy offered by the Czech travel agencies are longer than four days; notice that the population of the Czech Republic in 2006 was 10.200.000.

797.900 Czech tourists made a trip longer than 4 days. 358.500 (45%) of the Czech tourists went abroad to spend their holiday in a foreign country. 41.600 (11%) of the ones going abroad decided for sightseeing trips; 181.000 (50%) used the services of a travel agency. 110.400

(31%) chose air transportation; 87.200 (24%) used bus transportation; 145.400 (40%) went by car.

They spent an average of 570 Euro for one sightseeing tour; they spent an average of 570 Euro for a tour provided by a travel agency; the average price for a trip by plane was 710 Euro; the average price for a tour by bus is 425 Euro.

2. TROY IN THE CZECH PRINTED MEDIA

Printed media and internet are constituents of mass media. The mass media are a term used to denote; as a class; that section of the media specifically conceived and designed to reach a large audience (http://en.wikibooks.org/wiki/Introduction_to_Sociology/Media). The media offer only one of the possible points of view on the reality. Journalists are an important influence on the public opinion. They significantly influence what their readers think about via the topics they choose for their articles. These topics are then discussed by the public. The public opinion is shaped by news materials. The media communication can be seen in two ways: firstly as a transfer of information; a message from a source to readers; secondly it is an instrument which could influence ideas; attitudes of readers. The media create the reality to a large extent. They make an image about the world around. The printed media are traditionally an important source of information. They offer news about the world around. They offer the information about the world which is physically out of a reader's reach. The newspaper is still the most important tool for public information and publicity purposes. Most of the literate people in the world read newspapers. It is part of a citizen's daily habits; like eating or sleeping. Newspapers are an important influence in society. The dissemination of information from this medium and its impact on the public on important issues makes this an influential medium in shaping public opinion. The Czech Republic is known as a country where people historically read a lot. The internet has marked the first era in which any individual could have a means of exposure on a scale comparable to that of mass media. For the first time, anyone with a web site can address a global audience; although serving to high levels of web traffic. Internet has also allowed breaking news stories to reach around the globe within minutes (http://en.wikibooks.org/wiki/Introduction_to_Sociology/Media).

We did a research about how many articles about Troy were published in the Czech printed media in 2006. We searched the three biggest newspapers in the Czech Republic. All of them offer an insertion once a week. We also searched these insertions. No article was published in these newspapers or their insertions about Troy in the year 2006. Troy, in other words, was not promoted this way in the Czech newspapers last year.

We were also interested about how many articles were published in Czech magazines which focus on traveling. Three such magazines are published in the Czech Republic. They are: *National Geographic*, *People and the Earth* and *Travel Digest*. National Geographic published no articles about Troy in 2006. There were only two articles published earlier, in 2004. These articles were connected with the movie *Troy* and they compared the reality of the movie with historical facts of the Trojan War. The articles focused on the history of Troy and on the Trojan War. They did not include any information about Troy nowadays.

Travel Digest did not publish any articles about Troy in 2006, or earlier. People and the Earth did not publish any article about Troy in 2006 either.

We can claim that Troy was not promoted in the Czech printed media in 2006. A reader of mentioned newspapers and magazines cannot find any information about Troy and neither can s/he be inspired by them to visit the site.

3. TROY ON INTERNET (INFORMATION IN THE CZECH LANGUAGE)

There are two web pages concerned with Troy. The first one is http://www.turecko.cz, the second one is http://www.levanta.cz.

The first web page brings the information about Turkey (Turecko in the Czech language). This web page also informs about Troy. The reader can find details about the discovering of Troy by Schliemann there; then it describes the history of Troy and the Trojan War. The reader also can find information about how to get to Troy. But this information includes only a description of geographical location of Troy. It informs a reader only how to fly to Istanbul or Izmir and then s/he is informed to continue from Istanbul to Çanakkale; to use a ferry there and then to go to Troy. If a traveler goes from Izmir, Troy is on the way to Canakkale. There is no more information included about prices; bus services; distances etc.

The second web page is a travel book written by a Czech traveler. He describes places which he visited. Troy is one of these places. He focuses on the Trojan War. He deals with the current day Troy only in two sentences: "Troy nowadays is a few stones and walls and many plans explaining which wall belongs to which historical period. There is a corny wooden horse suitable for tourists´ cameras standing near the entrance." (http://www.levanta.cz).

An internet searcher can also find other pages about Troy; but they include only information about the Trojan War; the historical facts.

Let us claim that information about Troy in the Czech language on internet is unsatisfactory. There is only one very short and incomplete piece of information about how to get to Troy and a short traveler's individual opinion about Troy nowadays.

4. TROY IN THE OFFER OF THE CZECH TRAVEL AGENCIES

Czech travel agencies offer holiday to Turkey in two ways. The first, more popular way is a package tour including several days of staying in some hotel at the seaside. Czech travel agencies also offer sightseeing tours to Turkey. We focused on these tours. A visit of Troy is a part of these trips. But there are also trips which don not include the visit of Troy. Such trips usually focus on south part of Turkey. The Czech travel agencies also offer short; 3-4 days trips only to Istanbul. These trips of course do not include a visit to Troy.

The trip to Troy is offered by the Czech travel agencies as a part of a trip around Turkey; or at least around the west part of Turkey. Tourists can spend half a day in Troy and then they continue their trip to another sightseeing part of Turkey. Troy is described in catalogues of Czech travel agencies as: Homer's Troy; a storied city; a city of myths; a city known by Schliemann's excavations; the city with the famous Trojan horse; a city with an archeological complex; a city with more than a thousand years of history; a city well known by Homer's Iliad; one of the world's most famous archeological places.

Turkey and Troy have no special place in the catalogues of the Czech travel agencies. The catalogues are organized in alphabetical order.

When offering a trip around Turkey a photo of the Trojan horse is usually included in the catalogues.

Ten travel agencies have been offering a trip to Troy. All the trips are similar. They usually include a visit of follow places: Istanbul (1-3 days spent there), Bursa, Pergamon, Efes, Pamukkale, and Antalya. Tourists can choose the mode of transportation. They have two possibilities; to travel by bus transportation or to choose air transportation. The journey by bus takes about 24 hours. The way by plane takes 2, 5 hours. The trips are planned for usually 12-14 days. An average length of the stay in Turkey is 12, 5 days. The longest trip takes 18 days; the shortest one takes just 4 days. Tourists can join a trip around Turkey which also includes a visit to Troy in the months of April, May, July, and September. With the SK Svobodna Cesta travel agency people can also travel in March, August, October, and December. The prices range from

215 Euro to 995 Euro, according to the length of the trip and the way of transportation. The average price of a trip is 580 Euro; if the transportation is provided then the average price for such a trip by bus is 510 Euro, and 650 Euro for a trip by plane. (Note that the average wage in the Czech Republic in 2006 was 710 Euro).

The prices of the trips include transportation; halfboard; accommodation in usually 3 star hotels; a guide service. Health insurance must be paid extra. Only one trip of Hoska tour does not include a meal.

The trips to Troy are offered by ten travel agencies as we have already mentioned.

- Čedok is the oldest Czech travel agency with a strong tradition. This travel agency offers trips around the whole world. It offers all kinds of trips. This travel agency is oriented on semi-exacting and exacting costumers.
- Firo tour is the second biggest travel agency in the Czech Republic; it also offers trips to many countries around the world. It offers two trips to Troy. It is oriented on semi-exacting clients.
- CK Poznání offers sightseeing tours around the world. It is oriented on the clients who want to know and to discover the world. It offers tours to various parts of world. Its clients are people for whom to get to know the world is a hobby.
- CK WES is a small; regional travel agency oriented on tours to Croatia; but it also offers several tours to other countries.
- CK Agentura Hana has its office in the third biggest city in the Czech Republic. It is oriented on Italy; but it also offers tours to another countries included Turkey.
- CK Vsacan tour is a regional travel agency which focuses on the sightseeing trips around the world.
- Hoska tour is a small travel agency organizing tours around the Czech Republic; Finland; France; Denmark; Italy; Hungary; Austria; Romania; Slovenia.
- CK Svobodna Cesta is a small local travel agency offering various kinds of trips.
- CK CKL is a regional small travel agency.
- CK VHT is a small travel agency offering tours to Italy; Croatia and Greece mostly in the summer and to Austria in the winter time.

5. Conclusion

Let us claim that the Czech tourist is badly informed about Troy by the Czech media. There were no articles about Troy in mentioned Czech media in 2006. The information published on internet is incomplete; short and unsatisfactory.

To go to Troy a Czech tourist would typically prefer the service of a travel agency. As we mentioned above the statistics indicate that 40% of Czech tourists travel by car. Unfortunately the journey to Turkey by car is quite uncomfortable (it goes through Austria; Hungary; Croatia, and Romania) and it takes about 24 hours; so only a very low number of Czech tourists would travel to Troy by themselves by car. Czech tourists who prefer to travel by car do not choose Troy as the destination for their holiday.

So, Czech tourists can visit Troy via a tour, operated by one of ten travel agencies. The visit of Troy is a part of a long trip around Turkey. The average price for the tour to Troy is almost the same as an average sum the Czech tourists spent for their sightseeing tours operated by travel agencies in the first three quarters of 2006. Tourists can choose cheaper trips by bus, or more expensive trips by plane. The travel agencies offer both possibilities. The tour by plane to Troy is 60 euro cheaper than the average sum Czech tourists pay for tours by plane; the tour by bus to Troy is 85 euro more expensive compared with the sum the Czech tourists spent for sightseeing trips by bus in the first three quarter of 2006. Tourists can choose a tour of various lengths. The shortest trips take just 4 days. These trips are offered by only one Czech travel agency. Other tours are planned for longer periods – usually 12 days.

Let us claim that travel agencies and also media promote Turkey in the Czech Republic mostly as a seaside country with a beautiful sea and many comfortable hotels suitable for spending a holiday there for tourists who like lying on a beach, and who prefer all inclusive formulas in comfortable hotels. The travel agencies and the media also mention Turkey's history and historical places. But when writing about the history of Turkey they prefer Efes and Istanbul to other sightseeing places in Turkey. Travel agencies prefer to offer package holidays to Turkey. These holidays usually include staying in three-five stars hotels at the seaside and tourists can decide for optional sightseeing trips during a stay in a hotel. These trips are usually half or one-day optional trips. Their prices are not included in package tours. Travel agencies offer the optional trips especially to Efes, Pamukkale and others places close to seaside resorts. These places are then promoted by travel agencies in their catalogues and also in media. A trip to Troy is not offered as an optional trip because Troy is located in the north part of Turkey; quite far from tourist resorts like Antalya and others. That is the reason why the travel agencies are not so willed to promote Troy. As statistics mention only 11 % of Czech tourists choose a sightseeing tour. Because the trip to Troy is offered by the Czech travel agencies only as a part of sightseeing tours; because the tourists who travel individually usually do not choose Troy as their holiday destination; and because the Czech media do not inform a lot about Troy the only information about this place offered to the Czech people is in the history lessons at schools; but later only very rarely.

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TABLES AND FIGURES

Table 1- Overview of the trips to Troy offered by the Czech travel agencies

Čedok

term: may, september
transport: plane
number of days: 12
price: 995 euro

Firo-tour

term: may, october	term: june, august, september
transport: plane	transport: plane
number of days: 8	number of days: 12
price: 605 euro	price: 710 euro

CK Poznání

term: july, september	term: july	term: october
transport: bus	transport: bus	transport: bus
number of days: 18	number of days: 15	number of days: 9
price: 570 euro	price: 425 euro	price: 425 euro

CK WES

term: june
transport: bus
number of days: 13
price: 355 euro

CK Agentura Hana

term: september
transport: plane
number of days: 11
price: 710 euro

CK Vsacan tour

term: april, september
transport: bus
number of days: 14
price: 570

Hoska tour

term: september
transport: bus
number of days: 17
price: 570

CK Svobodná cesta

term: march, april, may, august, october, december
transport: plane
number of days: 4
price: 215 euro

CK CKL

term: july, september
transport: bus
number of days: 15
price: 570 euro

CK VHT

term: july, september
transport: bus
number of days: 15
price: 570 euro

MARKETING CULTURAL HERITAGE TO PROMOTE TOURISM GROWTH IN AREAS OF LOW TOURISM PATRONAGE - THE CASE OF PETCHABURI DOWNTOWN, THAILAND

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ABSTRACT

Petchaburi downtown contains plenty of heritage sites which retain cultural significance and appropriateness for conservation in national level. Misunderstanding of heritage significance is the major obstacle which obstructs conservation and management to become a sustainable attraction. Low government budgets conveyed to heritage maintenance are another cause of historic sites' deterioration and low volume of incomes from tourists' support. Marketing cultural heritage to promote tourism growth by researching tourism demands and creating impressive visitors' experience is probable solution. It is focus on degree of conservation in each heritage areas in Petchaburi town and balance marketing mix of tourism with all benefits among involving stakeholders by outlining marketing plan for sustainable heritage improvement.

Keywords: *marketing heritage; cultural significance; tourism demands; Petchaburi downtown; heritage conservation*

INTRODUCTION

The economic growth is a major concern in many countries particular in the developing country like Thailand. Incomes larger than 324,484 million baht from inbound tourism and increase of visitors' volume more than 10.8 million people guarantee necessity to continue development of tourism.(Chittangwattana, 2005) It is the biggest service industry in Thailand. Not only income fascination from foreign tourists is major attraction to stimulate local communities to build their hometown to become tourist destination but also hope to raise their standard of life as urban society is their goal. To satisfy this, the local cannot do by themselves. They need support from government. Apparently to achieve huge financial funds to develop tourism, the prospective attractions must reveal the potential of monetary generation or fascinate large numbers of tourists to visit and to gain benefits worth enough from their long stay such as charming beaches at the Phuket, night plaza in Chiengmai and the world heritage town of Ayutthaya. Where the tourism attractions still are not popular enough especially for inbound tourists gets less chance to receive monetary support enough for conservation and management of good tourism.

Due to the above cause, most low tourism-use areas particular in cultural heritage assets like Petchaburi historic town usually find difficult troubles of conservation. Some places have been ignored and ruined without realization of their cultural significant values. Furthermore, the local stakeholders like local authorities and residents perceive the heritage deterioration and demolition as a normal happening. No involving parties take serious responsibility in preservation of these heritage assets. Even though most of them are under protection of various governmental departments, they do not receive prosper conservation. Additionally, visitors and traveling agencies are not impressed in these heritage sites because of low application of marketing management and heritage interpretation. As the result, they eventually do not percept cultural identity and uniqueness of Petchaburi heritage, and weight more their interest in the nearby famous natural resources like Cha-am and Hua-Hin beaches. Then, the number of visitation is low despite of full values of cultural significance. Exactly, Petchaburi Downtown is astonishingly interesting area since it retains a lot of heritage values both in aspect of tangible and intangible heritage assets. Architectural designs, mural arts and old custom traditions are very unique and stories of places that concern with famous historical persons such as King Rama IV-V and the great chief of monks, Somdej Chao Tangmo are so proud for local residents to present. Unfortunately, these proud stories and elegant Buddhism religion town are attractive behind the beauty of Cha-Am and Hua Hin beaches. The Thai and foreign tourists seem to be interesting in heritage nature and almost ignore these heritage sites.

Perhaps due to limited bureaucratic budgets and fluctuating policies from several governments, most improvement and construction of many infrastructures to well-known tourism places are first priority. Therefore, waiting of immediate budgets of improvement in low tourism-patronage areas is worthless and time consumed. Tourism growth in this historical area is vital to be depended on co-ordination of involving local stakeholders i.e. surrounding communities, local authorities, and heritage protectors. The reasonable way of solution is depended on community’s own ability and more reliable on creation of marketing and management plans for the local stakeholders. Presenting excellent heritage resources and impressive tourism geographic location, they are likely to establish management plan by applying concept of heritage marketing. At present, the implemented plan tends to emphasize only on the improvement of heritage place without catching visitor demand and cooperation of involving local communities. Our concept is to search and analyze deeply into various aspects of tourism problems i.e. local, domestic and inbound demand of visitors, policies of local authorities, opinion of local stakeholders about heritage conservation and adaptation of cultural assets to help lifting up their incomes as well as cultural significance of heritage sites. Conglomerating with concept of tourism marketing, the interest and responsibility of heritage conservation is placed on the center of all management and strategies of marketing. At this moment, it may become the good opportunity to increase more visitations and preserve their own heritage resources including adding economic values to surrounding residents in terms of generating more sustainable careers and stable incomes for their family.

MARKETING CULTURAL HERITAGE

Marketing is the process to identify appropriate target markets for products and services probably usually by market segmentation. In terms of marketing, to be a successful destination, it might require to add value through proper use of marketing strategic tools such as information technology, customer relationship management, and brand recreation. These disciplines provide ‘added value’ for marketing. Even though some marketing tools are not considered appropriate for heritage or historic places because of negative impacts in aspect of regeneration of a locality, conservation of landscape, preservation of a property or many other reasons, some non-profit organizations are vital to make a ‘surplus’ like some tourism activities for the reasons of survival and growth of heritage sites. For example, opening shops, bars and restaurants alongside the heritage places, they encourage commercial profits for organizational stability. With the least minimum impacts from commercial parts, the heritage authorities must define the suitable demand of visitors and deliver it at the right place and right time. The conflicts may be emerged from the excess of beneficial gain. Hence, the balance of relationship between built environment like marketing activities for consumers’ satisfaction and preserved heritage for next future generation is extremely essential. (Misiura, 2006)

In conclusion, heritage marketing is the process to build visitors' best satisfaction by choosing the right segmentation with the right added valuable tourism activities and overall purposes are approached in serious heritage conservation as well as balance of its environments.

HERITAGE TOURISM AND ENVIRONMENTS

From a case study of heritage tourism by Yiping and Raymong Lap Bong Lo defined "heritage tourism" as a form of special interest tourism that invites tourists to learn about history and lifestyle of a destination.(Craik, 1997; Williams, 1998) There are many activities according to cultural tours, festivals and cultural events, monuments as well as folklore and arts.(Apostolakis, 2003; World Tourism Organization, 1985; Zeppel & Hall, 1992) Most of heritage tourism is in pattern of tangible assets such as historic building, archaeological sites and cultural artifacts which convey intangible values i.e. the way of life, indigenous cultural traditions. The three remarkable factors which promote this special kind of tourism are nostalgia, globalization, and social shift. The researchers(Goulding, 1999; Graham, Ashworth, & Tunbridge, 2000; Halewood & Hannam, 2001; Hewison, 1987; Lowenthal, 1985; Williams, 1998) revealed the findings over the years.

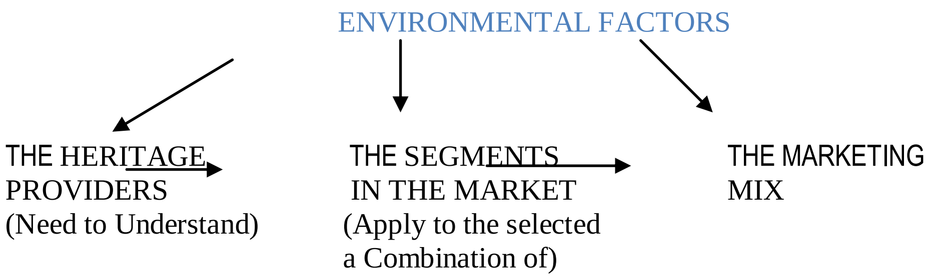

Figure 1 : A Summary of the generic disciplines applied in heritage marketing (Misiura, 2006)

From the figure 1, the visitors or customers are the central in heritage marketing process, yet it is controlled by environmental factors such as heritage sites, cooperation with local communities, and authorities. Over past 30 years, a whole world seems to have growing enthusiasm to recover the national past both in the real recorded history and the unknown timeless one of traditional events. (Kim, Wong, & Cho) It is one of significant driving forces in heritage marketing to appeal to the motivations and aspirations of visitors. However, set of development activities must realize of benefits in long-term heritage tourism especially in wider issue of national identity and how the significant cultural values are perceived nationally and internationally.(Misiura, 2006)

HOW MARKETING CAN IMPROVE THE EXPERIENCE OF HERITAGE

The marketing enhances to indicate each demand of a target group by segmentation and attract visitors' traveling by research of visitors' opinion. In heritage tourism, the motivation factors of each individual stimulate the decision to choose what tourism activity they intend to join. The heritage experience which visitors receive can be more variety and satisfy the right target group of tourists if the marketing mix and management are planned by realization of customer motivation. For example, a historical place has family visitors traveling on holidays. The heritage marketers should choose on their motivation factors and offer the tourism products such as heritage toys and cartoon interpretation about heritage sites to fascinate this kind of tourist group in various degree of acceptable heritage conservation. In conclusion, marketing concept applied in heritage places is able to create more charming and comfort for travelers as well as encourages higher visitation to the sites.

Model of Marketing in Heritage Sites and Recommendation of Marketing Plan in Promoting Tourism Growth in Area of Low Tourism Patronage like Petchaburi Downtown

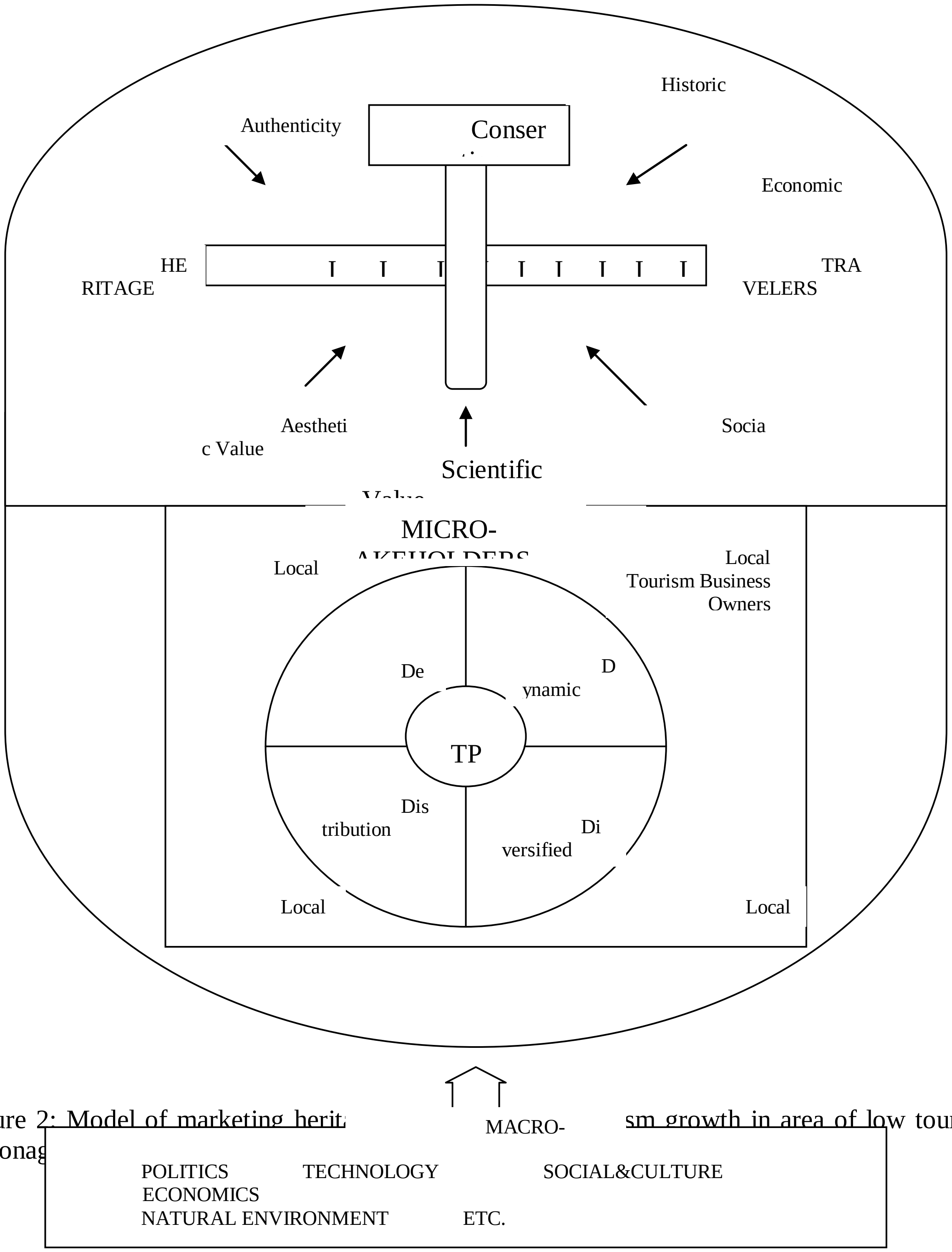

Figure 2: Model of marketing herit... sm growth in area of low tourism patronag...

PETCHABURI'S HERITAGE RESOURCES

Petchaburi is an amazing ancient town located close to Bangkok metropolitan only 168 kilometers by train and 167 kilometers by car. It borders near Ratchaburi and Samut Songkhram provinces in the north. Connected to Hua-Hin, Pachuab Kirikan province in the south, it has territory expanded on the Gulf of Thailand and near Marit city, the Union of Mianmar (Burmah). (Envir Tech-consultant Co., 2006) It occupied long history beyond to the reign of Khmer from appeared ruins of Brahman temple at Wat Kum Pang Lang in downtown. From the record of stone in Khmer about early eleventh century, King Chaiwarlaman VII expanded his Khmer power in the central part of present Thailand and built stone pagoda (Phra Pran Sira) at Muang Singha, Kanchanaburi and Petchaburi province for example.(Petchaburi Province, 1982) Before that it was believed that the territory used to be home of Brahman from the left existed evidences like Brahman Great Swing and relics of temple and around 657 years B.C. the Dvaravati reign had power forces over it. However, no relics of Dvaravati buildings left in the area except some Buddha images and idols.

The important heritage sites which ought to be kept under conservation in Petchaburi Downtown are enormous as follows:-

1. Phra Nakhon Khiri Historic Park(Kao Wang) - Residential Palace of King Rama IV 2. Phraram Ratchanivej(Wang Ban Puen) – Palace built in reign of King Rama V & VI 3. Wat Mahathatworawiharn – Temple assumed to be built in Sukhothai period 4. Wat Yai Suwannaram 5. Wat Ko 6.Wat Maha Samanaram and etc.

With notice that it were the living Ayutthaya (Old capital city of Thailand before Bangkok) since there are the close cultural relationship between Ayutthaya and Petchaburi as appearance in murals, of many temples constructed in Ayutthaya period, which are still alive, it is very distinctive from the others surrounding cities. Architectural construction and magnificent stuccos from highly skill craftsmen derived from the age of Ayutthaya are so gorgeous and maintain authenticity value. In addition, the three king of Krung Rattanakosin at present dynasty – King Mongkut, King Chulalongkorn and King Mangkut who built their summer palaces in Petchaburi province help encouragement of being the important cultural province.

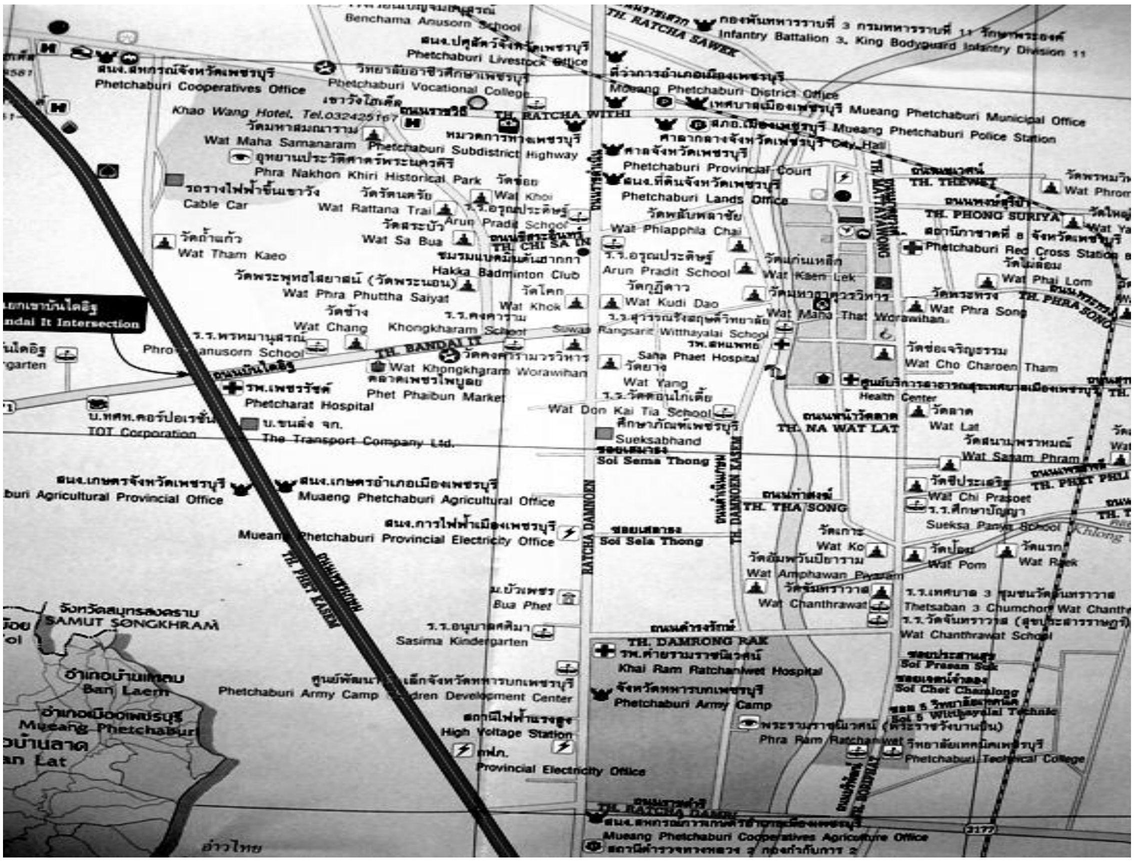

Figure 3: Map of Petchaburi Downtown and its heritage sites

RESEARCH METHODOLOGY AND SURVEY FINDINGS

Initially, the research began with walking into this historic town and observed cultural significance. It is suitable place for conservation, which can be divided into king's summer palaces, old temples built in Ayutthaya period, and traditional Thai style houses. Taking photos and seeking secondary documents, we found more background of this historic town and notion of marketing concepts used as management tools in heritage conservation. For example, Butler's (1980) model of a tourist area cycle of evaluation, community heritage interpretation games, and heritage visitor attraction are utilization of heritage marketing theory for tourism revitalization and conservation. Then starting research by pre-interview of some stakeholders to indicate definite problems of tourism marketing in Petchaburi, we decided to apply research concept of triangulation and used in-depth interview with stakeholders in supply side and questionnaire survey for visiting traveling in Petchaburi heritage sites. Analyzing data from in-depth interview as well as questionnaire survey by SPSS program, we found some significant information of heritage problems, visitors' character, behavior, and demands as the following:-

1. At present most tourists who concentrated on heritage and cultural tourism were rare and attractive campaigns as well as activities during visiting in heritage sites were not attractive. It might be the cause of low visitation.
2. Signs and advertising tools to facilitate visiting in this ancient town were small and not particularly attractive to prospective visitors.
3. Hosts and local authorities were not adequately concerned with tourism promotion and development. Many official departments did not coordinate their policies.

4. Training for stakeholders in heritage conservation was not good enough to create true understanding.
5. Laws and regulations in zoning of heritage sites were far reaching but confused in the connection between urban planning and tourism development.
6. Poor use of government funds occurred because of unclear policies in sustainable tourism development. In addition, low use of marketing research was applied.
7. There were many hidden conflicts among official departments and local communities.
8. There were five distinctive groups of visitors (students, pilgrims, inbound tourists, domestic seminar groups and families). They all demonstrated different tourist behavior.
9. Targets for increasing tourism volumes were not suitably connected to current marketing mix strategies. From in-depth interviews and observation, renovation or improvement in heritage sites has not taken place. Price policies diverged from sustainable tourism goals. Increase of distribution channel in ticket selling was not possible and promotion strategies were not right on prospective target. No marketing plan was co-operatively developed and applied in an appropriate way.
10. From questionnaire survey, demographic information of visitors revealed that single female visitors with high education (bachelor degree) were most attracted to the heritage attractions at Petchaburi downtown. Their age was between 25-34 years old and their occupation was mostly employee of private companies. Their income per month was between 5,000 – 10,000 baht and over 20,000 baht up.
11. From the questionnaire responses it was clear that heritage improvement is the most important factor that all visitors required. Heritage care, cleanliness, image, beauty, historic value, adaptation in the method of conservation, knowledgeable guides, authenticity, facility and conservation partner were given first priority for consideration in heritage improvement.
12. In terms of price strategies, visitors' opinion indicated that the cheap admission fee, donation and price worthiness were very important. Moreover, they expected more convenience in the purchase of tickets.
13. Promotion of heritage attractions is necessary. Strategies could include sale of tourism packages, organizing heritage exhibitions, advertising, public relations events using well-known people, creating links between heritage places and important personal history, distribution of brochures, and holding art and cultural events in heritage sites.
14. The main purpose of heritage tourism in Petchaburi downtown is for relaxation. Private car was the most common means of visiting. Most survey respondents were visiting Petchaburi for the first time. Furthermore; overnight tourists constituted a higher proportion than excursionists and stay on average for one night. Most stayed at Cha-am district. The cost of visiting heritage sites was very low and the majority of visitors consist of families who spent between 1-2 hours visiting. Most visitors intend to come back again if possible and nominated their most favorite place as the summer palace in Petchaburi downtown i.e. Ram Ratchanivet and Phra Nakhon Kiri National Museum. Many made the trip during public holiday weekends.
15. Males are more likely to return to visit the site than females
16. From survey of gender in term of type of travelers, we found that significantly male tended to be excursionists or travel and come back in the same day while female tourists did overnight stay in areas of the cultural attractions or nearby.
17. Comparing between travelers' gender and entourage, we found that male visitors had different sequence in relationship of traveling in cultural attractions. Male visitors traveled with family rather than friends while female tempts to travel between family and friends equally.

18. Visitors aged less than 24 years old and over 45 years old tended to be day-trippers, while travelers aged between 25-44 years old were likely to stay overnight.
19. Travelers aged 25-34 spent significantly more in visiting heritage sites than tourists aged over 45 years old.
20. On average, visitors aged less than 24 and over 45 years old spent more time visiting than visitors aged between 25-44 years old.
21. Visitors with educational level less than bachelor degree were interested in religious activities to a greater extent than higher educated tourists. All visitors nominated relaxation and education as their main reasons for traveling.
22. Less educated visitors were likely to be excursionist while visitors with bachelor and higher than bachelor degree tended to stay overnight.
23. Visitors with less than bachelor degree tended to travel with family while visitors with higher than bachelor degree were more likely to travel with friends
24. Visitors with higher than bachelor degree were less likely to return than visitors with less than bachelor and bachelor degree.
25. Visitors with less than bachelor degree were more likely to travel on normal weekdays and weekends than visitors with higher education.
26. Visitors with low monthly incomes were interested in the educational purpose of traveling while visitors whose incomes per month exceed 20,000 baht were more likely to nominate relaxation as the main purpose of visiting.
27. Higher income visitors were less likely to return to the heritage places.
28. Businessmen were more likely to enjoy longer overnight stays than people from any other occupations.
29. On average, government officers and students spent more visiting these heritage attractions than employees in private companies.
30. Significantly most government officers and employees tended to travel during special weekends rather than normal days and weekends while businessmen and people engaged in other careers, such as farmers, could spend leisure time more on normal weekends.

CONCLUSION

To achieve tourism growth in Petchaburi Downtown, marketing plan of heritage sites are required to apply all research results and then, separate into three phrases while issuing obvious functions of each stakeholder parties in each heritage site focus on visitor-orientation and conservation responsibility as in our theory Figure 2. The first phrase intentionally includes only good potential cultural destinations i.e. Phra Nkhon Khiri Historical Park, Phraram Ratchanivej (Wang Ban Puen). The second phrase of improvement is Wat Mahathatworawiharn, Wat Kamphaeng Laeng and Wat Yai Suwannaram. Finally, the last step is the area of old houses and central market close to Petchaburi River.

Degree of conservation should be different. Zone of significant heritage sites must be highly protected since they are non-renewable. Signage to inform visitors about rules and guidelines of traveling in heritage sites as well as knowledge to train them about historic conservation is very important. Interpretation in stories of heritage destinations creates impression to visitors. Actually it is up to a skillful guide or a heritage guardian in illustrating heritage values and increasing curious demand to the myth of heritage construction.

Then we set up marketing mix based on visitor demand. Such a Phra Nakhon Kiri Historic Park, marketing plan is to improve museum of King Rama IV palace and adapt insignificant areas to become coffee shop, spa, holiday market, money cage for the suspect target group (upper-class female, lower class female, student, and family man). Effective promotion is billboard near Phet Kasem road and illustration of heritage ancient town to build awareness in conservation of Petchaburi town. The vision is ‘a top tourism attraction as heritage ancient and cultural town in the gate of the south of Thailand’. However, the plans are necessary to be approved by all stakeholders before transferring into implementation.

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Activity Based Costing System And Its Implementation In Hotel Enterprises

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ABSTRACT

After technological developments especially after the 1980s, the rate of direct labour outcomes and direct pre-substance equipment outcomes in total production cost of enterprises began to decrease while the rate of general production outcomes increased. When thinking these changing cost structures of enterprises, it is seen that traditional cost systems stay insufficient for subject of loading general production outcomes onto the products. This causes incorrect calculation of cost of products. Because of removing mistakes at distribution of general production outcomes in traditional distribution methods, Activity Based Costing System was developed. In Activity Based Costing System, general production costs are loaded initially on activities and then transferred to cost objects. Thus, it becomes possible to distribute indirect costs on products more correctly than distributed in traditional ones.

Today, Activity Based Costing System is used in tourism enterprises as well as industrial enterprises, for the correct calculation of general production outcomes. In Activity Based Costing System, general production costs are counted in actions initially and then are transferred from actions into the cost objects. So it becomes possible distributing indirect costs on products properly.

Today, hotel enterprises serve their customers many of various services including entertainment, travelling, shopping, and many other forms of accommodation and food-beverage services. Computer aided reservation systems become useful in hotel enterprises, too. These facts have caused an increase into their indirect outcomes. Technological developments have made it possible to use computer aided reservation systems in hotel enterprises. These developments have caused an increase of the indirect costs in hotel enterprises. So for a correct cost calculation, it is a compulsory to use Activity Based Costing System in hotel enterprises. The aim of this study is to introduce Activity Based Costing System and investigate its usability in hotel enterprises. This study initially explores development, characteristics and implementation process of Activity Based Costing System and then discusses its usage possibility in hotel enterprises.

Keywords: *Activity Based Costing System, General Production Cost*

Introduction

Fast changes in technology transformed directly effective costs of production methods into indirectly effective costs. With technological development, this system made possible to use computer aided reservation system in hotel enterprises. These developments cause an increase at indirect costs in hotel enterprises. So for correct cost calculation it is a compulsory to use Activity Based Costing System in hotel enterprises. The aim of this study is to introduce Activity Based Costing System and investigate its usability in hotel enterprises. In this study initially it was explored development, characteristics and implementation process of Activity Based Costing System and then its usage possibility in hotel enterprise was discussed. But enterprises still distribute their general production outcomes as direct labour cost. In classical cost accountancy systems, general production outcomes are distributed on outcome places into two stages. Because of relations between sources and products are defined only the base of direct labour hour and machine hour, the costs of last outcome are calculated in accordance with this base, too. On the other hand in Activity Based Costing System; relations among source- actions-products are handled in a different view of angle (Kaygusuz, 2006:12). Thus, today enterprises need cost systems which reflect properly relations between good and services produced by indirect outcomes to compete with changing production systems. Activity Based Costing System is accepted as one of the most important cost system to meet these needs.

The aim of this study is to reveal advantage of Activity Based Costing System in hotel enterprises which are forced to calculate cost of services, because of high general production outcomes and to prove that this method is more correct and sensitive than traditional accountancy methods. So it would be possible to distribute general production costs on produced services more correctly. Reason for making this Activity Based Costing System analysis in hotel enterprise is that hotel enterprises keep various activities in their bodies. With this direction, it is assessed that effect of Activity Based Costing System would be reveal more clearly by using Activity Based Costing System in service enterprises.

1. Development of Activity Based Costing System

In results of a survey held in first half of 1980 in industrial enterprises in the USA, the rate of general production costs among total costs, have increased regularly until the period of last century. In contrast to this, direct labour costs have decreased at the same rates. With the direction of this development, administrators of current enterprises make an important subject of establishing savings in general production instead of having direct labour costs (Arzova, 2002:3).

This structural change at total production costs increased the importance of supervision of general production costs. And also, development of application mode about factors of cost formation gained parallel importance. In such a medium, models which use direct labour costs and direct material costs as a loading keys of general production cost, became insufficient. Because these keys went away to represent relationships between products and services (Rüstemoğlu and Şakrak 2002; 26).

In new production process, indirect specific cost rates such as research-development, product design, quality control, production planning and amortisation made increase at product costs. Contrary to this, by the using of dense automation with machines and robots, labour power outcomes decreased significantly. After these developments, while majority of total production costs are constituted from direct cost by the beginning of 20th century, today indirect costs get the place of costs. Majority of indirect costs in total production costs caused new problems at distributing costs.

In the condition of using volume based costing systems changes about volume of products change cost of products, too. Depending of this fact, there were developed new systems which do not depend volume base but activity on products. One of the most important of these is Activity Based Costing System (Karacan and Aslanoğlu 2005:18).

2. Concept of Activity Based Costing System

Changes at using technology can beside change at function of production, marketing, accountancy and financial systems. Because of traditional systems used for years being insufficient, Activity Based Costing method has emerged as a new costing approach. Mentioned method thought devoted to determination and supervision of indirect costs at first but in the course of time, it has become more comprehensive (Bengü, 2005:187). Activity Based Costing is an approach which carries loading indirect subjects namely general production costings on products (Köse 2005:128).

Activity Based Accountancy (Activity Based Costing System or Activity Accountancy) fundamentally focuses on activities as a cost goal and it takes this cost of activities as a base for another cost goals. This technique examines an enterprise about its activity (Erdoğan 1995:33). Cost in Activity Based Costing System are determined the result of cause-effect relation of cost objects and activities (Öncü 1999:99). Robin Cooper, Robert Kaplan, and H. Thomas Johnson, pioneers of Activity Based Costing System, say that Activity Based Costing establishes relations between cost objects such as products, processes, services and customers and general production costs directly and support managers taking more correct decisions about competitive strategies and product complexities (Arzova, 2002:14).

3. AIM OF ACTIVITY BASED COSTING

Activity Based Costing System is a contemporary idea. This idea requires continuous recovery of all activities in production enterprises. In this direction, one of the aims of Activity Based Costing System is to reduce number of incorrect decisions by correct cost information and produce controlled, planned, and economical loading data of general production outcome (Hacırüstemoğlu, 1995:328).

Another aim of Activity Based Costing System is o remove mistakes emerged usage of volume based keys loading on product used in traditional costing systems (Rüstemoğlu and Şakrak 2002:30). Pricing, marketing, product design and kind of products are among the most important decisions taken by managers and none of these decisions tahe without correct cost information. That means Activity Based Costing System is designed for providing more healthy information about product activities, support activities and production activities (İşleyen, 2001: 76).

In applications, it is seen that Activity Based Costing is used for various targets. For example, a survey held in England among members of CIMA (Chartered Institute of Management) reveals that in recent years, goal of using Activity Based Costing works on lowering costs besides product costing (Bengü 2005: 188). Another important goals of Activity Based Costing System are the following ones(Aklan 2005:41):

- Removing or minimizing cost of low value added activities in other words activities do not add values on production of goods and services.
- Providing effective and productive database for increasing profited activities.
- Diagnosis of basic reason of problems and putting these factors in an order
- Removing mistakes source from insufficient cost distribution without accepting weak assumes.
- Providing reliable cost information for managers about their decisions.

4. WORKING OF ACTIVITY BASED COSTING SYSTEM

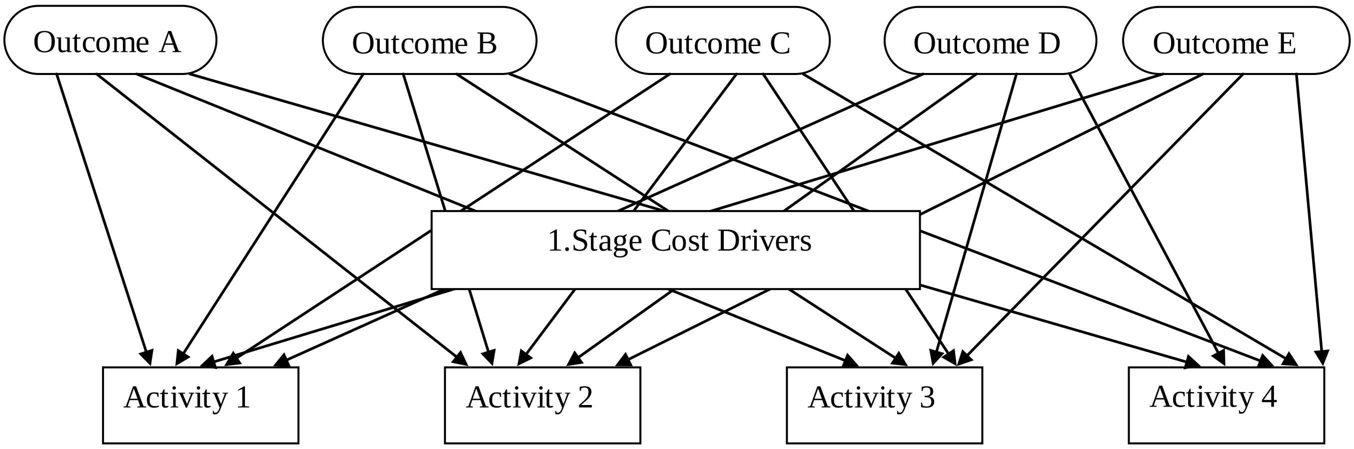
Distribution of general production outcomes on products in technology dense new production mediums, it is suggested to take base activities which cause formation of general production outcomes instead of volume based distribution measures (Karakaya, 2004:157). Activity Based Costing System is a system which loads costs on activities initially and then on products. For that reason, structure of system consists of two stage process (Alkan, 2005: 45). In the first stage the aim is to determine all production activities convenient with target (product base, customer base, etc.) and after gathering these activities into a common activity pool, cost of activities are determined. After determining cost of activities, the second stage aims to transport these costs on products (Öker, 2003:36).

According to Activity Based Costing System, outcomes are made not for products, but driving activities. Products use opportunity of activities. Depending of this, outcomes firstly are loaded on activities and costs of activity are calculated. And then from cost of each activity it is given shares in respect of their relation level with activity (Büyükmirza, 2000:48). Traditional costing systems focus on products during costing process, while Activity Based Costing System focuses on activities

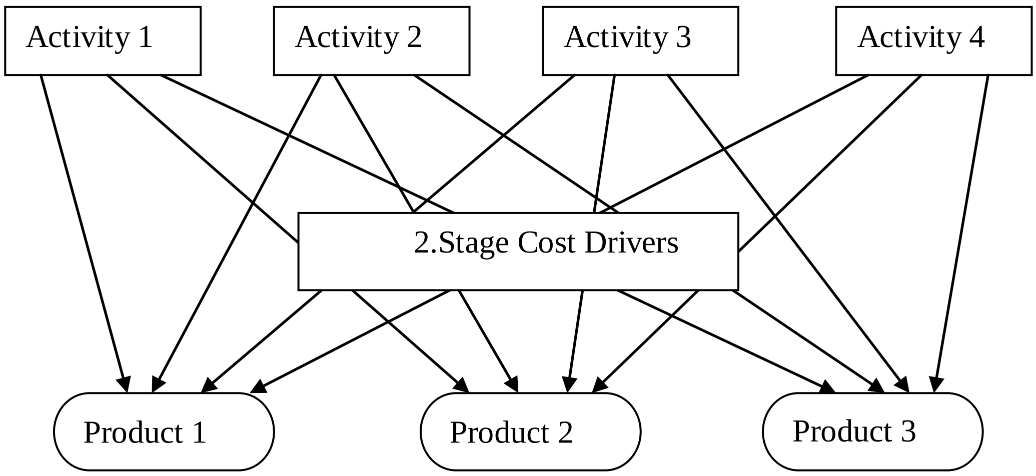
(Hacırüstemoğlu and Şakrak, 2002:32). Two stage structure of Activity Based Costing System is shown in Figure–1

Figure 1: Two stage structure of Activity Based Costing System

1. Stage

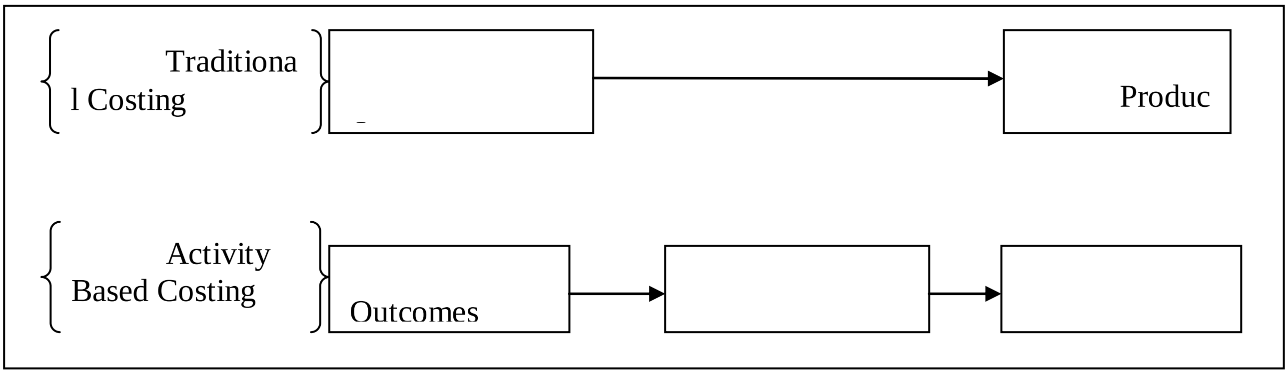


2. Stage



Source: Öker (2003:36)

Figure2: Comparison of Traditional Costing and Activity Based Costing



Source: Büyükmirza (2000:249)

5. APPLICATION PROCESS OF ACTIVITY BASED COSTING SYSTEM

Design of Activity Based Costing shows differences from enterprise to enterprise. But generally it consists of five steps. These are; (Öker, 2003: 37)

1. Determination of Activity
2. Grouping Activity
3. Costing of Activity
4. Selection of Suitable Costing Drivers for Distribution of Costs on Products
5. Loading Activity Costs on Products

5.1. DETERMINATION OF ACTIVITIES

One of the most important stage of Activity Based Costing System is determination stage of relation of products with indirect outcomes emerged in support activities. Also by including preparation stage of production, all activities should be determined without a collision (Öker, 2003:37). Activities which cause general production costs can be collected under a different group (Karakaya, 2004: 157).

Product Unit Level Repetitive Activities: These are repetitive works and transactions for production of each product unit. Because of performing activities for each unit, outcomes related activities are distributed in respect of number of unit. Each quality control test can be given as an example for this. Outcomes related with this kind of activities can be distributed about number of unit.

Activity of Good Production Batch Level: It defines works and transactions for each of good batch. For starting production of a new batch; machine cleaning, technical maintenances, changing setup of machine can be counted as examples of batch level. Likewise, the activity of ordering necessary equipments, delivery of equipments and examinations on equipments can be counted as examples of activity of batch level.

Activity of Product Kind Level: It defines works and transactions for products which are produced different kinds. For each kind of products, designing test production, quality control can be counted as examples for product kind level. General production outcomes of these kinds of activities are distributed basis of kind of products.

Foundation Level Activities (Enterprise Level) : These activities are general qualified activities. These are common qualified activities such as production management, general security, dining room, building rent, public gardens. Measuring direct effect of these activities usually is not possible. For that reason, usually volume-based distribution measurements are used.

5.2. ACTIVITY GROUPING

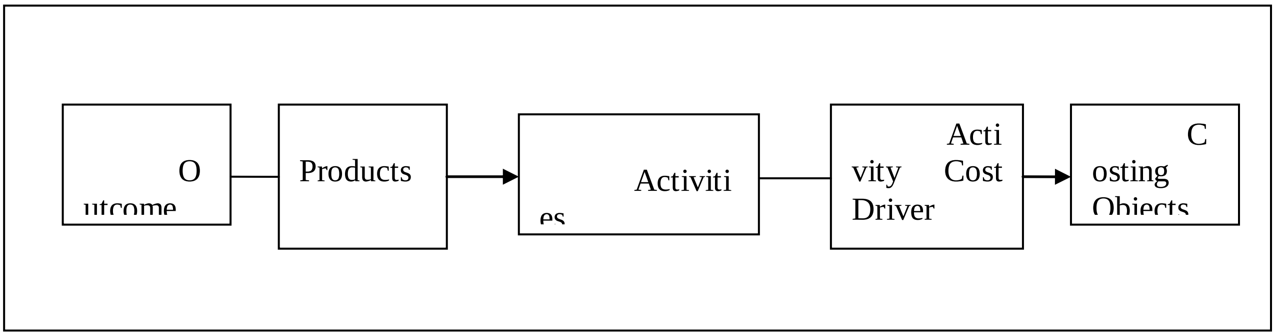
For making easy of tracing process, costs are grouped into respect of cost centres which are separated into cost pool about similar behaviour models. Thus, traces of costs are carried (Erdoğan 1995:92). When grouping activities, it should be careful for two points. First, activity which would be thrown into common pool should be consumed for a defined cost object. That means each of activity grouped into this pool should be used by a defined product group. Second point is about the subject of activities' using same cost factor or not (Öker, 2003:9).

5.3. COSTING OF ACTIVITIES:

After definition and grouping of activity, the next stage is determining costs. Ledger account is an important data source for designer of activity based costing system. Records of these books provide all financial data about enterprise. For example, total prices given workers and their details, parted total amortisement value with its distribution, realized taxes, standard costs and actual costs and differences between these two one can be seen in a ledger account of an enterprise (Gündüz 1997: 131).

Basic factors which effect distribution of costs to activity centres form output point of cost accountancy. These costs of effective amounts are known as cost driver. Cost driver may be such as; number of order, number of product kind, number of commercial partner (Ersen, 2000:119). There are two kinds of cost drivers: source cost drivers and activity cost drivers. These drivers can be explained like that; source cost driver is a cost factor which distributes consumed source cost to cost pools. For example; necessary space for realizing activity can be m² as a source cost driver. On the other hand activity cost driver measures how much activity use a cost object. This cost driver distributes costs on cost object from cost pool. Such as; for producing an X product, activity of running machines is measured in respect of machine run hour. Cost object is a unit of distributed product, service, customer, activity and organisation for target of management (Köse, 2005:130).

Figure 3: Costing Distribution in Activity Based Costing



Source: Köse, (2005:130)

5.4. SELECTION OF COST DRIVERS:

After determination of minimum cost drivers, a careful selection of convenient cost drivers can be collected under three subjects. These are (Öker, 2003:49):

- Measurement cost: Easy access for necessary data for measuring cost driver
- Correlation Level: Forming a direct relationship between cost driver and use of activity.
- Behavioural Effects: Chosen cost driver should be acceptable for applications and should have positive effects on people.

Determining amount of cost drivers which are needed in practices, require certain investigations and analysis. In this work, it is important to take differences of products and production volumes into consideration. When required amount of cost drivers are defined in minimum level, it can be chosen best ones among these (Gökçen, 2004: 64).

Real struggle of FTMS is to comprise no measurable cost drivers. Subject of collecting data about cost drivers or settlement of machines, determining how much time spent for settlement of each machines, test number of products are very hard and expensive work for enterprises. Because of these facts, FTMS may not pass in cost profit test (Gürsoy, 1999:242). Measurement costs would be affected by number of chosen activity carries and drivers. So, when determining activity drivers, it should be careful for choosing no activity carriers which need additional measurements. Here, important point is to give sufficient opportunity to cost for proper assignment on cost object. Important point here is to determine sufficient number of driver which gives capability of proper assignment of costs onto the cost objects. Emerging additional carriers after here would add value on system; contrarily it would increase cost of measurements (Gündüz, 1997: 145).

The number of cost drivers changes from enterprise to enterprise. Crucial point here is to select true activity driver. However, in similar activities, usage of same activity drivers may result in useful outputs. Kind of cost drivers depend on levels of different activities driven in enterprises. These are unit level activities, batch level activities, product level activities and enterprise level activities. Taking these activity levels as a base and determining activity drivers with taking these activity levels as a base, are important for success of costing (Kalmış, 1999:126).

5.5. LOADING COST OF ACTIVITIES ON PRODUCTS:

In this stage, source costs which are gathered into cost pool are loaded as second stage cost drivers in other words using activity cost driver, on products (Bengü, 2005:190). After determining convenient cost driver for activity centres, each product groups are conveyed in groups about their usage rates of these activity drivers (Öker, 2003: 51). For loading activity costs on products, distinct loading rates would be calculated for each cost pool. After that, with result of multiplying cost driver of each product and loading rate, activity costs which would be loaded on products are calculated. Loading rates are found by dividing total cost of a cost pool into average amount of cost driver (Dumanoğlu, 2005:110). Thus, total cost of a product taken by all activities, gives general production costs (Alkan, 2005:47).

Indirect cost loading products from each cost pool is calculated as follows (İşleyen 2001:81):

Loaded Indirect Cost = Loading Rate * Used Cost Driver Amount

6. ADVANTAGES PROVIDED FROM ACTIVITY BASED COSTING SYSTEM:

Activity based costing system provide a confident access to necessary product costs and related information for realizing continuous recovery of enterprises. By this direction, advantages of Activity Based Costing System for enterprises are:

- Healthier product costs
- Development in Understanding production conditions
- A clear Picture of activities driven by enterprises.
- Assistance at holding more reliable decisions
- Easiness at definition of correct product domain and product profits.

As a cost system, Activity Based Costing System is a tool used in decision making process. Decisions assessed as strategic management decisions such as decision of How would profits be increased, or which products would be produced, which customer remains more profits; managers joint information derived from Activity Based Costing System with information is provided from marketing and sale departments in order to maximize opportunity of strategic activity based management (Öker, 2003:65). Activity Based Costing System also reveals reciprocal dependences in enterprise, too. Investigating inputs and outputs of each activity reveals connection of activity in enterprise. This investigation may ease finding primary cause of prosecution and may help determining unworked activities or may reveal inharmonious activities. This analysis may be resulted in les cost and time process (Arzova, 2002:90).

7. ACTIVATION OF ACTIVITY BASED COSTING SYSTEM IN HOTEL ENTERPRISES:

Hotel enterprises primarily provide opportunity of accommodation; secondly they meet food-beverage necessities of their customer by using various materials. Internally sourced characteristic of hotel enterprises go in effect on cost object of enterprises seriously (Türksoy, 1998:34).

- Dense of fixed capital is high level in investment projects of hotel enterprises. A fundamental part of a hotel investment comes from fixed capital portions such as; land, building, equipments and fittings. These portions change between 80% and 90%.
- Because of being labour dense production style, labour costs cover a great portion in total costs of hotel enterprises. Furthermore, labour is a non-stockable cost type. While it is possible to stock drinks which will be served to their customers, service labour produced by personal cannot be stocked. Labour costs change parallel with driven works. Additionally, labour costs have compounded cost type which can be added by additionals. Such as, share of employers, infant raise, bill of National Social Insurance Foundation (NSIF).
- Hotel enterprises do not benefit from row materials like industrial enterprises, instead of this they focus on cost of equipments. Like offering the possibility for pure butter during breakfast, which is also used as an ingredient in a dessert.
- Property and services produced in hotel enterprises are consumed again in hotels. That means consumption and production are made in same time different from other sectors, there is not a compulsory to convey products to customers. Transportation costs are formed from procurement costs.
- Because there is not ability of stocking property and services produced in hotel, each one of non-sold products mean loss and this increases costs. For example if 200 customers stay in a hotel which has 500-bed capacity, each loss per day is incomes of 300 customers and this loss cannot be compensated in other days.

Especially in large scaled hotel enterprise, as to servicing many activities to customers at same time, transactions driven have gone in a complex shape. This situation makes compulsory to apply a properly worked accountancy system. Accountancy system is designed for collecting and displaying all interested financial information about finance and activity status of enterprise as clear as possible (Bekçi, 2003:23).

Today, usage of Activity Based Costing System becomes widespread in tourism enterprises which become more important day by day. Portion of general production costs increased more in service enterprise. Enterprises regard insufficient to hold services which only bring income. Similarly customers also want more additional services and activities out of primary services. This circumstance forces tourism enterprises to use Activity Based Costing System. For example, a hotel having not been needed to organize animation, sport and other social activities in past, now to continue without these activities its existence goes into difficulty. Today because of strict competition in sector, number of these activities increases day by day.

Increase at these social activities mean increase at general production outcomes (Kutukız, 2004:184). In past, because of indirect outcomes of hotel covered a small portion n total outcomes, volume based/product based costing systems have been able to given nearly real cost information. However, today after these developments there became a great increase at indirect outcomes of hotel enterprises and old methods stayed away from realty. Thus, Activity Based Costing System became more important for enterprises direct outcomes in hotel enterprise are outcomes which belong to departments which bring income and these can be loaded directly on costs. For example, labour spent for rooms, laundry, dry-cleaning and official dresses are in this kind. Indirect outcomes which interest all hotels are not loaded on costs directly. Such as; income and institution taxes, rents, amortisements, interests, maintenance, heating-illumination consumption outcomes (Çetiner, 2002:110). Constituted activities related with distribution of costs in hotel enterprises are determined as follows (Karacan, 2003:158):

- **Unit Level Activities: These** activities are performed repetitively during carrying a service. For example, unit level activities of a hotel enterprise are made of accommodation cost group and floor service cost group.
- **Batch – Level Activities:** These activities are performed during carrying an overall batch level repetitive activity. Batch level activities of a hotel enterprise are made of food-beverage activity group.
- **Product – Level Activities:** These activities are performed during carrying different service kinds. These activities are not performed every time. These are supportive activities. When required they are performed Product level activities of a hotel enterprise is made of other service activity cost group.
- **Facility– Level Activities:** These activities support process of carrying overall service activities. Wages of workers in administrative level, maintenance outcomes, amortisements, tax outlays are handled at this level. Facility level activities of a hotel enterprise are made of common activities group.

Many outcomes in hotel enterprises are not sensible against volume of activities. These can be exemplified by building taxes of perpetuation and supply of enterprises and foundations which known as facility level activities, interests, amortisements, rents etc. Outcomes arose in department of technical and support services (heating, illumination, energy, maintenance, etc.) usually have weak relationship with work volume (Karacan, 2003: 199). General production costs in hotel enterprises are separated from costs in enterprises which produce costs in two aspects. First aspect is that general production costs do not show a proper distribution during overall periods. Second is that distribution of general production outcomes requires more distribution criteria (Kutukız, 2004:183).

There are certain factors which force implementation of Activity Based Costing in service sector. One of these arose from formation structure of outcomes. Majority of outcomes are formed by production level activities. It is hard to establish relationship between certain emerged activities and services. Another faced problem is certain activities in service sector being non-repetitive activities. In a hotel enterprise, outcomes directly related for production are outcomes of equipment, direct labour outcomes and general production outcomes. Direct row materials and direct labour outcomes are distributed as main outcomes without any distribution criteria, while general production outcomes are distributed with respect of defined criteria (Kutukız, 2004:82).

RESULTS AND PROPOSALS

After using advanced technologies such as computer aided production technologies, robots at production of good and services in enterprise, structure of production cost was changed in both industrial, agricultural and tourism sectors. Also because of meeting increased desires and requirements of their customers, they increased variety of heir goods and services. This caused changes at cost structure. Because in past enterprises have been keeping a few varieties of goods and have been aiming to produce and to sell in large amount levels. In this kind of production, majority of cost production are formed by cost of direct labour and direct row materials.

General production outcomes were a few portions of total production costs. For that reason, today for meeting increased desires and requirements of their customers enterprises Works to spread risks in a wide area by producing various goods and services in different market. After that, while direct labour costs have decreased, general production costs have increased. By this side, with development in philosophy of modern enterprise model, R-D, planning design studies held before production and marketing, sale endeavours held after production resulted in increase at general production costs and this caused non-negligible level at total production costs.

After all happenings, enterprises have gone into research for new costing systems which would calculate cost of products correctly and distribute cost of general production costs on products properly. Today, most important costing system which meets requirements of enterprises is Activity Based Costing System. In enterprises which work on basis of traditional accountancy, general production outcome could not be distributed on products properly. Because they have been using volume based costing system. This system is based on philosophy of "Increase at volume of produced goods reflects as an increase at general production outcomes." But actually general production outcomes can increase independent from changes made in volume of products. Thus, there cannot be established a proportional relationship between these two actions. This situation causes mistake calculation at product costs. Because of removing these mistakes, Activity Based Costing System initially collects general production costs into a defined activity pools and then they are distributed on products by various cost drivers in respect of their activity consumptions. Thus, indirect costs of each product are calculated correctly.

In past, hotel enterprises have given only accommodation and food-beverage services for meeting their fundamental responsibilities against their customers while today by leading strongly competitive conditions in order to save their market portions, they started to serve various activities which are out of their fundamental responsibilities. For example; in order to increase accommodation periods of their customers, they organize various animation and recreation activities and they provide dry-cleaning, shopping, and laundry services, too. Furthermore, developing technologies showed themselves in hotel enterprises. Applying Computer Aided Reservation Systems in hotel enterprises, a number of tourism oriented computer programs and software have emerged. Parallel with this development; maintenance, reparations, tax and amortisement costs of computers created a fundamental increase at general production outcomes of hotel enterprises. Additionally, establishing online reservation systems via their own web-sites increased general production outcomes of hotel enterprises.

Because of their special characteristics, in hotel enterprises direct labour outcomes have not decreased fast like industrial enterprises. Because labour dense departments such as floor-services and food-beverage services still need labour-power. It is clear that; technology leaded decreases at labour outcomes show themselves especially in auxiliary departments (laundry, dry-cleaning and call-centres). After today's contemporary management philosophy and technology increased general production outcomes directly in hotel enterprises, it can be said that managing and distributing these increased costs on properties and services regularly and effectively, it is obligatory to implement Activity Based Costing System in hotel enterprises. Activity Based Costing System will also enlighten hotel administrations about their strategic decisions for future and will show cost and profit levels based on property, service and customer clearly. Thus, Activity Based Costing System should be thought as a crucial costing system which enables preparative strategies about marketing, production and competition for hotel enterprises.

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DISTANCE AS DETERMINANTS OF THE ECOTOURIST EXPERIENCE

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SUMMARY

The purpose of this research is to analyze the effects of distance on the ecotourist experience. In this research, we differentiate "subjective" distance from "objective" distance. We analyze the objective distance effect on tourists who stay in secluded forest settings. The data were collected from tourists who had rented a cottage located in a wildlife reserve or in a national park and who completed the questionnaire (n= 1 437). The cottages are located in different regions of Quebec (Canada). We used the postal code to calculate the distance traveled by the tourists up to the wildlife reserve or the national park. We calculated the distance between the place of residence of the tourists and the visited wildlife reserve or national park. All respondents had spent at least one night in a cottage and were more than 100 km away from home. We observe that the further tourists live away from the national park, the more they give a positive evaluation of the ecotourist experience. Tourists from Europe and the USA evaluated the quality of the ecotourist experience more positively than did tourists from Canada. Moreover, we checked to see if the other independent variables (e.g. gender, education) have a greater effect than distance on the ecotourist experience. Our analysis presents different effects between long-distance (i.e., trips greater than 100 km) and short-distance travel behaviour on the ecotourist experience.

Keywords: *Distance, value, wilderness experience, ecotourism, quality.*

I- INTRODUCTION

Little is known about the influence of the distance between the place of residence of tourists and the evaluation made of tourist destinations (Harisson-Hill 2001). However, it has been noted that several tourists show great interest in destinations located far way from their place of residence (e.g. Galloway and Lopez 1999, Gyimothy and Mykletun 2004). Moreover, when the chosen tourist destination is far away from their place of residence, tourists look for more information on the subject of this destination (Woodside and Dubelaar 2002). Tourists thus want to discover unusual natural landscapes (Woodside and Dubelaar 2002) and novel experiences (Basala and Klenosky 2001). In the scientific literature, the effect of distance on tourists has mainly been studied on the basis of perceptions. Distance is then defined according to the distance perceived by the individuals (e.g. Ankomah and Crompton 1992, Ankomah et al.1996). For example, tourists evaluate the distance that they believe they traveled to reach a tourist site (e.g. in kilometres or according to a category-based measurement scale). Distance is then expressed differently according to the tourists (Walmsley and Jenkins 1992), as each individual evaluates the distance according to his or her own perceptions and in relation to his or her own reality (Lowrey 1970). Distance is notably measured in a subjective manner. The actual or objective distance, namely that which exists between the place of residence and the tourist site visited, does not appear to have been studied much.

By taking into account the literature on the perceived distance, it is possible that the distance traveled by tourists to reach a tourist destination may have an impact on the tourist experience had. While to our knowledge, the effects of the distance traveled by tourists on the evaluation of the quality of a tourist experience have never been studied, it is known that the cognitive distance, namely the perceived distance, influences the choice of a destination (Ankomah and Crompton 1992, Ankomah et al. 1996; Harisson-Hill 2001; Woodside and Dubelaar 2002). The distance traveled by tourists could thus influence the choice of the destination, but also the tourist experience.

In an exploratory perspective, this research studies the effects of the distance between the place of residence and the tourist site visited on the tourist experience. This latter experience will be examined on the basis of the quality, but also of the values that tourists attribute to a national park, a tourist destination located in a remote area and far away from large urban centres.

1.1 Quality of an Ecotourist Experience

The evaluation of the ecotourist experience is of major interest for a service business having as its mission to develop international-calibre national parks. In order to measure the quality of this ecotourist experience, we could use the quality of service concept (See Parasuraman et al. 1986). However, the studies published on the quality of service do not present a consensus on the manner in which researchers must operationalize this measurement of the quality of service (e.g. Ryan and Cessford 2003). The use of a model such as SERVQUAL does not make it possible to measure the tourist's participation in the consumption experience (Edvardsson & Mattsson 1993). While this model has proven its effectiveness in the banking, retailing and telephone service fields, it is not very effective in the tourism sphere (Ekinci and Riley 1998).

Indeed, this concept assumes that tourists have clear and precise expectations in order to evaluate the ecotourist experience (cf. Otto and Ritchie, 1996). Aside from the major role of the tourist in this evaluation, it should be pointed out that visitors are only questioned about the technical elements of the environment (cf. Otto and Ritchie, 1996), namely elements that are likely to be controlled by the business (e.g. comfort, upkeep, the space allocated for activities, basic services [cf. Eng and Niininen 2005]). Indeed, the evaluation of the quality of service is based on the assumption that the business controls the entire service production chain. The evaluation of the quality of service does not take into account the psychological dimensions of the environment, of all the emotional and subjective reactions of the "evaluators", i.e. tourists. Indeed, the trip is not limited to the consumption of activities and of services provided, but also entails a state of mind that will be influenced by various rituals and by the tourist's travel in a time and space that are out of the ordinary (Jafari 1988).

In the case of the supply of tourist products such as a stay in a national park, the business cannot control the "product" entirely. The scents and smells, the flora, the mosquitoes, the observation of wildlife and, of course, the weather cannot be controlled by the managers of the business. As a result, they will have to find means of ensuring the quality of the experience that has been promised and sold, in a universe where the business only has very little control over the elements desired by tourists. Since the service business does not control all of the stimuli, processes or sensations to which tourists are exposed, the quality of the services permits but a partial study of a portion of the ecotourist experience. This experience is not limited to the technical attributes. For example, Otto and Ritchie (1996) studied the determinants of satisfaction in relation to the tourist experience in three sectors of the industry (hotel industry, air transportation and tourist attractions). Four factors influence this satisfaction: 1) hedonism (related to the excitement, the feeling of freedom), 2) peace of mind (related notably to personal and material safety), 3) involvement (control over the unfolding of activities) and 4) the recognition of the individual by the staff of the tourist organizations. The importance of the factors varies according to the tourist sectors, with the dimension related to peace of mind being particularly important for air carriers.

Moreover, the tourist's emotional involvement and his or her search for novel experiences or cultural differences can result in a distortion of his or her evaluation of the quality (see Ryan and Cessord 2003 on this subject). Tourists will thus evaluate their tourist experience by taking into account all of the elements of the experience. Tourists will not focus solely on the elements over which the business has control. The entire experience (activity, accommodations, restaurants, social gatherings, memorable events) will be evaluated in a holistic manner (Obenour et al. 2006). In light of this finding, the quality of service should be distinguished from the quality of the experience.

1.2 Values of Ecotourists

In recent years, the use of the value concept has made it possible to study the consumption experience as a whole (e.g. Marcotte et al. 2005). The appearance of new consumption experiences and non-cognitivist perspectives have led researchers to show an interest in the manifestation of the non-rational dimensions (e.g. Petrick 2004). Without abandoning the rational dimensions, the measurement of the non-rational dimensions is henceforth done by taking into account the interaction that the individual has with the object or service consumed. It is during this interaction that the tourist develops values in relation to the tourist experience. Values develop during every stage of the consumption process which, in the case of tourism, results in the taking into account of the state of mind and the emotions produced, not only during the trip, but also before and after the trip. The tourist experience implies that the tourist interacts with uncontrolled elements that may arise during a service delivery.

The value concept allows us to consider both the rational and non-rational dimensions of an experience. The value of the tourist is manifested by a preference that develops in a personal, interactive and comparative way (Holbrook 1994, 1999). Indeed, it is at the time of his or her visit to a national park that the tourist develops rational and non-rational values in response to this experience (Marcotte et al. 2005). From that point on, the individual is no longer studied by only taking into account the cognitive aspect of his or her behaviour, but based on a vision encompassing all of his or her cognitive, emotional and sensory elements. Through the ecotourist consumption experience, various values could explain the effects of the quality of an experience had (Bourdeau and Marcotte 2005) or the level of quality of a service (see Petrick 2004 on this subject) in a national park. In this research, we are trying to identify the values that tourists place on a stay in the forest which, at first glance, may appear to be purely hedonistic.

II- Methods

The data of this research were collected from a sample of 1,437 tourists having visited one or more of the 22 national parks of Quebec (Canada) managed by the Société des établissements de plein air du Québec (Sépaq [www.sepaq.com]). Upon returning from their stay in the forest, tourists received a questionnaire by mail. This questionnaire dealt mainly with the last national park visited. The tourists selected to participate in the survey came from outside Quebec and had spent at least one night in a national park. These respondents therefore correspond to the definition of tourists proposed by Tinard (1992) and Go et al. (1992). According to this definition, tourists are individuals who travel more than 100 kilometres from their usual place of residence for a period of more than 24 hours. The sample was also selected in such a way as to respect the general representation of Sépaq's clientele. The sample is made up of tourists from Canadian provinces other than Quebec (54.8%), the United States (22.8%) and Europe (22.4%, mainly France, Germany, Belgium and Switzerland). To find out the distance traveled between the place of residence and the national park visited, we used the postal code of the place of residence of the tourists. For example, in the case of tourists from Canadian provinces other than Quebec and tourists from the United States, we calculated the distance between the postal code of the place of residence and the national park visited. Tourists travel by car to reach national parks. There is no airport, bus station or railway station located near any one of the national parks. In addition, government regulations prohibit aircraft from landing (whether on land or water) in a national park. For tourists from Europe, we calculated the distance between their place of residence and the airport of the nearest major city offering a flight to Montreal or Quebec City. We then added the number of kilometres between one of these two cities and the national park visited. We chose to use a metric measurement, namely the actual distance or kilometres traveled between the residence and the national park visited, because we consider this measurement to be more accurate. The use of a category-based measurement in which we would have simply identified the place of residence of the tourists (e.g. Canada, U.S.A.) would increase the inaccuracy of the measurement. This metric measurement allows us to consider the large size of the countries or states in the measurement of the distance traveled.

We also measured the values that tourists attributed to the experience that they had in a Quebec national park, namely the ecotourist experience. We developed a quantitative measurement instrument containing 11 variables based on the results of a past qualitative analysis (Marcotte et al. 2005). With this tool, we sought to measure the perception of tourists in response to a series of statements dealing with Quebec national parks. A scale of intervals containing five points was used to measure the values of tourists in relation to the national parks (1 - very much disagree to 5 - very much agree). In this study, tourists were also asked to compare the quality of the experience that they had in the national park visited with that of other national parks outside Quebec. More specifically, we asked tourists, on the basis of a three-point Likert scale, if they considered that the quality of their visit in the network of Quebec national parks was superior, equivalent or inferior to that of other national park networks elsewhere in the world.

III- Results

We divided our analysis of the results into two main stages. In the first stage, we analyzed the differences in means between the values, according to the distance traveled. In the second stage, we measured the variations in the quality of the experience had in the national parks according to the distance traveled, the values of the individuals and the socio-demographic profile of the visitors.

3.1 Measurement of the values according to the distance traveled

On average, tourists had traveled 1,603 km between their place of residence and the national park visited (s.d. 1,363 km). In order to check if there were differences between the values of the tourists according to the distance that they had traveled, we divided the tourists into three groups. For statistical purposes, we divided the three groups in roughly equal proportions of individuals. In the first group, namely the primary distance, we grouped those tourists who had traveled between 100 and 800 km to reach the national park. They represent 33.3% of the respondents (n = 478). In the second group, namely the intermediary distance, we grouped those tourists who had traveled between 802 and 1,810 km to go to the national park. They represent 32.7% of the respondents (n = 470). Finally, we included in the far away group, those tourists who had traveled between 1,811 km and 6,594 km to reach the national park. They represent 34.0% of the respondents (n = 488). These groups are not exclusive at the geographical level. They represent zones that may overlap. These groups are, in fact, groups of individuals having traveled the same distance, regardless of the final destination or the starting point. When one observes the values that tourists attribute to national parks, four particularly important values emerge: the safe character of Quebec's national parks, the tranquility of the sites, the monetary value (namely the advantageous price-quality ratio) of the visit to Quebec's national parks and the appealing character of a national park that will encourage visitors to travel (See Table 1).

Table 1
Descriptive statistics of value

	*Mean**	*s.d.***
(V1) The national parks of Quebec are safe places to visit	4.48	0.63
(V2) Visiting a national park in Quebec allows a person to explore Quebec nature in complete tranquility	4.23	0.75
(V3) A trip including a visit to one or more national parks is a sure value (good value for the price)	4.26	0.79
(V4) A visit to a national park is an incentive for me to travel	4.19	0.82
(V5) The visit to a national park in Quebec allowed me to learn about nature	4.05	0.79
(V6) Visiting a national park in Quebec is the best way to be in contact with nature	4.00	0.83
(V7) The national parks of Quebec are major tourist attractions of Quebec	4.00	0.80
(V8) The national parks of Quebec are not over-frequented	3.90	0.90
(V9) The presence of a national park encouraged me to go to the region	3.85	1.09
(V10) You have to visit a national park to know what the big open spaces of Quebec are like	3.81	0.95
(V11) A trip including a visit to a national park is a good way to discover the history and culture of Quebec	3.74	0.91

* 1 means "very much disagree" whereas 5 means "very much agree".
** s.d. = Standard deviation.

Afterwards, we compared the means of the values that tourists attribute to Quebec's national parks according to the three distance groups. In order to make these comparisons, we used the MANOVA technique. The use of this technique appears justified given the size of the sample (n = 1 436) and the number of variables, namely the eleven variables inserted in the measurement instrument. Moreover, the use of this statistical technique appears justified insofar as our dependent variables are related from a conceptual and statistical standpoint. Indeed, from a conceptual standpoint, the dependent variables are all related to the values. From a statistical standpoint, it may be said that there is a certain internal consistency between the variables of the measurement instrument (Cronbach's alpha = 0.828). From a statistical standpoint, the results of the correlation matrix of values show the presence of very weak or moderate interrelations between the variables (namely below 0.50). Generally, it may be said that there is no collinearity between the values preventing us from using the MANOVA technique (See Table 2). As the null hypothesis is one where the vectors of means are equal between the three groups ($H_o = \mu_1 = \mu_2 = \mu_k$), the differences between several dependent variables are measured simultaneously (Hair et coll. 1987). For the evaluation of the differences between the vectors of means, MANOVA is more "powerful" than ANOVA, as it takes into account the relationship between the dependent variables (see Norusis 1993 on this subject). The use of repeated ANOVAs for the measurement of a combination of dependent variables risks not respecting the assumption of covariance homogeneity (Tabachnik and Fidell 1996). The use of MANOVA rather than the use of a series of ANOVAs makes it possible to protect against the effects of a Type 1 error due to multiple tests of correlated dependent variables.

Table 2
Correlation matrix of value (Spearman's rho)

	1	2	3	4	5	6	7	8	9	10
2	335									
3	432	356								
4	317	328	505							
5	258	379	264	275						
6	288	438	321	306	424					
7	300	340	278	373	308	350				
8	235	331	266	237	180	148	228			
9	275	257	257	376	312	332	318	101		
10	224	497	256	299	302	428	306	204	274	
11	229	336	272	285	327	309	349	224	179	415

* All the correlations are significant at the 0.01 level (2-tailed).

The results obtained using Wilks' lambda criterion reveal that the combination of the dependent variables related to the values attributed to the experience had in a national park is affected significantly by the distance (F [22, 2732] = 7.48, $p < 0.01$). In this research, we used Wilks' lambda ($\Lambda = 0.89$) which is the most widely used criterion to test the significance of the combined direct effects (see Tabachnick and Fidell 1996 on this subject). As for the partial correlation coefficient (η^2), it reveals the percentage of the variance observed attributable to the effects of the group or the processing variable (Tabachnick and Fidell 1996). The intensity is then calculated from Wilks' lambda where $\eta^2 = 1 - \Lambda$. By taking these standards into account, one notes a strong association between the combination of the dependent variables of values and the effect of distance, partial $\eta^2 = 0.11$. In other words, while taking into account the thresholds proposed by Cohen (1977), the effects of distance on the strong values can be qualified. The distance between the place of residence and the national park visited has no effect on two values, namely on the fact that a trip including the visit to one or more national parks represents a sure value for tourists and on the fact that the presence of a national park can encourage a tourist go to a specific region (See Table 3). Among the statistically significant differences in means, we used the Levene statistic to check if there was homogeneity between the groups. The results show that there is homogeneity between the groups only in the case of two values, namely the V1 and V8 variables (See Column L) ($p < 0.01$). We can use the Tamhane test to check if there are significant differences between the means of the groups for these two variables (See Table 4). For the other variables, given the absence of homogeneity between the groups, we used Duncan's test T2 to check if the differences in means between the two groups were statistically significant.

Table 3
Descriptive statistics and difference between groups

	Average on 1-5 Scale (Standard deviation)					
	Primary	***Intermediary***	***FAR AWAY***	***L***	F ANOVA[a]	F MANOVA Univariate[b]
(V1) The national parks of Quebec are safe places to visit	4,41 (,63)	4,50 (,63)	4,53 (,63)	**	4,908 *	5,488*
(V2) Visiting a national park in Quebec allows a person to explore Quebec nature in complete tranquility	4,09 (,76)	4,29 (,76)	4,34 (,71)		15,353*	15,472*
(V3) A trip including a visit to one or more national parks is a sure value (good value for the price)	4,20 (,79)	4,32 (,85)	4,26 (,74)		2,588	,064
(V4) A visit to a national park is an incentive for me to travel	4,12 (,86)	4,29 (,78)	4,18 (,81)		5,388*	4,394*
(V5) The visit to a national park in Quebec allowed me to learn about nature	3,92 (,85)	4,08 (,75)	4,17 (,74)		12,577*	12,511*
(V6) Visiting a national park in Quebec is the best way to be in contact with nature	3,95 (,83)	3,95 (,83)	4,11 (,82)		5,790*	6,354*
(V7) The national parks of Quebec are major tourist attractions of Quebec	3,92 (,77)	3,96 (,83)	4,12 (,80)		8,658*	8,499*
(V8) The national parks of Quebec are not over-frequented	3,59 (,93)	4,03 (,88)	4,09 (,78)	**	45,849*	46,189*
(V9) The presence of a national park encouraged me to go to the region	3,90 (1,1)	3,82 (1,09)	3,84 (1,06)		0,796	,844
(V10) You have to visit a national park to know what the big open spaces of Quebec are like	3,66 (,95)	3,85 (,95)	3,92 (,93)		9,848*	10,593*
(V11) A trip including a visit to a national park is a good way to discover the history and culture of Quebec	3,56 (,89)	3,82 (,91)	3,84 (,89)		14,159*	14,616*

** The test of homogeneity of variance for the three distance groups is statistically significant at $p < 0.01$. Levene statistic rejected the null hypothesis. The variance between the three distance groups is unequal.

* $p < 0,05$ [a] d.f. for ANOVA = 2 et [b] d.f. for F MANOVA Univariate = 2.

Table 4
Means of Distance in Homogenous Subsets and Non-Homogenous Subsets

Homogenous Subsets (Duncan's Test)		Number of Cases	Subsets for Alpha = ,05: 1	2
(V2) Visiting a national park in Quebec allows a person to explore Quebec nature in complete tranquility	***Primary***	476	4,09	
	Intermediary	466		4,29
	FAR AWAY	482		4,34
	Significance [a]		,245	,263
(V4) A visit to a national park is an incentive for me to travel	***Primary***	476	4,12	
	Intermediary	480	4,18	
	FAR AWAY	465		4,29
	Significance [a]		,247	1,000

(V5) The visit to a national park in Quebec allowed me to learn about nature	***Primary***	476	3,92	
	Intermediary	465		4,08
	FAR AWAY	481		4,17
	Significance [a]		1,000	,073
(V6) Visiting a national park in Quebec is the best way to be in contact with nature	***Primary***	466	3,95	
	Intermediary	476	3,95	
	FAR AWAY	481		4,11
	Significance [a]		,953	1,000
(V7) The national parks of Quebec are major tourist attractions of Quebec	***Primary***	475	3,92	
	Intermediary	462	3,96	
	FAR AWAY	480		4,12
	Significance [a]		,430	1,000
(V10) You have to visit a national park to know what the big open spaces of Quebec are like	***Primary***	475	3,66	
	Intermediary	466		3,85
	FAR AWAY	483		3,92
	Significance [a]		1,000	,243
(V11) A trip including a visit to a national park is a good way to discover the history and culture of Quebec	***Primary***	475	3,56	
	Intermediary	466		3,82
	FAR AWAY	483		3,84
	Significance [a]		1,000	,668

<u>Non-Homogenous Subsets (Tamhane Test)</u>			Mean Δ	Sig.
(V1) The national parks of Quebec are safe places to visit	***Intermediary***	***Primary***	,094	,066
	FAR AWAY	***Primary***	,122(*)	,008
		Intermediary	,028	,871
(V8) The national parks of Quebec are not over-frequented	***Intermediary***	***Primary***	,441(*)	,000
	FAR AWAY	***Primary***	,498(*)	,000
		Intermediary	,057	,650

[a] When the significance test is above the threshold alpha = ,05 the null hypothesis cannot rejected.
* The mean difference is significant at the .05 level.

The null hypothesis tested is the equality of means among the distances (primary, intermediary and far away). The results of Duncan's test reported in Table 4 indicate that there are three homogenous distance subsets. The tourists who have to travel the shortest distance between their place of residence and the national park visited (cf. the primary distance) show the lowest level of agreement (4.09) with the statement that visiting a national park in Quebec allows a person to explore nature in complete tranquility (V2). In opposition, it is those tourists who have to travel intermediary and far away distances that demonstrate the highest scores in response to the statement that visiting a national park in Quebec allows a person to explore nature in complete tranquility (4.29 and 4.34 respectively). In the case of variable V5, namely the statement that visiting a national park makes it possible to learn about nature, it is those tourists who have to travel intermediary and far away distances that give the highest score (4.08 and 4.17 respectively). The same scenario is repeated in the case of variables V10 and V11. Indeed, one notes that it is those tourists who have to travel intermediary and far away distances who manifest the highest level of agreement with the statement that you have to visit a national park to know what the big open spaces of Quebec are like (respective score of 3.85 and 3.92), and in response to the statement that this visit is a good way to discover the history and culture of Quebec (3.82 and 3.84 respectively). As presented in Table 4, for variables V2, V10 and V11, there is no statistically significant difference between the intermediary and far away distances. One notes that it is those tourists who have to travel the greatest distance between their place of residence and the national park visited (cf. the far away distance) that express the highest level of agreement with the statement that visiting a national park is an incentive to travel (4.29) (V4), with the statement that the best way of being in contact with nature is to visit a national park (4,11) (V6), and with the statement that national parks are major tourist attractions of Quebec (4,12) (V7). For variables V4, V6 and V7, there are no statistically significant differences between the primary and intermediary distances.

The results of the Tamhane test reported in Table 4 also indicate that there are three homogenous distance subsets. In the case of variable V1, one observes the highest difference in mean between the far away distance and the primary distance ($p < 0.05$). It is those tourists who have to travel the greatest distance between their place of residence and the national park visited that attribute the highest score in response to the statement concerning the safe character of national parks. In other words, it is among those tourists who have to travel a far away distance that the safe character of national parks is rated highest. On the other hand, one notes that there is no statistically significant difference between the intermediary and far away distances. In the case of variable V8, the differences in means are greatest between the intermediary distance and the primary distance, as well as between the far away distance and the primary distance ($p < 0.05$). It may therefore be said that in relation to the primary distance, it is those tourists coming from the intermediary and far away distances that most state that the national parks are not over-frequented.

In summary, it is possible to observe an effect of the distance on the values that tourists attribute to national parks. In comparison with tourists who have lesser distances to travel, tourists who have to travel intermediary and far away distances demonstrate the highest level of agreement with each of the statements of the measurement instrument. Generally, we are therefore able to state that the distance traveled between the place of residence and the national park visited influences the values that tourists assign to the ecotourist experience.

3.2 Measurement of the quality according to the distance traveled

A significant proportion (37.8%) of the tourists consider the quality of the experience that they had in the network of Quebec national parks as being superior to the experience that they had in other national parks. More than half of the tourists consider the quality equivalent (57.6%) and a small proportion of tourists consider it inferior (4.6%). The large majority of tourists questioned evaluate the experience that they had in the national parks of Quebec as positive or relatively positive. Given the small number of respondents who evaluate the quality as being inferior to that of the experience that they had in other national parks (n= 58), we eliminated this third category. We thus transformed the quality variable into a binary variable.

DETERMINANTS OF THE QUALITY OF THE EXPERIENCE

The measurement of the effects of independent variables on the level of the quality of the experience that tourists had in the national parks was done using a logistic regression model. For statistical purposes, the quality of the experience becomes the dependent variable of our regression model. The model developed is:

$$\text{Log}\,(P_i/1\text{-}P_i) = \beta_0 + \beta_1 \text{LNDistance} + \beta_2 \text{Valuefornature\&culture} + \beta_3 \text{Rationalvalue}$$

where, β_i (i= 0…….3) are parameters to be estimated.

Log (P_i/1-P_i) is the logarithm of the ratio of the probability that a tourist perception of quality is superior relative to the probability that his/her perception is equivalent. We inserted in the regression model the values that tourists attribute to the ecotourist experience as independent variables. First, in order to simplify the analysis, we created two groups of values, namely *Value for nature and culture* and *Rational Value* (See Table 5). These two constructs were identified following the elimination of three variables that were weakly correlated with these two groups of variables. We had introduced the eleven variables that measure the values in an exploratory factorial analysis and we eliminated those variables, the communalities of which were less than 0.50, namely variables V7 (The national parks of Quebec are major tourist attractions of Quebec), V8 (The national parks of Quebec are not over-frequented) and V9 (The presence of a national park encouraged me to go to the region). Afterwards, we evaluated the validity of the two groups of values by making an analysis of the principal components (PCFA) with a VARIMAX rotation on each of the two constructs. This approach allowed us to test the unidimensionality of each of the constructs (cf. Ahire and Devaray 2001). For the first group of variables, *Value for nature and culture*, the results of the PCFA indicate that a single factor explains 51.45% of the original variance of the phenomenon studied with an Eigenvalue of 2.57. For the second group of variables, *Rational Value*, a single factor explains 61.08% of the original variance of the phenomenon studied with an Eigenvalue of 1.85. The group of variables, V2, V5, V6, V10 and V11 (*Value for nature and culture*), presents a degree of internal consistency that may be qualified as satisfactory (Cronbach's alpha = 0.76). The second group of variables made up of variables V1, V3 and V5 (*Rational Value)* shows a degree of internal consistency that may be qualified as acceptable (Cronbach's alpha = 0.69).

Table 5

Estimated Logit model of factors affecting quality of experience

		Dependent variables : Quality equal/superior	
Independent variables		Coefficients (β)[a]	Exp (β)
INTERCEPT		-4,255	0,014
Distance			
	LNDistance in kilometers [b]	.238 (.0,037)[*]	1.268
Value			
	Value for nature and culture	.106 (.039)[**]	1.112
	(V2) Visiting a national park in Quebec allows a person to explore Quebec nature in		

complete tranquility

(V5) The visit to a national park in Quebec allowed me to learn about nature

(V6) Visiting a national park in Quebec is the best way to be in contact with nature

(V10) You have to visit a national park to know what the big open spaces of Quebec are like

(V11) A trip including a visit to a national park is a good way to discover the history and culture of Quebec

Rational value	.309 (.000)***	1.362
(V1) The national parks of Quebec are safe places to visit		
(V3) A trip including a visit to one or more national parks is a sure value (good value for the price)		
(V4) A visit to a national park is an incentive for me to travel		
Number of cases	1247	
Chi-square (*df*)	53,702 (*3*)	
Nagelkerke R^2 (Pseudo R^2)	.134	
Percentage of correct predictions	95.2 %	

NOTE : numbers in parentheses indicate *p* value.

[a] *; ** and *** indicate that variable is significant at 10%, 5% and 1%, respectively.

[b] LN indicates the logarithmic transformation of the variable whose name it precedes.

We used the probability plots to determine whether the distribution of each of the three independent variables included in the model matches a normal distribution. More specifically, we used the Q-Q plots procedure, which plots the quintiles of a variable's distribution against the quintiles of a normal distribution. In doing so, we found that only the variables Value for nature and culture and Rational value seem to match a normal distribution. In fact, the observations of these variables are clustered around a straight line, corresponding to normal distributions. For the other independent variable included in the model, namely the Distance, the observations are not clustered around a straight line corresponding to normal distributions. This variable was matched with the normal distribution using a logarithmic transformation.

The equation has good predictive power, with 95.2% of correct predictions. The model correctly classifies 95.2% of the tourists who evaluate the quality of the experience as being equivalent or superior to that which they had in other national parks. The value of the Nagelkerke R^2 (Pseudo R^2) is .134, which is reasonable for qualitative dependent variable models. Furthermore, the computed value of the likelihood ratio (i.e., 53.702) is much larger than the critical value of the chi-squared statistic with 3 degrees of freedom at the 1 percent level. This suggests that the null hypothesis, namely that all the parameter coefficients (except the intercept) are zeros, is strongly rejected. Consequently, the model is significant at the 1 percent level. The quality of the experience had in a national park increases when the distance traveled by tourists increases, and the value for nature and culture as well as the rational value rise. We can therefore observe in the column entitled Exp (β) in Table 5 that an increase in the distance traveled by tourists increases the likelihood that the quality of the experience will be perceived as being superior. Moreover, as we can see from the column labeled Exp (β) of Table 5, an increase by one unit in the Distance, in the Value for culture and nature, and in the Rational Value, increases the likelihood that quality will by seen superior by 1.27, 1.11 and 1.36, respectively.

IV - Conclusion

One of the main contributions of this exploratory research is at the methodological level. By using the postal code as a tool for measuring the distance traveled by tourists, we can measure the effects of the actual distance on the quality of the experience had in national parks. In opposition to this metric measurement, we could have used a category-based measurement by asking tourists their perception of the distance traveled (e.g. Ankomah and Crompton 1992, Ankomah et al.1996) or simply by taking into account their place of residence (namely according to the state/province/department in which they reside, Canada, U.S.A., France, etc.). We consider the measurement used to be more accurate, namely the tourist's place of departure and the place of arrival, i.e. the national park visited. This study therefore made it possible to identify the effects of distance, a real datum, on perceptual data, namely the values that tourists attribute to the experience they had in a national park. In relation to those tourists who have smaller distances to travel, tourists who travel from intermediary or far away distances show higher and more positive values concerning the experience that they had in a national park. Our results suggest that the greater the distance that tourists travel, the more they are looking for novel experiences (See Ryan and Cessord 2003 on this subject). Moreover, the identified value, namely *Value for nature and culture*, shows that tourists attribute to the experience values associated with the content of the tourist product proposed by the business (namely the national park), but also to elements that are outside the confines of the proposed product (e.g. the history and culture of Quebec). The other identified value, *Rational Value*, suggests that tourists measure the commercial value of the ecotourist experience. The managers of this business cannot, however, control all of the components of the two factors identified. To our knowledge, this research is the first to measure the effects of the distance traveled by tourists on the evaluation of the quality of an ecotourist experience. The tourist experience appears to be influenced by the travel of the tourist (cf. Jafari 1988). One of the limitations of this study lies in the conceptual framework. Indeed, we cannot state with certainty that the effects observed stem solely and directly from the distance traveled. Indeed, it is possible that the differences in perception regarding the quality of the experience or the values perceived in relation to this same ecotourist experience are associated with a surprise or novelty effect sought by tourists who travel large distances. One thing is certain; the distance traveled by tourists represents a research avenue that deserves to be explored at greater length.

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THE ANALYSES OF CONSUMER BEHAVIOUR IN HOTEL ENTERPRISES IN THE PROVINCE OF ÇANAKKALE

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ABSTRACT

The activities of tourism marketing's focus element is consumers (touristic markets). It is important how tourist consumers behave, how they take a decision of purchase a package of tours, which ways of routes they choose. Although the behaviour of tourism consumers has a very complex structure, the examination of all these behaviours is a pleasure. In our survey we will analyse how tourists take a decision to visit the province of Çanakkale and why they want to stay in hotels in Çanakkale. After staying in hotels do they get the consumer satisfaction that they were expecting? We assume that the consumer satisfaction is related to the total quality management in these hotels.

1. INTRODUCTION

The tourism enterprise is an economic unit which provides, in a continuous, conscious and rational manner, the factors of production in order to meet the touristic needs and to derive profit, which uses the factors of production to produce, market and finance touristic goods and services or which provides side services for tourism and which definitely creates some value added.

- According to this definition the tourism enterprise is a unit which is aiming to meet the touristic needs of the persons arising from their travel to the places other than their permanent residence and their temporary accommodation.
- Similar to all enterprise, the ultimate target of the tourism enterprise is profit.
- The tourism enterprise is a unit which provides, in a continuous, conscious and rational manner, the factors of production in order to meet the touristic needs and to derive profit, which uses the factors of production to produce, market and finance touristic goods and services or which provides side services for tourism.

The focus element of the tourism marketing activities is the consumer (the touristic markets). If the motives of the touristic consumers while they choose a certain touristic place, while they decide what kind of holiday to buy, while they decide the type of transportation or the reason of their behaviour were known, there would be no need for the marketing activities. The consumer behaviour and the touristic consumer behaviour which is a form of the consumer behaviour, is the sub division of the human behaviour. Consequently, in order to understand the consumer and the touristic consumer behaviour one has to know the human behaviour in general. The consumer behaviour is an interdisciplinary social science which analyses the consumer behaviour at the market place. The consumer and the consumer behaviour form one of the elements of each marketing strategy. The touristic consumer behaviour consists of the acts and behaviours of the persons while they explore, buy, use and assess the goods, services and the opinions which they experience during the excursion.

2. Material And Method

In the context of the study, a survey was applied to nine hotel enterprises located in Çanakkale Region. The evaluation of the survey results is as following:

Table 1. Your Position at the Hotel

Truva Hotel	Front Office Manager
Anafartalar Hotel	Front Office Manager
Artur Hotel	Front Office Manager
Çanak Hotel	Front Office Manager
Helen Hotel	Hotel Manager
Anzac Hotel	Hotel Manager
Akol Hotel	Hotel Manager
Kale Resort Hotel	Hotel Manager
Iris Hotel	Hotel Manager

Mostly the managers of the hotel enterprises were interviewed.

Table 2. The Bed Capacity of the Hotels

Truva Hotel	132
Anafartalar Hotel	175
Artur Hotel	64
Çanak Hotel	108
Helen Hotel	82
Anzac Hotel	62
Akol Hotel	280
Kale Resort Hotel	180
Iris Hotel	200

Akol Hotel holds the highest bed capacity while Anzac Hotel has the lowest bed capacity.

Table 3. The Personnel Number

	Administrative	Technical	Retainer	Total	%
Truva Hotel	5	5	23	33	11
Anafartalar Hotel	6	6	18	30	10
Artur Hotel	4	2	20	26	9
Çanak Hotel	2	23	-	25	8
Helen Hotel	2	1	13	16	5.5
Anzac Hotel	3	1	5	9	3
Akol Hotel	12	5	43	60	21
Kale Resort Hotel	3	5	37	45	15.5
Iris Hotel	4	2	39	45	15.5
Total	41	50	198	289	100

Among the hotel enterprises participating to the survey, Akol Hotel, Kale Resort Hotel and Iris Hotel have the highest number of personnel.

Table 4. The Star Status of the Hotel

Truva Hotel	3 Stars
Anafartalar Hotel	3 Stars
Artur Hotel	3 Stars
Çanak Hotel	3 Stars
Helen Hotel	3 Stars

Anzac Hotel	2 Stars
Akol Hotel	4 Stars
Kale Resort Hotel	4 Stars
Iris Hotel	4 Stars

The hotels which participated to the poll survey are 2 star, 3 star and 4 star hotels.

Table 5. What Features are Foregrounded by the Tourists while they Choose your Hotel

	Number	%
Star Status	2	22
Friendly Attitude	1	11
Price	1	11
Easement of Access	1	11
Cleanliness	4	44
Total	9	100

We asked to the hotel enterprises what features were foregrounded by the tourists while they were choosing the hotels; 22% of the enterprises pointed out the star status, 11% of them expressed the friendly attitude, 11% of them mentioned the price, 11% of them stressed the easement of access and 44 of them told that cleanliness of the hotels was an important feature foregrounded by the tourists.

Table 6. How are the foreign and domestic tourists impressed by the image of your hotel?

	Number	%
Positive	5	55
Advantageous by the Location	2	22
Advice	2	22
Total	9	100

Analysing how the foreign and domestic tourists are impressed by the image of the hotels, 55% of the hotel enterprises participating to the survey answered that they found it positive, 22% told that they were advantageous by their location and 22% expressed that the advice was important.

Table 7. What kind of reaction show the tourists if they cannot receive the service they were expecting from your hotel?

	Number	%
They make a complain	2	22
They do not react	1	11
We do not face such a problem	6	66
Total	9	100

The reactions of the tourists against the hotel management if they cannot receive the service they were expecting from the hotel are stated as following: 22% of the hotels answered that the tourists made complains, 11% of them told that the tourists did not react and 66% of them told that they did not face such a problem.

Table 8. What kinds of consumer types have a tendency to bargain?

	Number	%
The Agencies are Bargaining	2	22
Everyone is Bargaining	1	11

The Students are Bargaining	2	22
The Domestic Tourists	4	44
Total	9	100

Mostly the domestic tourists, the students and the agencies have a tendency to bargain with the hotel enterprises.

<u>Table 9.</u> Is the personality of the hotel personnel suitable for the consumer?

	Number	%
Yes	9	100
No	-	-
Total	9	100

The personnel of 100% of the hotels participating to the poll survey, has a personality suitable for the consumer.

<u>Table 10.</u> For what purpose are the tourists staying at your hotel?

	Number	%
Belief Tourism	-	-
Cultural Tourism	9	100
Thermal Tourism	-	-
Youth Tourism	-	-
Exploring New Markets	-	-
Total	9	100

The hotel enterprises participating to the survey indicated that the tourists prefer the cultural tourism at a rate of 100%.

<u>Table 11.</u> What criteria do the tourists use while they evaluate the organization and the services at your hotel?

	Number	%
Price	2	22
The Location of the Hotel	3	33
Qualified Service	4	44
Animation Activities	-	-
Others	-	-
Total	9	100

While the tourists evaluate the organization and the services at the hotel enterprises participating to the survey, 22% of them consider the price, 33% consider the location of the hotel and 44% consider the qualified service.

<u>Table 12.</u> According to your opinion, a tourist is…?

	Number	%
The most important person for our enterprise	5	55
The person from whom the enterprise is depending	-	-
The person which is the purpose of work	3	33
Is not someone outer but forms a part of the work	-	-
Is the consumer	1	11
Total	9	100

The hotel enterprises participating to the poll survey were asked the question “Who is tourist,” 55% of them answered that the tourist was the most important person for their enterprise, 33% told that he was the purpose of the work and 11% indicated that the tourist was considered as a consumer.

Table 13. Which of the following needs related to the touristic behaviour are preferential? List them starting from 1 for the most important.

	Truva	Anafartalar	Artur	Çanak	Helen	Anzac	Akol	Kale Resort	Iris
Physical Needs (vacation)	1	4	3	3	2	1	1	1	1
Security Needs (protection)	4	1	2	1	1	2	2	4	2
Belonging Needs (affection)	3	5	4	5	3	3	5	5	3
Respectability Needs (Success, statute)	7	2	5	2	6	6	4	6	4
Realization Needs (excel oneself)	6	7	7	7	7	4	7	7	5
Knowing-understanding Needs (information)	5	6	6	4	4	7	3	3	6
Good sensation needs (searching for beauty)	2	3	3	6	5	5	6	2	7

The 9 hotel enterprises answered differently the poll survey, but it can be observed that the most important need is the vacation.

Table 14. Has your touristic enterprise got a web site?

	Number	%
Yes	9	100
No	-	-
Total	9	100

All of the hotel enterprises participating to the survey have web sites.

Table 15. Where do you place your enterprise among the other enterprises operating in Çanakkale?

	Number	%
Intermediate	3	33
Upper	6	66
Total	9	100

66% of the hotel enterprises position themselves higher than the other touristic enterprises in Çanakkale, 33% consider themselves as being intermediate.

Table 16. What are your similar features with those enterprises considering the consumer attraction?

	Number	%
Make Çanakkale Known	1	11

Qualified Service	5	55
Standard 3 Stars Hotel	1	11
Advertisement	2	22
Total	9	100

Considering the similar features used to attract the consumers, 11% of the hotel enterprises indicated the making Çanakkale known, 55% told about the qualified service, 11% indicated that they were a standard 3 star hotel and 22% mentioned the advertisement.

Table 17. Your differing features

	Number	%
This is a family like hotel	1	11
Location	4	44
Price Policy	1	11
Speed	1	11
The Care towards the Customer	2	22
Total	9	100

Considering the differing features of the hotel enterprises participating to the survey, 11% told that they were a family like hotel, 44% mentioned their location, 11% indicated that their price policy was different, 22% indicated that they were different regarding the care towards the customer.

Table 18. Do you have any advertisement or promotional activities to impress the consumers?

	Number	%
No	2	22
Yes	7	78
Total	9	100

78% of the hotel enterprises carry out advertising and promotional activities in order to attract the consumers.

Table 19. What are these advertising and promotional activities?

	Number	%
Brochures and Advertisement on the Local Newspapers	2	28
Radio and TV Advertisements	4	57
Internet	1	14
Total	7	100

Considering the advertisement and promotional activities, 28% of the hotel enterprises use brochures and advertisement on local newspapers, 54% use radio and TV advertisement and 14% use the internet.

Table 20. Evaluate the elements constituting the purchase decision of the tourist, list them according to the order of importance starting from 1.

	Truva	Anafartalar	Artur	Çanak	Helen	Anzac	Akol	Kale Resort	Iris
Price	1	2	8	4	3	8	2	3	2
Quality	2	1	1	2	1	1	1	1	1
Compensation	9	3	7	6	5	6	6	8	5
Additional Service	4	4	6	9	9	4	5	9	7
Distance	3	8	5	3	7	2	3	6	8
Respectability	8	5	9	5	2	7	4	5	9

Reliability	6	9	2	1	8	9	7	4	3
Product and Service Diversity	5	7	3	8	6	3	8	7	4
Popularity	7	6	4	7	4	5	9	2	6

Considering the order of importance of the elements constituting the purchase decision of the tourist in the hotel enterprises participating to the survey, we observe that the most important element is the quality.

3. Findings And Discussion

Mostly the managers were interviewed at the hotel enterprises participating to the survey. Akol Hotel holds the highest bed capacity while Anzac Hotel has the lowest bed capacity. Akol Hotel has the highest number of personnel while Anzac hotel has the lowest number of personnel. Most of the hotels participating to the poll survey are 3 star hotels. The cleanliness of the hotels is an important feature foregrounded by the tourists while they make their decision. Most of the hotels positively impress the domestic and foreign tourists by their image. Most of the hotels do not face any complaining reaction from the customers. Mostly the domestic tourists have a tendency to bargain for the price with the hotel enterprises. In all of the hotels the personality of the personnel is suitable for the consumer. The tourists choose the hotel mainly with purpose of cultural tourism. The tourists evaluate the organization and the services at the hotel enterprises regarding mostly the qualified service. The hotels consider the tourist as being the most important person for the enterprise. When the hotels listed needs related to the touristic behaviour regarding their preference, it was observed that the need for vacation was preferential. All of the hotels have web sites and the access to the customers and the access of the customer to the hotel are sufficiently evaluated on these web sites. Most of the hotel enterprises position themselves higher than the other touristic enterprises. Considering the similar features with other enterprises used for the consumer attraction, the qualified service is still prevailing. Considering the differing features, the location of the hotel is important. Most of the hotels have facilities for the handicapped persons. The hotels carry out advertising and promotional activities in order to attract the consumers and the radio and TV advertisements are prevailing.

4. Conclusion

Çanakkale, regarding the cultural tourism, is a province standing in the forefront and its tourism capacity is high. The hotel enterprises operating in this region should take advantage of this potential. As a service enterprise, the hotel enterprises operate in a sector where the personal sale is mostly used. Therefore, it is extremely important to ensure the satisfaction of the customers' accommodations in the hotel enterprises. All of the personnel working in the hotel from the reception desk to the floor services should comport in order to provide the customer satisfaction. The satisfied customer will become a constant customer in the next periods. The hygiene and the quality are the most important factors at the hotels. The consumer behaviour is eventually a human behaviour and the human behaviour is highly influenced by the social and psychological factors. Therefore the tourist behaviour at the hotels should be carefully analysed.

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An Evaluation Of Timeshare Ownership For Consumers In Turkey

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Abstract

The timeshare industry has become the fastest growing segment in the international tourism market. Timeshare is a favourable vacation type which provides great benefits to national economies, consumers, and developers. The benefits of timeshare have been acknowledged by many countries but generally speaking, this segment is still in its infancy in Turkey and the growth has hardly begun. In the world, recently, resort timesharing has boomed and gained considerable revenue in the long term. The aim of this study is to determine how guests evaluate timesharing. In this context, identifying the benefits of timeshare ownership to consumers, understanding reasons for buying resort timesharing and what kind of problems they have are of important. For this purpose, a survey was conducted in Bodrum. The survey results are based on responses of 254 timeshare owners. In order to describe the data provided, each statement frequency and percentage distribution were evaluated and the connection of each factor that formed the survey to guests' demographic characteristics was analyzed using Independent Samples T-Test and One-Way Anova. The survey results provide evidence that timeshare owners have obtained substantial benefits from their timeshare purchase. Findings provided in the survey are supported by some authors' findings in the literature. For example; the great majority of respondents are satisfied with their interval as they experience the full benefits of resort timesharing over the years. They agree timeshare ownership has allowed them to stay in higher quality resorts. The certainty of staying in quality resort accommodations and the vacation exchange opportunity remain powerful incentives to purchase resort timesharing. Most of respondents feel they have more restful and revitalizing family vacations and believe they have saved money on vacation accommodation. In contrast, the uncertainty about maintenance fees increasing in the future is a major issue in their timeshare purchase.

Keywords: *Timeshare Industry, Timeshare Owners, Timeshare Benefits.*

1. Introduction

The position importance of timeshare system in tourism industry is gradually increasing. Most important reasons of this increasing are, as an economic holiday option timeshares have an important help and an added utility for country's economy, consumers, business enterprises and local nations. In the tourism industry, "how the timeshare products are evaluated from a touristic consumers' perspective" subject became a topic for research. The reason of this research is as theoretically explain that "how existing situation is evaluated by holiday makers" and defining the contributions of timeshare industry to consumer, its utilities and faced matters in the industry as in practice. Many companies in tourism industry are collaborating with the companies in timeshare industry and are increasing their profits. Under present conditions, the system of timeshare is seen as an alternative for secondary subjects especially for the countries like Turkey that must to save its natural touristic attractiveness. This investigation has a special importance for all the people and intuitions running in this field with the reason of having information about how the customer perceived the sector, which matters they are faced in this system, the reasons of timeshare purchasing and about the hesitations they felt before buying acts, at the end of this investigation.

In this study, the purpose and a field of research are restricted because of time reason, reaching possibilities to information and economical factors. For this reason, the timeshare establishments running in the vicinity of Bodrum are chosen as the defined application area, and the evaluation is done in this restricted area with the customers staying in relevant establishments. Nevertheless, in Turkey, statistical detailed information of timesharing system could not be found. In this respect, needed but scarcity indigenous sources in literature were faced important difficulties in this investigation.

2. TIMESHARE

Sometimes, expensive accommodation costs in touristic foundations such as hotels and holiday villages or service being out of the quality expectations could make the people deciding not to go on holiday and pushing the customers looking for different ways. In this sense, the timeshare idea appears as an alternative touristic product. An intention is assuring the future holiday from today to consumers, serving them at qualified destinations and units with a suitable price. Timeshares are the building complexes that contend many social foundation as an investments for timeshare generally include the qualified foundations and units which provided with over than usual standards, with the reason of factors that are; both the standards of holiday changing systems and the required factors for future investments that will be made by timeshare consumer (Abravay, 1994).

3. UTILITIES AND HELPFUL CONTRIBUTIONS TO CONSUMERS

Timeshare system has started presenting more qualified products to its customers in last years. The reason is that number of the branded company that presents qualified products, is increasing. In order to comply with customer’s expectations, Cendant Timeshare Group is using branded tools and equipments in their all units (Blank, 2004). The various timeshare program types provide with suitable timeshare types for customers’ own life style and purchasing possibilities (Kazanjian 2000). In the past, holiday towns were presenting the fixed week option in only one city-state. The owner of timeshare could have made his holiday in the same place in entire year. Recently, holiday companies present different options in the city-state (Baumann 2000a). Timeshare foundations developed many product options as form fixed products up to flexible products for consumers (Baumann 2003).

Consumers may swap their holidays and the companies pay more attention to the proprietorships in order to allow them using their timeshare longer (Blank, 2005). Owners of timeshare may swap it with the similar type of timeshare (Upchurch, 2002). This swapping presents various holiday options as from skiing place up to coast region, from modern cities up to antic villas, it also presents the various accommodation types such as villa, condominium, cabinet houses (Anonymous, 2007).

Customers may swap their holiday with timeshare week in any place in the world in swapping programmes. It provides an opportunity of taking a vacation in different destinations. The industry is being more appealing due to timeshare system includes this application.

Consumers invest in their future vacations with today’s prices. Thanks to preparations in founding unit where consumers go as a family for a week time in every year, consumers will not have to spend for food and drinks. They can take very economic and qualified vacation by paying low reservation price with additional opportunities provided by swapping system (Abravay, 1994). Additionally, an opportunity is appearing to have their future holiday with suitable prices (Crotts & Ragatz, 2002). Beside of this, thanks to the score-point system that RCI (Resort Condominium International) has established, customers may swap their timeshare weeks with units and other travel services. The points are collected to be used in the future and the points can be swapped with the activities such as flight ticket, car renting and accommodation in hotels (Baumann, 2001).

From a consumer's perspective, one of the important utilities is that they can also have timeshare unit with suitable prices. Beside of this, since the timeshare units are lager and bigger than hotel rooms, they are more attractive for the families with children. Timeshare customers have an occasion to take a vacation in one unit.

Timeshare system provides with the opportunity of staying in fully equipped holiday house when the consumer need it (Anonymous, 2006). In many units, there are fully equipped kitchens with dinning room, washing machine, drying machine, stereophonic voice system, television and more over. While timeshares are being a rival with those special features, beside, timeshares are having the features such as kid's activations, swimming pools, tennis, Jacuzzi, golf, bicycle and additionally hot spring resort and exercise activities (Anonymous, 2005).

Timeshare units can be suitable for the crowded families who travel as big groups with kids. For example, the reason Arabic tourists prefer timeshare units, is that it has big kitchens that have large sitting places for being together (Ladki et al. 2002).

The owner of timeshare can sell, rent or left their time periods to relatives as an inheritance.

Being parallel with above mentioned explanations, from the consumer's perspective, the utilities of timesharing system can be listed like; (Karaşahin, 1998:32; Candan, 2002; Anonymous, 2005):

- Providing with qualified accommodation.
- Presented possibilities for an economical holiday.
- Provided with varieties of vacation and flexibility by swapping system.
- Assured future holidays with guaranteed and fixed prices of today.
- Presenting the features to timeshare owners such as to sell, rent or leave their time periods as an inheritance

In summary, thanks to important branded companies in timeshare system, consumers are having luxury and comfortable holiday possibilities. Beside of this, consumers will not have to spend their vacation in the same region and place. Thanks to timeshare swapping, consumers can spend their holidays in any domestic or international timeshare village. In addition, crowded families with children can save from the costs of the vacations by having an occasion to stay in the same unit.

3. Faced Matters From The Consumer's Perspective

In timeshare system, consumers are generally facing the matters concerned with purchasing, proprietorship and second hand sales. The matters that consumers are facing are examined below;

3.1. Purchasing Problems

There are important points to think for consumers when purchasing the timeshare or unit. First, financing the second house will be difficult than first one. Many banks believe that the person using a loan for second house is under high risk groups. Additionally, the hidden costs should be taken into consideration while ownership of holiday house. Secondarily is that how the holiday house could be protected while not being stayed in timeshare unit. Safety systems and the salary of security staff will be expensive and staying in the house which was empty for a long time, could cause some losses and damages (McLaughlin, 2004). Alongside of all those matters faced during the purchasing, one of the important problems is the lying sales staff with the reason of succeeding in sales. But, further than lying, nowadays, harassment and menacing problems are being faced. In the results of increasing sales volumes, especially when customers attempted to cancel the purchasing, sales staffs are indicating aggressive manners.

Because of this negativity, consumers are feeling various hesitations when they are purchasing timeshare. According to the research of Crotts and Ragatz (2002), it is came on the scene that consumers were hesitated mostly against to "taken yearly care/repairing fee". The reason this hesitancy is that previous owners of timeshare have been paying these care/repairing fees for a long time. Other important hesitancies that felt during the purchasing are; sometimes the consumers are not sure whether he will use enough period of timeshare, the high costs of timeshare, heart and read negative things about timeshare, a doubts against broken promises, if the concept is complicated and hard to understand and when the sales representatives pressured during the sales acts.

3.2. Proprietorship Matters

Heading matters about the proprietorship are; increasing fees for care/repairing and reduced standards in holiday villages. Proprietorship matters are sourced from three reasons (Timeshare Consumers Association, 2004):

a) Unsatisfied expectations
b) Increasing yearly fees with a high ratio: While some companies increasing the yearly fees in respect of inflation, some of them increasing about 10 or 20% sometimes furthermore 30%.
c) Forcing timeshare holders to leave the system.

It is a negative situation for both the industry and the company when the developers are forcing the timeshare owners to leave like this. Especially, unnecessary taken excessive amounts of managerial expenses give difficulties to consumers. It is necessary that the developers indicating more moderating manners.

3.3. Reselling

The timeshare holders intend to sell their terms because of the reasons are; the terms were not enough suitable with their life style, unexpected financial difficulties and if the holiday weeks will not be totally used (Baumann, 2000b). If the timeshare is not required for a long time period or intending the different holiday place to stay, it is being difficult to escape from this investment that was made. It is also difficult to resell the timeshare. There might be two different type of scenario are faced (Anonymous, 2005): The timeshare holders have to careful with the fake brokers and have to collaborate with only licensed real estate agents. In addition, they can take assistance from the developers and foundation managers. Some forger people who makes second hand sales, could damage the consumer. Experts are warning the timeshare holders and seekers, to be careful when involved in this area (Baumann, 2000b).

4. Method

4.1. Data Collecting Method

In this investigation, public survey is used as a data collecting tool with an application made around Bodrum vicinity, aiming to define how evaluated timeshare systems by customers. Survey consists of four divisions. At the first part of the survey, 8 closed-end questions directed to define demographical specifications of the customers (such as sex, age, marital status, education, proficiency, level of income, number of the kids and the state of the house where they live). At the second part, 3 closed-end questions directed towards to define timeshare type that the customer purchased, how many years it has been purchased for and from whom. At the third part, aiming to find customers general view, 19 expressions were presented and asked customers to express the degree of their acceptance using a 5 point Likert

Scale (1= strongly not agree and 5=strongly agree). The forth part, constituting the last part of the survey, presented a total of 26 expressions on a 5 point Likert Scale, with the intention of defining reasons of customers purchasing timeshare, the way of obtaining information, the possible hesitancies appears in purchasing and the possible difficulties and its effective level that could be faced in timeshare system.

4.2. POPULATION AND SAMPLING

Population of this research consists of the timeshare owners whom around Bodrum vicinity. There are 8 timeshare foundations in Bodrum. The reason that the Bodrum was chosen as population, is that there are intensively many timeshare companies. Additionally, the researcher who knew the vicinity was an effective to choose the population. In the research, instead of entire population, sampling method preferred because of the reasons that affect investigation process such as time, cost, reaching possibilities and distances. The way of heap sampling method is used for selection of sampling.

In the directions of this information, 6 timeshare of 8 are chosen as a heap and the survey was applied to 254 customers in those companies. In the research, there were 350 survey delivered in those firms that is chosen as a heap. 270 of delivered surveys are returned. Returning ratio of the survey is 72,5%. On the other hand, 254 of returning surveys are taken in evaluation.

4.3. DATA ANALYSING METHOD

In the research, before all else taken, demographic features of respondent's frequency and distribution percentage are given. In the same way, at the second part of the survey, concerning to "timeshare type that the customer purchased", "how many years it has been purchased for" and "from whom", variables are analysed after distribution percentage and frequencies are taken. In the survey, at third and fourth division located expressions that aim to find customer's general opinion towards the timesharing and to indicate their acceptance level, the reasons that makes customers purchasing timeshare, define possible matters in timeshare system, all each expressions, beside frequency and distribution percentage, arithmetic average and standard deviation are calculated and analysed.

Additionally, the reasons that make customers purchasing timeshare are analysed by t-test, according to the information such as sex, marital status and the state of the house where they live in respect of the views of participants directed possible matters in timeshare system to see if it is indicating 0,05 rank which is expressive difference. In addition, the reasons that make customers purchasing timeshare, are tested by variance (ANOVA) analyse, according to the information such as age, proficiency, the level of salary and number of the kids the family had in respect of the views of participants, directed possible matters in timeshare system to see if it is indicating 0,05 rank which is expressive difference. In Liker type criterion, the general reliability of expressions that evaluated timeshare holders' general views about the system, is 0,71. Additionally, the general reliability of expressions that evaluated customers and the reasons of timeshare purchasing, is 0,75. The general reliability of decisions concerning to possible matters in timeshare system and customer, is 0,71. All these mentioned analyses are done using SPPS 10.0 for Windows and explained as it suits its intention.

5. FINDINGS

5.1. FINDINGS CONCERNED DEMOGRAPHIC FEATURES

Participants consists of, males in majority of (%75,6), 51 and over group (%79,5), married (%81,9), graduated from higher education (%68,9). While the majority of respondents 35,4% have an income between 1501-2001 YTL, 56,3% of sum have two kids. In one hand, 97,3% of the participants own their house where they live.

Table 1: Findings Concerned Demographic Features

Demographic Features		**f**	**%**
Sex	Male	192	75,6
	Female	62	24,4
Age	50 and Over	52	20,5
	51 and Over	202	79,5
Marital Status	Married	202	81,9
	Single	0	0
	Widow	30	11,8
	Divorced	16	6,3
Education	Elemnt. and Secondary	79	31,1
	Higher Education	175	68,9
Proficiency	Self-Employed	13	5,1
	Retired	202	81,9
	Private Sector	33	13
Monthly Income Level	1000 and less	66	26
	1001-1500	44	17,3
	1501-2000	90	35,4
	2001 and over	54	21,3
Number of The Kids	Non	24	9,4
	One	28	11
	Two	143	56,3
	Three and more	59	23,2
State of Residence House	Proprietors	238	97,3
	Not owner	16	6,3

5.2. General Findings Concerned in Timeshare

In respect of this, Equally 36,35% of the participants have bought their timeshare for 30 years and less and again 36,36% of them bought for 41-50 years. On the other hand, 42,1% of the participants are staying in the units with single bed. 57,5% of the participants are using their timeshare with 15 days period of time. And 93,3% of the participants have bought their timeshare from exchange companies.

Table 2: General Findings Concerned with Timeshares

Questions		**f**	**%**
How many years did you purchase your timeshare for?	30 years and less	16	36,36
	31-40 years	12	27,28
	41-50 years	16	36,36
Type of Timeshare Unit?	Studio	76	29,9
	With one Bed Room	107	42,1
	With three or more Bedroom	67	26,4
	Suite	4	1,6
Usage Period of Timeshare	Weekly	58	22,8
	For 15 days	146	57,5
	Other	50	19,7
Who did you purchase timeshare from?	Exchange company	237	93,3
	Second Hand	12	4,7
	Inheritance, Present etc.	1	0,4
	Other	4	1,6

5.3. FINDINGS ABOUT TIMESHARE CONCERNED IN GENERAL VIEWS OF HOLIDAY MAKERS

With majority of the participants prefer purchasing the timeshare than owning the second house ($\bar{X}$ =4,58), and see it as suitable holiday option for the family with children ($\bar{X}$ =4,59). With majority of participants, believe that make saving in holiday expenses by purchasing timeshare ($\bar{X}$ =4,56). Participants express that they could gain an income by reselling or renting way ($\bar{X}$ =4,33). With large majority of the participants already had a positive opinion towards timeshare industry ($\bar{X}$ =4,56), they show that they are still interested in pursuing timeshare ($\bar{X}$ =4,31). Customers expressed that necessary easiness has shown ($\bar{X}$ =4,44) during the payment stage. Participants express that they have not felt under pressure during the timeshare marketing stage ($\bar{X}$ =1,68). It has not being given the change to try the units for participants before the purchasing timeshare ($\bar{X}$ =2,06).

Table 3: Findings Concerned with General Opinions Towards Timeshare Systems

Statements	Strongly Disagree		Disagree		Undecided		Agree		Strongly Agree		*Total*		$\bar{X}$	s.s.
	f	%	f	%	f	%	f	%	f	%	f	%		
I prefer timeshare to second house.	2	0,8	2	0,8	13	5,1	66	26,0	171	67,3	254	100	4,58	0,69
Timeshare is suitable holiday type for the families with children.	-	-	3	1,2	-	-	93	36,6	158	62,2	254	100	4,59	0,55
Pursing timeshare is the benefit of saving from holiday expenses.	2	0,8	1	0,4	5	2,0	89	35,0	157	61,8	254	100	4,56	0,63
Timeshare is the way of creating an income by reselling or renting.	-	-	14	5,5	12	4,7	103	40,6	125	49,2	254	100	4,33	0,80
I have a positive opinion towards to timeshare sector.	-	-	2	0,8	12	4,7	80	31,5	160	63,0	254	100	4,56	0,62
Still interested in pursing timeshare.	6	2,4	8	3,1	24	9,4	78	30,7	138	54,3	254	100	4,31	0,93
There are necessary easing features for the payment of timeshare.	2	0,8	4	1,6	5	2,0	110	43,3	133	52,4	254	100	4,44	0,69
I felt under pressure at the stage of timeshare marketing.	118	46,5	117	46,1	4	1,6	11	4,3	4	1,6	254	100	1,68	0,83
There was a chance presented before purchasing my timeshare.	51	20,01	172	67,7	1	0,4	23	9,1	7	2,8	254	100	2,06	0,90
I had hesitations before I purchased timeshare.	3	1,2	35	13,8	1	0,4	144	56,7	71	28,0	254	100	3,96	0,97
I am happy with the timeshare, I own.	-	-	8	3,1	6	2,4	102	40,2	138	54,3	254	100	4,45	0,69
The timeshare unit that I had, has similar features with the one presented at the stage of purchasing.	1	0,4	4	1,6	8	3,1	116	45,7	125	49,2	254	100	4,41	0,67
I have not faced with any problem during the stage of purchasing.	2	0,8	6	2,4	6	2,4	136	53,5	104	40,9	254	100	4,31	0,70
The laws concerned with timeshare are enough protecting for consumers.	154	60,6	64	25,2	18	7,1	8	3,1	10	3,9	254	100	1,64	1,01
I think that timeshare sector has good reputation.	5	2,0	2	0,8	26	10,2	103	40,6	118	46,5	254	100	4,28	0,83
My Timeshare has the special features as I like.	2	0,8	15	5,9	5	2,0	114	44,9	118	46,5	254	100	4,30	0,83
I plan to sell the timeshare, I own.	72	28,3	153	60,2	13	5,1	15	5,9	1	0,4	254	100	1,89	0,77
I think that it will be difficult reselling of timeshare.	15	5,9	165	65,0	55	21,7	14	5,5	5	2,0	254	100	2,32	0,75
Purchasing a timeshare is a good investing way	5	2,0	21	8,3	35	13,8	119	46,9	74	29,1	254	100	3,92	0,96

The customers felts hesitates before purchasing timeshare ($\bar{X}$ =3,96). With big majority of the participants are happy with their timeshares ($\bar{X}$ =4,45). Participants express that both have the same special features with the one being presented at the purchasing stage and other one they already had ($\bar{X}$ =4,41). Many of the customers are not faced with serious problems ($\bar{X}$ =4,31) at the purchasing stage but they think that the laws of timeshare do not protect them enough ($\bar{X}$ =1,64). With the majority of the respondents thinks that the timeshare sector has a good reputation ($\bar{X}$ =4,28) and the timeshare that they own is as they required ($\bar{X}$ =4,30). Large majority of the customers do not think to sell their timeshare ($\bar{X}$ =1,89). On the other hand, associations do not think that it will be difficult to resell timeshare

($\overline{X}$ =2,32). Participants thinks that purchasing timeshare is the good way for an investment ($\overline{X}$ =3,92).

Customers' general view is indicating an important difference at the 0,05 level of significance in respect to their marital status (F=4,130; p<0,05). According to the results of Turkey test; this difference is originated from more negative opinion of the customers whose marital status is ($\overline{X}$ =3,60) widow comparing with the divorced ($\overline{X}$ =3,85) customers.

Table 4: Comparing the General Opinions towards Timeshare they purchased, in respect of their marital status
- The Results of Single Factor Variance Analyse for Independent Samples -

Marital Status	**N**	$\overline{X}$	**ss**	**F**	**p**
Married	208	3,72	0,27	4,130	0,017*
Widow	30	3,60	0,34		
Divorced	16	3,85	0,35		
TOTAL	254	3,72	0,29		

**p<0,05*

When customers' general opinions towards the purchased timeshares, compared with their proficiency, indicating important difference at the 0,05 level of significance (F=4,242; p<0,05). According to the results of the Tukey test; this difference is originated from more positive opinions of the retired ($\overline{X}$ =3,74) customers comparing with self-employed ($\overline{X}$ =3,52) customers.

Table 5: Comparing the General Opinions towards Timeshare they purchased, in respect of their Proficiency
- The Results of Single Factor Variance Analyse for Independent Samples -

Proficiency	**N**	$\overline{X}$	**ss**	**F**	**P**
Self-employed	13	3,52	0,37	4,242	0,015*
Retired	208	3,74	0,27		
Private Sector	33	3,66	0,32		
TOTAL	254	3,72	0,29		

**p<0,05*

The customers' general opinions towards the purchased timeshares is indicating an important difference at the 0,05 level of significance, in respect of the situation of proprietorship for residence house (t=3,356; p<0,05). In other worlds, the customers who own the residence house, has more positive opinion towards timeshare comparing with the people in other groups.

Table 6: Comparing the General Opinions towards Timeshare they purchased, with respect to state of Residence House
- The Results of T Test for Independent Samples -

State of Property	**N**	$\overline{X}$	**ss**	**t**	**P**
Propertied	238	3,73	0,25	3,356	0,001*
Not Owner	16	3,48	0,57		

**p<0,05*

5.4. FINDINGS CONCERNED WITH THE TIMESHARE PURCHASING REASONS FOR HOLIDAY MAKERS

With majority of the participants have express that the swapping options ($\overline{X}$ =4,48), high qualified accommodation facility ($\overline{X}$ =4,56), sales, renting and inheriting possibility ($\overline{X}$

=4,30), assuring the future holiday and saving against inflation ($\overline{X}$ =4,04), flexibility in the subjects such as the place, unit and season ($\overline{X}$ =4,27) and being good investment way ($\overline{X}$ =3,91) factors have an important effective during the stage of purchasing.

Table 7: Findings Concerned in the Reasons of Purchasing Timeshare

Statements	Strongly Not Effective		Not Effective		Partly Effective Partly Not Effective		Effective		Highly Effective		*Total*		$\overline{X}$	s.s.
	f	%	f	%	f	%	f	%	f	%	f	%		
Existing Swapping Options for Holiday.	2	0,8	5	2,0	7	2,8	95	37,4	145	57,1	254	100	4,48	0,72
High Accommodation Quality	1	0,4	2	0,8	2	0,8	96	37,8	153	60,2	254	100	4,56	0,59
Possibilities of reselling, renting and inheriting	-	-	2	0,8	19	7,5	132	52,0	101	39,8	254	100	4,30	0,64
Assuring future holiday and Protecting against inflation	3	1,2	10	3,9	49	19,3	102	40,2	90	35,4	254	100	4,04	0,90
Flexibility (existing options such as place, unit and season)	-	-	7	2,8	8	3,1	148	58,3	91	35,8	254	100	4,27	0,65
As a good investment way	1	0,4	21	8,3	30	11,8	148	58,3	54	21,3	254	100	3,91	0,83

The customers' general opinions towards the purchased timeshares is indicating an important difference at the 0,05 level of significance, in respect of the income level (F=6,680; p<0,05) of customer and the situation (t=2,375; p<0,05) of proprietorship for residence house.

Table 8: Comparing the Reasons of Timeshare Purchasing, in Respect of Monthly Income Level
- The Results of Single Factor Variance Analyse for Independent Samples -

Monthly Income (YTL)	N	$\overline{X}$	Ss	F	p
1000 and less	66	4,29	0,43	6,680	0,000*
1001-1500	44	4,41	0,27		
1501-2000	90	4,31	0,45		
2001 and more	54	4,02	0,62		
TOTAL	254	4,26	0,48		

**p<0,05*

According to the results of the Tukey test; this difference is originated from the income differences and the customers ($\overline{X}$ =4,02) whose income is 2001 YTL and more, have been affected with timeshare purchasing reasons less than the customers who belong other income group. In addition, the customers who owned the residence house are being effected from the reasons of purchasing timeshare ($\overline{X}$ =4,28).

Table 9: Comparing the Reasons of Timeshare Purchasing, with respect to state of Residence House
- The Results of T Test for Independent Samples -

State of Property	N	$\overline{X}$	ss	t	p
Propertied	238	4,28	0,45	2,375	0,018*
Not owned	16	3,98	0,73		

**p<0,05*

5.5. Findings Concerned the Possible Matter in Timeshare System

With majority of the customers express that they are not faced with pressure coming from sales staff at the stage of purchasing timeshare ($\overline{X}$ =1,54), the asked fees of the commission is not one of the faced matters at reselling stage ($\overline{X}$ =1,70), they did not have difficulties with the payment methods ($\bar{X}$=1,68), unknown legal rights is sometimes being partly effective but sometimes it is not effective ($\bar{X}$=3,55). On the other hand, according to most of the participants, yearly membership fees ($\bar{X}$=4,73) and collected care/repairing ($\bar{X}$=4,70) costs are among an important matters, faced. It is understood that the forger commissioners in second hand sales business is not being matter ($\bar{X}$=1,98). From the participants perspective, it is not faced with low service quality ($\bar{X}$=1,69) in the system and with about reselling of timeshares, are expressed ($\bar{X}$=1,75).

Table 10: Findings Concerned with the Possible Matters in Timeshare System

Statements	Strongly Not Effective		Not Effective		Partly Effective Partly Not Effective		Effective		Strongly Effective		***Total***			
	f	**%**	**f**	**%**	**f**	**%**	**f**	**%**	**f**	**%**	**f**	**%**	$\bar{X}$	**s.s.**
Despotic manners of sales staff.	131	51,6	115	45,3	2	0,8	4	1,6	2	0,8	254	100	1,54	0,67
High fees of commissioners when reselling.	94	37,0	142	55,9	18	7,1	-	-	-	-	254	100	1,70	0,59
Disagreements about the Payments	82	32,3	170	66,9	2	0,8	-	-	-	-	254	100	1,68	0,48
Legal rights not known enough by Timeshare holders	12	4,7	33	13,0	46	18,1	129	50,8	34	13,4	254	100	3,55	1,03
Continuously increasing yearly membership fees.	-	-	6	2,4	2	0,8	46	18,1	200	78,7	254	100	4,73	0,59
Collected high care/repairing fees	-	-	4	1,6	2	0,8	60	23,6	188	74,0	254	100	4,70	0,56
Forger commissioners in second hand sales	56	22,0	150	59,1	44	17,3	3	1,2	1	0,4	254	100	1,98	0,69
Low qualified service that presented in timeshare unit.	94	37,0	151	59,4	4	1,6	2	0,8	3	1,2	254	100	1,69	0,65
Difficulties in reselling timeshare	85	33,5	153	60,2	11	4,3	3	1,2	2	0,8	254	100	1,75	0,66

The possible matters in timeshare system that customers might be faced are in respect to their education level (t=2,175; p<0,05) and the number of children variations (F=3,567; p<0,05), indicating an important difference at the 0,05 level of significance. Hence, the customers who are graduated from higher education ($\bar{X}$=2,56) are being affected by the faced possible matter of timeshare system, less than other customers who are graduated from elementary and high school.

Table 11: Comparison of Customers' Possible Matters in Purchasing Timeshare in Respect to Their Educational Level
- The Results of T-Test for Independent Samples -

Education	**N**	$\bar{X}$	**ss**	**t**	**p**
Elementary and Secondary Education	79	2,65	0,28	2,175	0,031*
Higher Education	175	2,56	0,31		

**p<0,05*

Additionally, the Tukey Test results expresses that customers with two kids ($\bar{X}$=2,63) are being affected by the faced possible matter of timeshare system, more than other customers with three or more kids.

Table 12: Comparing the Possible Matters They Might be faced in Timeshare, with Respect to the Number of the Kids They Had
- The Results of Single Factor Variance Analyse for Independent Samples -

Number of Kids	**N**	$\bar{X}$	**ss**	**F**	**p**

Non	24	2,60	0,18	3,567	0,015*
1	28	2,64	0,20		
2	143	2,63	0,31		
3 and more	59	2,48	0,35		
TOTAL	254	2,59	0,31		

**$p<0,05$*

6. Conclusions And Recommendations

Timeshare industry has a trigging role in domestic tourism industry by provided many adds and utilities to national economy, to business enterprises, to the consumers and finally to local people. According to the results acquired by the application part of study, many of the timeshare holders prefer purchasing timeshare instead of second home. In addition, again, these people think that timeshare is suitable type of holiday for the families with children. One of the important reasons that makes timeshare industry appealing, is there are suitable products for crowded families. In this respect, customers can save from the expenses beside an advantage of being together with their family. Being parallel with this, a big part of timeshare holders make saving from the expenses. Another factor that makes appealing timeshare from customers' perspective is; appeared effects by reselling or renting way that makes an income.

Many of timeshare holders have positive opinion towards timeshare industry. But, some negative events happened in the past that caused the negative opinions of customer about relevant systems. Because, in the past, the manners aiming to cheat on the timeshare customers shown by some of the developers who is not a person of principle and pressured sales tactics applied by sales staffs have damaged the system. But, nowadays, the companies, institutes and the people in the industry finally became more sensitive and they obtained to repair this bed reputation in a short time. In this way, consumers' negative opinions towards timeshare industry started changing into positive way. Many of the participants are still interested in purchasing timeshare. It indicates that the industry is appropriated by customers and industry will be developed in long term. Moreover, it has seen that facilitative payment options are provided for the timeshare owners. Generally, customers are happy with the timeshare they own. Many of the participants have not felt under pressure at the stage of timeshare marketing. On the other hand, appearing results in literature says that many timeshare holder has complains about it. Especially, at the beginning years of the industry, customer was being forced to purchase by hassling staff that damaged this industry's image. But, nowadays, more carefully behaving developers, companies and sales represents might have been importantly increased this matter's affects.

The laws concerned with the timeshare are not enough to protect the consumers. This matter, became and important matter that consumers are faced with the system. Therefore, it is understood by the acquired findings; timeshare industry has a good reputation. In this respect, consumers' negative opinion towards system in the past has changed in the positive way. In addition, holiday makers do not think selling their timeshare. On the other hand, in spite of there is an information in literature expresses many difficulties in reselling; many participants do not think reselling will be difficult. Again, many of the participants think that the timeshare is a good investment. But, specialists in the sector advise that it is better to see timeshare as investment for the future vacation, instead of thinking only investment.

At the beginning of the reasons for purchasing timeshare, qualified accommodation in timeshare and existing swapping options for holiday makers. Other important reasons are respectively; sales, renting, inheriting possibilities, flexibility (existing various options such as place, unit and season), assuring the future vacation and protecting against inflation, good investment way. Most important matters that customers are faced; continuously increasing yearly membership fee and collected care/repairing fees are high. As a few matters in the system they are faced with are the sales staff showing hassling manners, presented low service quality in timeshare system, disagreements with the payment methods, high commission fees asked by commissioners during the stage of reselling and the forger commissioners at second hand selling.

The customers whose marital status is widow has more negative opinion towards timeshare that they purchased, comparing with the divorced customers. The retired customers have more positive general opinion towards timeshare comparing with self-employed customers. On the other hand, the customers who own the residence house, has more positive opinion towards timeshare comparing with the people who is not holder.

Other result appeared by end of the application is when the income of holiday makers increases they will be affected less then people who belongs other income group. In addition, the customers who owned the residence house are being affected from the reasons of purchasing timeshare. The customers with two kids and their way of acquiring information about timeshare are effective than other customers with three or more kids. An affects of possible matters on purchasing procedure that customers might be faced in timeshare system differs in respect of their educational level and number of the kids they had. In respect of this, the customers who had a higher education level are affected with the possible faced matters in timeshare system less than customers had an elementary and secondary educational level. Additionally, the families with two kids are affected with the matters faced in timeshare system, more than other families with three or more kids.

The people, institutions and foundations must assure these negative events not to be done again. Because, in the past, some developers' fraudulent and cheating manners that are against to customers, had badly damaged the system. Consumers' interests and thrusts are decreased. On the other hand, in order to prevent those hassling techniques that sales represents applied, there should be given an importance in educating those people. This matter can be solved on a large scale with the education in long term given to the sales staff.

There is another matter takes an attention is a lack of enough protecting laws in timeshare industry. Since there is no protecting law for them, consumers are having difficulties. In the past, some of the developers have taken this situation as an opportunity and made the consumers having difficulties. In order to allow timeshare system developing and from the point of protecting the rights of consumers, it is a must to complete legal enough arrangements.

Timeshare owners might intend to sell their timeshare with the reasons such as if it is not enough suitable with holder's life style, unexpected financial difficulties or unused holiday weeks. In this point, the biggest matter for the customer is there are the forgers and imaginary commissioners in the industry.

The timeshare holders have to careful with fake brokers and have to collaborate with only licensed real estate agents. In addition, they take assistance from the developers and foundation managers. Developers and foundation managers are required to give necessary assistances to prevent having the customers in difficult position. In order to avoid this kind of matters, consumers have to acquire information about the concept, industry and companies. They should take a legal advice when needed and evaluate and consult with existing timeshare owners.

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THE EFFECT OF THE TROY MOVIE ON THE SELECTION OF TROY ANCIENT CITY AS A DESTINATION

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INTRODUCTION

An effective destination promotion requires a reliable knowledge about choosing the right communication channels and instruments, how the tourists gather information, how they evaluate and how they transform this information into an action and also, the ways of reaching and influencing tourists. This knowledge and development or implementation methods create an opportunity for more scientific selection of communication channels and instruments. Several methods have been used during the promotion of a tourism region. The promotion methods performed in overseas markets contribute to the decision making process of potential customers. These promotion activities include feature films related to the region. This study aims to search the effects of the movie of Troy on the selection of Troy ancient city as a destination.

1. THE EFFECT OF PROMOTION ON DESTINATION SELECTION

Promotion is an intense, open and continuous information forwarding activities using communication methods with an aim to create positive image of the country. (Hacıoğlu, 1992). In another words, it is an activity to increase sales with a method of informing and indirect ways. The promotion is used to shift consummation behaviour or to cause changes in the preference of the tourists in their decision making process. During the course of the promotion, it is expected to prepare the tourists towards to the required behaviour and attitude and speed up this process, rather than being a determinative factor. Therefore, various promotion methods have been used.

The countries have tourism products which they wish to sell. For more easy selling; the product would either fully satisfy the expectation of the buyers and this fact is known by them; or the image of the product should be improved in the eyes of buyers. (Tolungüç, 2000). Various promotion methods have been used for image improvement and for effective promotion. For the promotion in macro level, the most applied methods include advertisement, customer relations, lobbying, personal sales, sales improvement and creating news. The important points during the use of these methods are the right selection of the target audience and defining the message content according to the characteristics of target audience.

An imagery perspective is valuable to understanding the impact of advertising messages Pictures not only present the product (destination) but can also communicate attributes, characteristics, concepts, values, and ideas. A significant area for research addresses the effects of promotional visuals on the beliefs and images held about destinations. One aspect of such research involves the need to examine visual stimuli in tourism advertising. Destination image is a key factor in the pleasure travel decision making process. (MacKay & Fesenmaier, 1997)

An important objective of tourism demand analysis is to improve the understanding of public behaviour towards a particular destination/region. It is, therefore, interesting to know how holidaymakers select their holiday destinations and investigate which factors are determining their choices. Furthermore, because the existing demand models exclude measures of traveller's attitudes including perceptions of service attributes and personal feelings toward different destinations and/or services, they are not sensitive to the wide range of strategies that can be designed to motivate/influence or change consumer travel behaviour. (Seddighi & Theocharous, 2002). There is widespread acknowledgement of the difficulty associated with establishing a causal relationship between advertising and sales. Further, visitors must travel to the destination to experience the service and the destination may be a long distance from their point of origin. These logistics make it more difficult to undertake studies to evaluate the impact of advertising than it is for consumer goods where advertising and consumption typically occur in the same geographic locale.

Place promotion is the ‘selling of a selected package of facilities or the selling of a place as a whole through images composed of various attributes associated with it’. Place promotion forms part of a more extensive series of operations, place marketing, that is intended to ensure that ‘local activities are related as closely as possible to the demands of targeted consumers’ Several devices, not just advertising campaigns, are adopted to promote places depending on the product itself, its contexts, audiences, and the producers. At the heart of place promotion is the desire to produce an alluring identity to which targeted groups such as investors and tourists respond (Coles, 1997).

2. The Effect of Feature Films on Promotion

Several models have been used for the promotion of a tourism region. The promotion activities carried out in overseas markets support the decision making process of the potential customers. These promotion activities include feature films which were shut in the region or films about the region. They can be effective to increase demand for the tourism for this region. The important point is to emphasize the charm and forward the message to the right audience from the right communication channels.

The power of film to motivate travellers, create new images, alter negative images, strengthen weak images, and create and place icons is recognised by many as a major factor in tourism promotion. For example, James Herriot (author of All Creatures Great and Small) won a special award from the British Tourist Authority for making even more people aware of the delights of Yorkshire and Britain and the popular UK television series Take the High Road, set on the banks of Loch Lomond, won an award from the Scottish Association of Tourism Officers for promoting Scottish Tourism (Beeton, 2005, 20). The range of views, opinions, legalities and applications outlined in this chapter illustrates that, even from those who stand to benefit most from increased tourism, there are difficulties inherent in obtaining community consensus for imaging a destination, and may go some way to explaining some of the insipid, commonplace, generic destination images and marketing campaigns evident around the world. Film can provide us with alternative, powerful images, but communities need the courage to follow up on such images, and the cohesion to make sure that they maximise the benefits while minimising the problems related to the (often unasked for) boon of film-induced tourism. These issues are discussed further in (Beeton, 2005, 98).

The relationship between tourism and feature films is a relatively new field of academic study Film-induced tourism has been defined as "…tourist visits to a destination or attraction as a result of the destination being featured on television, video or the cinema screen". Hottola contends that popular movies have the propensity to cause certain things to happen within the everyday scene of tourism. They can impact extensively on a screened location not just during production but also after the film has been released. For example, in Australia, a new tourism industry has emerged following the production of George Miller's The Man from Snowy River (1982) and its sequel. Through her research, Beeton (2001) found that Mansfield in Victoria, the screened location for the movie, experienced a surge of movie-related businesses after its release (Singh & Best, 2004).

According to research conducted by Thomson Holidays in the UK, more than 80 per cent of Britons plan their holidays after seeing a location on the big screen. One in five admits to having made a pilgrimage to a destination they've seen on film, with New Zealand (the *Lord Of The Rings* trilogy), the Greek island of Cephalonia (*Captain Corelli's Mandolin*), Thailand (*The Beach*), Malta (*Troy*) and Kenya (*Out of Africa*) topping the list of vacation spots inspired by a trip to the local multiplex, or an evening in with a DVD. "High profile films such as *Lord of the Rings, Cold Mountain and* Troy *all* show off locations in a favourable light, making them an incredibly powerful force for marketing a destination" says Miles Morgan (Jones)

Although the movie of Troy was shot in Malta not in Turkey, the promotion films emphasising that the ancient city located in Turkey caused viewers to wonder about the region and choose it as a destination. Even though, there is not a direct effect, it indirectly caused intense interest. Mr Erkan Mumcu, Minister of the Tourism of that period, arranged a 40 second promotion film, stating the fact that Troy ancient city is located in Turkey and allowed it to be shown on the cinema theatres in Europe and USA before the Troy movie screened.

The Minister of Tourism stated that the movie of Troy did not contain any connection with Turkey and therefore they planned such a promotion activity. He also said that they are planning to get optimum benefit from the discussion of the movie for the tourism of Turkey. Furthermore, as for the another promotion activities of the ministry, large advertisement placed in important newspapers in USA stating the fact that the Troy ruins located in Turkey. The promotion also offered an entrance to the draw, for the whom brings the movie tickets to the information offices, with a prize of holiday in Turkey. (www.hurriyet.com.tr)

An important increase was seen on the numbers of visitors to the Troy ancient city as an outcome of the promotion activities. Çanakkale Culture and Tourism Department, announced that the national and international tourists visited Troy in 2004 was calculated as 204,309. However, this number raised to 228, 545 for the first five months of 2005. In 2004, number of foreign tourists visited the ancient city was 29.592, but during the same period in 2005, this number raised to 56,651. "Well established promotion of Canakkale in the international fairs and movie of Troy" was the main effective factors for this increase. (www.canakkaletravel.com)

3. The Effect of Troy Feature Film on Decision of National and Foreign Tourists to Visit Historical and Tourism Region

3.1 Aim and Content of the Research

Troy Ancient City, located in the province of Canakkale, is a culture centre which started to gain interest after its value was understood in the recent years. Troy is one of the most famous archaeological cities in the world. It contains 9 layers, which covers the 3000 years of history and allows us to discover the civilisations settled in this amazing geography, which is the meeting point of Aegean, Anatolia and Balkans. The aim of this study to examine the effect of Troy feature film on decision of national and foreign tourists to visit historical and tourism region Troy Ancient City, determine other factors and establish their views about promotion process. Survey was used as a data collection method and a questionnaire was prepared and performed on 200 national and 200 foreign tourists.

3.2 FINDINGS OF THE RESEARCH

National tourists mainly want to visit Gallipoli Peninsula National History Park (36%) and then respectively Assos (22.5%), Bozcaada (21.0%) and Troy Ancient City (14%). The majority of the national tourists have seen the Troy movie (78.5%) but only for the 24% of the respondents, it was an inspiration for the visit.

According to the national tourists, Troy Ancient City does not get the attention it deserved (57%), and the promotion of the city is not efficient (88%). However, most of the tourists stated that they were pleased with their visit (81.5%), they want to come again to Troy (67.0%) and they would recommend visiting Troy Ancient City to the others (95.0%).

Foreign tourists mainly want to visit Gallipoli Peninsula National History Park (61%) and then respectively Assos (22.5%) and Troy Ancient City (15.5%). 71% of the tourists stated that they had knowledge about Troy and 86% of the tourists had knowledge about Iliad on Troy legend before coming to Canakkale. The majority of the foreign tourists (76%) have seen the Troy movie. 57.5% of the foreign tourists were completely and 27.5% of the foreign tourists were partly inspired by Troy movie on their decision to visit the region. As for the encouragement motives, 30.5 % of the tourists stated Troy movie, %24 stated recommendation by a friend and %23 stated Iliad.

According to the national tourists, Troy Ancient City does not get the attention it deserved (58%), and the promotion of the city is not efficient (64.5%). However, most of the tourists stated that they were pleased with their visit (90.0%), they want to come again to Troy (51.5%) and they would recommend visiting Troy Ancient City to the others (88.5%). Majority of them (81.0%) thinks that Trojan horse of the Troy movie increased the interest to Troy after having been brought to Canakkale.

Table 1. Findings Related To Demographic Characteristics of National Tourists

Reason of travel	**F**	**%**	**Encouragement for the visit**	**F**	**%**
To visit historical places	57	28.5	Troy movie	48	24.0
Mountain tourism	3	1.5	Recommended by a friend	64	32.0
Sea, sand, sun	46	23.0	TV and radio adverbs	12	6.0
Sport	3	1.5	Newspaper and magazine adverbs	27	13.5
Plateau tourism	5	2.5	Iliad	8	4.0
Curiosity	52	26.0	Books about Troy	32	16.0
Religious tourism	4	2.0	Documentaries	8	4.0
Hunting tourism	2	1.0	No answer	1	0.5
Health tourism	6	3.0	**Total**	**200**	**100**
Cave tourism	1	0.5			
Other	21	10.5			
Total	**200**	**100**			
The place which they give priority to visit in Canakkale	**F**	**%**	**Whether the Troy Ancient City gets value it deserved or not**	**F**	**%**
Assos	45	22.5	Yes	18	9.0
Gallipoli Peninsula Park	72	36.0	No	114	57.0
Troy	28	14.0	Partly	67	33.5
Bozcaada	42	21.0	No answer	1	0.5
Gokçeada	13	6.5	**Total**	**200**	**100**
Total	**200**	**100**			
Having information about Troy before coming to Canakkale	**F**	**%**	**Whether the promotion of Troy Ancient City is satisfactory or not**	**F**	**%**
Yes	47	23.5	Yes	23	11.5
No	119	59.5	No	176	88.0
Some	34	17.0	No answer	1	0.5
Total	**200**	**100**	**Total**	**200**	**100**
Having information about Iliad on Troy	**F**	**%**	**To being pleased with the visit**	**F**	**%**
Yes	56	28.0	Yes	163	81.5
No	144	72.0	No	17	8.5
Total	**200**	**100**	Undecided	20	10.0
			Total	**200**	**100**
Having watched Troy movie	**F**	**%**	**Whether to recommend Troy City to the others for visiting**	**F**	**%**
Yes	157	78.5	Yes	190	95.0
No	43	21.5	No	10	5.0
Total	**200**	**100**	**Total**	**200**	**100**
The effect of the Troy movie on the decision of visiting Troy	**F**	**%**	**Whether the Trojan Horse of the Troy movie increased the interest after having been brought to Canakkale**	**F**	**%**
Yes	54	27.0	Yes	162	81.0
No	96	28.0	No	7	3.5
Partly	50	25.0	Partly	31	15.5
Total	**200**	**100**	**Total**	**200**	**100**

In the light of the findings, demographic characteristic of national and foreign tourists and their views on Troy and promotion of Troy is summarized in Table 3.

Table 2. Findings Related To Demographic Characteristics of Foreign Tourists

Reason of travel	**F**	**%**	**Encouragement for the visit**	**F**	**%**
To visit historical places	106	53.0	Troy movie	61	30.5
Mountain tourism	6	3.0	Recommended by a friend	48	24.0
Sea, sand, sun	70	35.0	TV and radio adverbs	20	10.0
Plateau tourism	2	1.0	Newspaper and magazine adverbs	3	1.5
Curiosity	12	6.0	Iliad	46	23.0
Religious tourism	2	1.0	Books about Troy	11	5.5
Other	2	1.0	Documentaries	11	5.5
Total	**200**	**100**	**Total**	**200**	**100**
The place which they give priority to visit in Canakkale	**F**	**%**	**Whether the Troy Ancient City gets value it deserved or not**	**F**	**%**
Assos	45	22.5	Yes	116	58.0
Gallipoli Peninsula National Park	122	61.0	No	46	23.0
Troy	31	15.5	Partly	38	19.0
Bozcaada	2	1.0	**Total**	**200**	**100**
Total	**200**	**100**			
Having information about Troy before coming to Canakkale	**F**	**%**	**Whether the promotion of Troy Ancient City is satisfactory or not**	**F**	**%**
Yes	142	71.0	Yes	71	35.5
No	8	4.0	No	129	64.5
Some	50	25.0	**Total**	**200**	**100**
Total	**200**	**100**			
Having information about Iliad on Troy	**F**	**%**	**To being pleased with the visit**	**F**	**%**
Yes	172	86.0	Yes	180	90.0
No	28	14.0	No	14	7.0
Total	**200**	**100**	Undecided	6	3.0
			Total	**200**	**100**
Having watched Troy movie	**F**	**%**	**Whether to recommend Troy City to the others for visiting**	**F**	**%**
Yes	152	76.0	Yes	177	88.5
No	46	23.0	No	23	11.5
No Answer	2	1.0	**Total**	**200**	**100**
Total	**200**	**100**			
The effect of the Troy movie on the decision of visiting Troy	**F**	**%**	**Whether the Trojan Horse of the Troy movie increased the interest after having been brought to Canakkale**	**F**	**%**
Yes	115	57.5	Yes	163	81.5
No	38	19.0	No	12	6.0
Partly	45	27.5	Partly	25	12.5
No Answer	2	1.0	**Total**	**200**	**100**
Total	**200**	**100**			

Table 3. Demographic Characteristics of the National and Foreign Tourists and Their Views about Troy

Subject / Characteristics	**NATIONAL TOURIST**	**FOREIGN TOURIST**
Age Group	Mainly **18-38**	Mainly **29-38, 49 and above**
Education	High school or university degree	University degree
Travel Frequency	**Once a year**	**Twice a year**
Reason of travel	Visiting historical places, sea sand and sun and curiosity	Visiting historical places, sea, sand and sun
Having been visited Canakkale before	**More** the foreign tourists	**Less** than national tourists
Number of Visit to Troy	First visit	First visit

Knowledge about Troy	Have **less knowledge** than foreign tourists	Have **more knowledge** than national tourists
Knowledge about Iliad	**Less knowledge** than foreign tourist	**More knowledge** than national tourists
Effect of the Troy Movie on the decision of coming to the region	**Less** effected	**More** effected
Encouragement of the visit	Firstly Troy movie and friends' recommendation, then printed resources	Firstly Troy movie and friends' recommendation and than Iliad
Whether Troy gets the value it deserved	The region does not get the value it deserved	The region gests the value it deserved.
Promotion of the region	Generally not enough	Generally not enough
To be pleased with the visit to Troy	Generally pleased	Generally pleased
Bringing Trojan Horse to Canakkale	Increased the interest to Troy	Increased the interest to Troy

In the light of these findings, it can be stated that; the foreign tourists are comparatively in the older age group, their education level is higher, they travel more but their number of visit to Canakkale is less than national tourists. Number of visit to the Troy is same for both foreign and national tourists but they have different opinions on the promotion of the ancient city.

First difference was seen on the matter of having information about Troy and Iliad. Foreign visitors have more knowledge about Troy and Iliad than national visitors. This was the pushing factor for the foreign to on their decision to visit the region. Furthermore, the foreign visitors were more effected by Troy movie although both national and foreign tourists were encouraged by Troy movie and friends recommendation. However, the national tourists stated printed publications played an important role as a third factor on their decision to choose Troy as a destination; foreign Tourists said Iliad played an important role for them to choose Troy.

National tourists stated the region does not get the value it deserved. However, there were foreign tourists stated the region gets the value it deserved. However, both group thought that the promotion of the region was not efficient. This makes it necessary to increase promotion activities and also in the same line, shortages of the region to be completed.

Both tourist groups agreed on being pleased with their visit to Troy and their view that the interest was raised after the Trojan Horse was brought to Canakkale. It was observed that cultural aimed activity with historical pattern was converted to large marketing activity. This and similar activities with the improvement of manners/approaches of local community will help the country tourism to gain positive image, in the long term and in the macro level.

CONCLUSION

Globalism and competition make the countries and individuals to study their character, promote and present the differences. Need for culture and importance of the culture is speedily and gradually increase and every community looks into their own culture potential. Even developed and modern countries review their cultural policies, and look for new pursuits and develop new approaches and strategies. Troy which was first screened in 2004 around the world was watched by majority of the national and foreign tourists. Comparatively, it was more affected on foreign tourists than national tourists on their decision to visit the region. The result of the survey shows that Troy movie is positively effected the tourism of Canakkale.

End of this study, it was understood that the promotion of Troy Ancient City was nor satisfactory, promotion and advertisement tools are not used efficiently however the interest to the region was increased after the Troy movie was screened. Furthermore, the tourist were pleased with their visit, they want to come to again and would recommend this visit to others. Therefore, it is possible for the region to become a tourism centre if the necessary promotion activities were given deserved importance.

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A NEW MARKETING METHOD: WORD-OF-MOUTH MARKETING AND ITS APPLICABILITY IN TOURISM ESTABLISHMENTS

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ABSTRACT

Customers' demands, needs and expectations change daily, along with the ever developing and changing world. Because of the intensive competition the establishments have to create new marketing methods to increase or save their market share. Word-of-Mouth Marketing (WOMM) is one of the marketing methods that establishments use to save their present shares or to increase their market share. WOMM is a marketing method that establishments encourage their customers to talk up their goods and services to their friends and relatives by developing tools and creating feedback tools for them. Providing tools that make it easier for the customers to share their opinions and also informing influential individuals about the qualities of goods and services for demonstrating the values of the establishments in order to be talked about, is the basic message of WOMM. WOMM as a part of establishments' marketing strategy is the effective way of sending integrity-filled message for tourism establishments. WOMM helps tourism establishments to advertise their products and services in an honest way and make their advertisements believable. WOMM also provides tourism establishments the opportunity to share information in a setting of direct attention. Literature about WOMM has been examined and WOMM's applicability in tourism establishments is tried to be determined in this study.

Key Words: *Word-of-Mouth Marketing, Tourism Establishments, Influential Individuals.*

INTRODUCTION

The power of human voice and human contact are the most powerful communications tools. In this day of intense marketing and advertising, the average person receives over 1 000 messages a day. Although some of messages get lost along the way, people are confused because of the countless messages, slogans and jingles. But there is something that can prevent them from being confused. People will listen to other people especially those they know and trust: The human voice. Word-of-Mouth (http://www.fullcirc.com, 2006).

As Silverman (2001, p.71) pointed, it is the Information Age, and people fill up overwhelming quantities of information. They do not have time to investigate and deliberate. That's why traditional advertising is on the decline. Therefore, WOM becomes a necessary time saver. As a result, people will become increasingly dependent upon WOM to tell them what is most important, what to pay attention to, to bring them the benefit of experience and to bring them filtered information, particularly from experts. E-mail, electronic group collaboration, chat rooms, forums, Web sites, and teleconferences, while threatening to overwhelm people, will bring them the WOM that will actually save time and make money.

Previous studies as Victoria D. Bush, Alan J. Bush, Paul Clark & Robert P. Bush (2005, p. 257) covered, have indicated that WOM can have a significant impact on consumers' purchase behaviour and satisfaction with products and services. Further, consumers tend to rely more on, and even prefer, personal information sources for services than for products. Thus, many service companies are recognising that creating a "buzz", whether it is via peers, key internet portals, market mavens, or celebrity endorsements, is an integral part of their marketing communications strategy.

1. THE CONCEPT OF WORD-OF-MOUTH (WOM) AND WORD-OF-MOUTH MARKETING (WOMM)

1.1 DEFINITION OF WORD-OF-MOUTH (WOM) AND WORD-OF-MOUTH MARKETING

Preston (2006, p.36) defines Word-of-Mouth (WOM) as the act of a cusmoter sharing his or her experience with another person. A recommendation passed from one customer to another by WOM provides credibility, reduces doubt in the customer's mind, and plays a critical factor in the customer's final selection or purchasing decision.

The narrowest definition of the phenomenon was conceptualized by Granovetter as well as by Katz and Lazarsfeld: "traditional WOM" as the one-to-one and face-to-face exchange of information about a product or service (David Godes, Dina Mayzlin, Yubo Chen, Sanjiv Das, Chrysanthos Dellarocas, Bruce Pfeiffer, Barak Libai, Subrata Sen, Mengze Shi & Peeter Verlegh, 2005, p.416)

The Word of Mouth Marketing Association (WOMMA) (2005, p.2) defined Word-of-Mouth Marketing as giving people a reason to talk about company's products/services, and making it easier for that conversation to take place. WOMM is a pre-existing phenomenon that marketers are only now learning how to harness and improve. WOMM is not about creating WOM –it is learning how to make it work within a marketing objective. WOMM can be encouraged and facilitated. Companies can work hard to make people happier, they can listen to consumers, they can make it easier for them to tell their friends, and they can make certain that influential individuals know about the good qualities of a product or service.

Hudson (2005, p.48) suggested that smart marketers should take steps to control and promote WOM, instead of leaving it to chance. Because;

- 65 % of major purchasers say everyone ask a friend about it first.
- 57 % say a friend's advice influences purchase.
- 40 % say this advice is their main buying reason.
- 37 % say relationship with a company is the most important reason to buy.
- 22 % say it is because they own another product of a company.
- 14 % are referred by friend or family member.

Preston (2006, p.36) mentioned a recent survey that analyzed the effect of WOM communication and found 85 % of Americans polled said that comments from co-workers, friends, family members and others carry a considerable amount of weight with them.

Early in 2006, Procter & Gamble has conducted ongoing research to monitor and measure Americans' WOM conversations about products, services and brands, regardless of whether they take place face to face, by phone or over the internet. The findings have consistently shown that some 90 % of these conversations take place offline. Face-to-face interaction accounts for the vast majority of WOM (72 %), and phone conversations rank second (at 18 %). E-mail/instant messages and text messages each garner 3% of total WOM, while chat rooms and blogs account for 1% (Keller & Berry, 2006, p.20).

1.2 THE ADVANTAGES AND DISADVANTAGES OF WOMM

- WOMM empowers people to share their experiences. It is harnessing the voice of the customer for the good of the brand (WOMMA, 2005, p.2).
- It is the only promotional method that is both the means and the end, thousands times as powerful as conventional marketing, seen as a dominant force in the market place for services and is very important in shaping consumers attitude and behaviours (Palto R. Datta, Dababrata N. Chowdhury & Bonya R. Chakraborty, 2005, p.69).

- Because it is custom tailored, and because people are independent of the company, WOM is the most honest medium. Advertising and salespeople are notoriously biased and not fully truthful (Silverman, 2001, p.30).
- It feeds on ıtself. WOMM is self-generating, selfcontained, and it wastes nothing. If ten people have ten experiences each, that's one hundred direct experiences. If they each tell ten people about their own experiences, that's an additional 1000 (indirect) experiences, which can be just as powerful as the direct experiences. And so on (Silverman, 2001, p.31).
- It saves time and money. If a person wants to buy a product that he/she does not know too much about, the best way is often to find a few people who have investigated the product, and learn from them what they have found out (Silverman, 2001: 34).

On the other hand Misner pointed (www.entrepreneur.com, 2002) that people are more likely to talk about companies when they are unhappy than when they are happy or satisfied. Therefore, good customer service generally reduces "negative" WOM.

According to Silverman (2001, p.26) one of the reason that WOM is often negative is that people are three to ten times more likely to tell others about a negative experience than a positive one. Many studies have shown that a satisfied customer is likely to tell approximately three people, whereas dissatisfied customer is likely to tell approximately eleven people. This is often because the positive experiences are expected and soon forgotten, but the unresolved negatives get people angry and frustrated, energizing WOM. So WOM can be a powerful positive force because of its credibility, but it can also be destructive because of its negativity.

1.3 TECHNIQUES OF WORD-OF-MARKETING

WOMM encompasses dozens of marketing techniques that are geared toward encouraging and helping people to talk to each other about products and services (WOMMA, 2005, p.3). But common types of WOMM that are used by companies especially tourism establishments are "Buzz Marketing" and "Viral Marketing".

The common definition of "B*uzz Marketing"* that WOMMA mentioned in their press is "using high-profile entertainment or news to get people to talk about company's brand". Engel (2006, p.22) stressed that WOM communication has always played a powerful role in marketing and is a critical factor driving consumer behaviour. Buzz further accelerates the impact of WOM – creating a sense of urgency and intrigue around products, ideas, people and businesses.

The other common technique, *"Viral Marketing"* is defined as creating entertaining or informative messages that are designed to be passed along in an expotantial fashion, often electronically or by e-mail (Taylor, 2005, p.31) Viral marketing which was taken its name from virus is not equal with WOMM but one of the important techniques of WOMM. The basic difference is that at the end of the viral marketing there is an action and for cretaing this action needed mediums should be prepared by marketers. The most important reason of being improving marketing value is marketing place's high costs. And profits can not meet with costs in traditional marketing **(**http://marketingma.blogspot.com, 2006).

According to Sweeney (2004, p.58) companies can use viral marketing techniques in a number of different ways throughout their Web site. By placing a "tell a friend about this product" or "share this page with a friend" button on the site, companies enable users to quickly and easily spread the word about their products. Because the message is personalized from a friend, the recipient is more apt to visit the site to find out more about the product than he or she would be if the e-mail came from a traditional corporate e-mail campaign.

Ellison (2006, p.24) stressed that viral marketing is not without risks. Unlike radio, TV, or print advertising, which is placed by marketers that control the message, companies can not control viral communication and there is no guarantee it will work. In fact, it might turn 180 degrees against them. So companies should be prepared to lose control of the message halfway down the track.

2. WOM'S APPLICABILITY IN TOURISM ESTABLISHMENTS

Good WOMM strategies involve finding ways to support satisfied customers and making it easier for them to talk to their friends: (WOMM A, 2005, p.4)

1. *Encouraging communications* - Developing tools to make telling a friend easier, creating forums and feedback tools and working with social networks.
2. *Giving people something to talk about* – Giving information that can be shared or forwarded.
3. *Creating communities and connecting people* - Creating user groups and fan clubs, supporting independent groups that form around companies' products and services and hosting discussions and message boards about their products.
4. *Working with influential communities* - Finding people who are likely to respond to their message, identifying people who are able to influence their target customers, informing these individuals about what companies do and encouraging them to spread the word. Also good-faith efforts are important for these individuals.
5. *Creating evangelist or advocate programs* - Providing recognition and tools to active advocates; recruiting new advocates, teaching them about the benefits of companies' products, and encouraging them to talk about them.
6. *Researching and listening to customer feedback* - Tracking online and offline conversations by supporters, detractors, and neutrals, listening and responding to both positive and negative conversations
7. *Engaging in transparent conversation* - Encouraging two-way conversations with interested parties, creating blogs and other tools to share information, participating openly on online blogs and discussions.
8. *Co-creation and information sharing* - Involving consumers in marketing, (feedback on creative campaigns, allowing them to create commercials, etc.), letting customers to have first access to information and content.

There are five basic steps that all WOMM campaigns share. The Five Ts of WOMM: Talkers, Topics, Tools, Taking Part, and Tracking (www.marketingprofs.com, 2007).

1. Talkers; People who are more likely to relay companies WOM message: Talkers are often referred to as "influentials," but they can be any group of people who have the enthusiasm and connections to relay companies' message to target audience. Companies can learn to identify the right core group and give them a topic that they are willing to talk about.

2. Topics; Portable concepts for people to talk about: All WOM centers on creating the message those companies want to spread. The message can be sophisticated brand-building concepts, something as simple as a special discount coupon. The specifics of the message do not matter, but companies need to give people something a clear, simple idea that can be relayed successfully. Companies can find a topic that is interesting enough to motivate their talkers, and then give them tools to help facility that conversation.

3. Tools; Techniques and technology that make it easier for WOM conversations to take place: WOM marketers make their biggest impact when they provide the infrastructure to help messages spread. The recent growth of WOM as a marketing technique is largely due to the growth of the tools that people have to support WOM conversations. Companies can keep that conversation going by taking part in it.

4. Taking part; Participating in the WOM conversation and engaging in a genuine two-way dialog: This is the hardest part for most marketers to work with. When they open the door to real people, and encourage them to start talking about their brand, people expect companies to participate in that conversation. Companies need to respond to their messages, accept comments on their blog, participate in the discussion board, answer the phone. Companies can track the conversation and build it into their marketing plan.

5. Tracking; Measuring the online conversation: The rapid growth of blogs and online communities have put much of the verbal consumer-to-consumer conversations in writing, and when it is written down it is much easier to measure. Companies can take that online conversation and project it into the offline world. It lets them to understand what consumers really think about their brand, their marketing, and their products. Companies can learn to value this raw consumer feedback and to use it to build better companies. They can give real people interesting things to talk about, and make it easier for that conversation to take place.

Rosen stressed that hospitality marketers face the challenge of determining which of the traditional marketing tools used by marketers work best for lodging and food-service operations. Unfortunately, WOM is uncertain and can take a long time to develop. He suggests that a company start with hubs, also known as influencers (influential individuals) and opinion leaders. Some hubs are obvious, such as regional and national media outlets. For instance, if a local talk-show host discusses a restaurant on Monday, it probably will be full on Tuesday (Gordon, 2001, p.7). He also points out that people who attend specialized conferences often are hubs for their establihments. Other times, establishments have to seek them out. People who are looked up to by others as experts and who talk to lots of people are good prospects. People who are known by friends and colleagues as being interested in cuisine and fine wine are considered experts whose opinions are sought when a new restaurant opens (Gordon, 2001, p.7).

After company identifies the hubs that can serve their needs, they can begin to establish a WOM campaign through them. Hospitality operators should invite influential people to special events that showcase the operation’s restaurant, banquet, or convention facilities. For instance, for a food-service operation, hubs can be found at cooking schools and wine tastings. Some of his advice will have to be adapted to the world of hospitality operations. For example, he says that a company can not just hire celebrity spokespersons to create buzz. He observes that out-of-place celebrities are less effective now than in the past in conventional advertising and generally are even less effective in WOM campaigns. But well-placed celebrities might still work. For instance, Michael Jordan is authentic when he talks about athletic shoes or sports drinks, but probably could not create buzz about a new handheld computer. In the hospitality business, celebrity is its own benefit. Even though he opened his own sports bar, nobody thinks Michael Jordan is an expert on food or wine-but if the word gets out that he eats at Joe’s, that is great buzz (Gordon, 2001, p.7).

The other effective way that tourism establishments can pursue is product rating. Product ratings and reviews on establishments’ web site invite users to rate products and services, usually from one to five stars. Product reviews permit the writing of extended comments (Burke, 2006, p.25). People like to review things especially about hotels and restaurants and engage in WOM. In America the popular magazine about restaurants and hotels, in which people can share their tastes and experiencess is Zagat Guides. Rating restaurants is a way of formalizing and counting WOM recommendations. Also, the Zagat Guides’ popularity is almost entirely due to WOM from the people who use them. In other words, the Zagat guides are an example of the rare phenomenon of a WOM medium that is itself sold primarily by WOM (so-called viral marketing) (Silverman, 2001, p.32).

Cebrzynski (2005, p.16) mentioned a study that was conducted by Boston-based research firm Chadwicks Martin Bailey, upholding the belief by marketing experts that the practice is playing an increasingly important role in generating business.. Among the most significant findings of the online study, was that 27 percent of the U.S. population had eaten at restaurants based solely on the recommends of friends, neighbours or relatives. The implication for the restaurant industry is that managed WOMM can lead to significant incrimental sales. According to study the persentage of customers who chose a restaurant based on someone's recommendation was so high probably because the decision carried lower risk than picking a cruise or vacation resort based on WOMM. Consumers trusted the friend or neighbour who recommended the restaurant's food quality, service and even the design of the building.

As Phillips and Rasberry (2005, p.22) showed that *"Cafe Baileys"s* customers hear about its brand mostly from their friends' % 48, their relatives' % 17, advertising % 5 and other % 30. They (2005, p.39) also mentioned very successful restaurants in their book: *The Ritz Cafe* in Los Angeles and the *Elite Cafe* in San Francisco. The Elite Cafe was one of the first places in Northern California to serve New Orleans cuisine. Money was invested in good food and service and in creating a unique ambiance worth talking about, not in advertising. Cafes' owner DuVall neither advertises nor does any paid promotion in the conventional sense, yet the Elite Cafe has been full every night for years. Phillips and Rasberry noted that DuVall reported "Nothing works as well as WOMM. People believe in it."

The equally famous and exclusive Los Angeles restaurant *Ma Maison* takes an antiadvertising stand still further, refusing even to list its phone number in the Yellow Pages and totally depending on personal recommendations to produce customers. The most highly recommended restaurant in the United States, the French Laundry in Yountville, California, has never advertised (Phillips & Rasberry, 2005, 22).

Marriot International used "Buzz Marketing" in fall, 2005 to launch its new room design and bedding package. The company created the mSpot, a glass – enclosed guestroom in NewYork's Times Square, and held a weeklong series of events, including celebrity broadcasts, pop music concerns and the like. The events drew such huge crowds that the police even had to shut down mSpot one night. MSpot is going on the road across the United States in 2006. And as new beds are introduced globally, similar buzz events are taking place worldwide. Recently Marriot held a "pyjama party" to introduce the new beds, debuting mSpot in Sydney, and in Malaysia (Karyn & Gale, 2006, p.12).

Starwood Hotels & Resorts Worldwide took its show in 2006 on the road as well with its "aloft a-go-go", buzz marketing program to get consumers excited about the company's new midmarket concept aloft. A vintage Airstream trailer – with the aloft logo on the outside and layout that guests would find in guestrooms on the side – would be hitting US film festivals, award shows and sports/special events nationwide throughout the year (Karyn & Gale, 2006, p.12).

In 2006's fall all-inclusive resort operator *Club Med* introduced its "Share Our World With Us" program, a street-level messaging campaign that highlights Club Med's founding mission of "sharing life experinces". The philosophy of Club Med is all these people coming together from different places and sharing space, so the whole philosophy of the brand is about sharing. Its street-level programs that were introduced to passers-by New Yorkers were include "Share the Groove" by giving them a free world music CD – music that is a symbolic of the 100 Club Med resorts around the globe; "Share the Hope" by distributing 10 000 postcards explaining how New Yorkers could join Club Med in making a charitable contribution and "Share Warmth" by distributing 10 000 pairs of branded gloves around Manhattan (Karyn & Gale, 2006, p.13).

W Hotels & Resorts chain has been doing for about a year with its "W Happenings". From wine tastings to book readings with famous authors, W Happenings take place at hotels around the US to introduce the local market to the properties. While the hotels do some limited promotions, at this point, the success and growth of the program is generated by WOM referrals (Karyn & Gale, 2006, p.13).

Easyjet is one of the European airline companies that improve its brand value by being on the agenda with having problems. Easyjet put on trail Holland's national airline company KLM because of engaging unfair competition with Easyjet. Easyjet used most part of its limited advertising budget for trial charge. This case made Easyjet being on the agenda. After a month Easyjet's costumer demand doubled. Company's occupancy rate was up from 35 percent to 70 percent (MediaCat Kitapları, 2005, p.81).

"Viral eCard Campaign" was practised by *Singapore Airlines* to celebrate its new route from Singapore to Chicago. Addition to multi-channel media package, company turned to online agency Web Guru Asia. Web Guru Asia decided to create a campaign using two of the most proven response generators online -- a sweepstakes with a viral component. Each focused on the sweepstakes prize – three pairs of business class tickets on Singapore Airlines. For further incentive, for each friend who picked up a card at the site, registrants got another chance to win the prize. Zweig Chief Guru Southeast Asia predicted to get about 50 000 names. But instead of 50 000, the campaign garnered 360 000 registered entrants, 80 % of whom also receive future email communications from Singapore Airlines. In total more than 3 million branded ecards were sent, 2 million of which were picked up (MarketingSherpa, 2003, p.40).

There are also unsuccessful WOMM examples as well as good ones. One of them is *Burger King*. In 2004 Burger King practised The Subservient Chicken and "Have it Your Way" campaign which was "viral marketing" promotion. The campaign is based on a web site that features a person in a chicken costume. The actor performs a wide range of actions based on a user's input, showing pre-recorded footage and appearing like an interactive Webcam. The site takes literally the advertising slogan "Get chicken just the way you like it". Burger King's marketing program did indeed generate a lot of WOM, but the WOM was about the marketing campaign instead of the product that was being marketed (http://en.wikipedia.org).

McDonald's LincolnFry is a "buzz" campaign that was practised in 2005. The scheme attempted to create some online chatter with a blog that detailed one couple's experience after finding a french fry that allegedly resembled Abraham Lincoln. It might have worked well had customers not learned that the blog was bogus, and so was the couple. McDonald's, which even put the couple in a Super Bowl TV spot, got plenty of buzz alright, but the wrong kind (Wasserman, 2006, p.26).

CONCLUSION

If tourism establishments want people to talk about their product and services, they have to give them a reason to talk about them. The best way of spreading the name of the company is WOMM. It is one of the most valuable and effective tools for tourism establishments. WOMM needs low costs. Therefore tourism establishments more likely depend on WOMM than traditional marketing techniques. Also it is the honest way of communication with customers and potential users. Because it is builded upon peoples' shares and opinions, and people rely more on their friends' and relatives' referrals.

WOMM is effective techniques especially for tourism establishments as it can be seen in examples that were given above, due to they have to focus on their customers' satisfaction. Customer satisfaction affects establishments' reputation and their product and service quality as well which in turn affects their profits. Satisfied customers are the most powerful infulencers and they like to share their opinions and experinces with someone else. If establishments encourage them to talk about their services and products, then they will mention their establishment's name to their friends.

Most of people want to be the center of attention and they love to have and talk about something interesting those others wants to hear and find entertaining. Also people always seek advice from each other. So tourism establishments can create Buzz Marketing by providing tools for them. For creating buzz tourism establishments can arrange some amazing facilities and events that is worth to talk about, they can give something special for them, they can provide customers to try their products and services, or they can provide discounted or free products or services.

The other effective way of marketing that tourism establishments can use is Viral Marketing, because of high and rapid response rate. Technology is improving and internet is being used commonly in whole world. So tourism establishments can spread their name through web sites and online talkings. A person who experience establishments' products and services, will probably wants to share his/her feeling with his/her friends. Therefore tourism establishments should encourage their customers for creating conversation with their friends. But the important thing is that if establishments can not control WOM, it can be dangerous for them and can get negative effect. So they have to determine WOMM process of their establishments.

Initially tourism establishments' first aim should be making people to talk about their product and services positively. So they have to meet their customers' need and expectations, and determine what their customers are looking for. Then they can create customer satisfaction. If they provide satisfaction, there is nothing preventing sharing about their name. Also they have to determine whose opinion their customers rely on, where they create conversations, and to whom they talk. By this way they can reach their customers and can affect them positively. If they take the right process of their establishments, they will have the opportunity to build their brands through word-of-mouth.

Consequently, in the study it is tried to extend the literature on todays' marketing trend WOMM. In this frame WOMM's applicability in tourism establishments is tried to be determined by giving examples from tourism establishments.

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CLASSIFICATION OF TOURISTS VISITING TURKEY FROM ABROAD ACCORDING TO TRAVELLING PURPOSES AND DETERMINATION OF AD STRATEGY

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ABSTRACT

Tourism is known to be an efficient way of bringing people together, understanding each other better and providing that cultural sharing exists intensively. Tourism as a sector includes many different activities such as transport, housing, dining and advertisement. Ad which is one of the most essential tools of marketing is accepted the best investment for tourism. That is why, it is very important to know the aim of tourists visiting Turkey from abroad and especially the country they come in order to cluster not only the countries in common but also to serve better. Yet the aim of traveling of foreigners visiting Turkey can be also changed according to the countries they are residing. Therefore it is useful to apply a strategy according to traveling reasons for each cluster rather than to apply the same strategy for all countries.

In this study, tourists visiting our country from different countries will be classified in terms of visiting reasons such as work fun, job relations, meeting and sport activities. To realize this aim, data taken from the ministry of Tourism in Turkey have been used to classify the countries according to the characteristics of tourists visiting Turkey from different countries. It is suggested that these classes may have been used when determining an ad strategy.

Keywords: *Traveling Purposes, Classification, Clustering, Ad Strategy.*

1. INTRODUCTION

Tourism is one of the fastest developing sectors in Turkey. Its contribution to the national income is noteworthy. The question is not only how to improve tourism sector and but also to increase the profit from this sector with either from the same number of tourists or increase the number of tourists. The answer is not that hard. What can be done is that improving the service, paying attention on orientation and encouraging tourists to visit Turkey in different period of times. For instance health and winter tourism in Turkey have not been treated as adorable to foreign countries and have not had much attention either.

The aim of this study is to use one of the multivariate techniques; K-Means cluster analysis, to group tourists by their nations who are alike in terms of traveling purposes. In our study the cluster term represents a group of countries.

What is done basically is dividing the tourists by their nations in terms traveling purposes into sub-groups that are similar inside and dissimilar among each others. We believe that the groups obtained via K-Means cluster analysis would help developing different ad policies for each cluster.

2. CLUSTER ANALYSIS

The term *cluster analysis* encloses a number of different algorithms and methods for grouping objects of similar kind into respective categories. A general question facing researchers in many areas of inquiry is how to *organize* observed data into meaningful structures, that is, to develop taxonomies. In other words cluster analysis is an exploratory data analysis tool for solving classification problems. Its object is to sort cases (people, things, events, etc) into groups, or clusters, so that the degree of association is strong between members of the same cluster and weak between members of different clusters. Given the above, cluster analysis can be used to discover structures in data without providing an interpretation. That is, cluster analysis simply discovers structures in data without explaining why they exist (Johnson and Wichern, 1992).

Cluster analysis is thus a tool of discovery. It may reveal associations and structure in data which, though not previously evident, nevertheless are sensible and useful once found. The results of cluster analysis may contribute to the definition of a formal classification scheme, such as a taxonomy for related animals, insects or plants; or suggest statistical models with which to describe populations; or indicate rules for assigning new cases to classes for identification and diagnostic purposes; or provide measures of definition, size and change in what previously were only broad concepts; or find exemplars to represent classes (MacQueen 1967), (Tatlıdil, 1996).

Whatever business you're in, the chances are that sooner or later you will run into a classification problem. Cluster analysis might provide the methodology to help you solve it; and Cluster could provide the professional software you need for that task.

There are two types of clustering method. The first is called hierarchical clustering method that proceeds by either a series of successive mergers or a series of successive divisions. The second clustering method is called nonhierarchical clustering method that is designed to group objects rather than variables, into a collection of K clusters. The number K is specified in advance. In our study we introduce and use one of the most popular nonhierarchical methods called K-Means Clustering. This method has been explained as follows.

2.1 K-Means Clustering

K-means (MacQueen, 1967) is one of the simplest unsupervised learning algorithms that solve the well known clustering problem. The procedure follows a simple and easy way to classify a given data set through a certain number of clusters (assume k clusters) fixed a priori. The main idea is to define k centroids, one for each cluster. In its simplest version, the process is composed of these three steps.

- Divide the objects (in our study, the objects are the countries) into K initial clusters.
- Proceed through the list of objects; assigning an object to the cluster whose centroid (mean) is nearest. Recalculate the centroid for the cluster receiving the new object and for the cluster losing the object.
- Repeat Step 2 until no more reassignments take place.

3. Application

In this study, the tourists visiting Turkey in 2001 from 97 different countries have been classified using clusters analysis of k-means method into 2, 3, 4, 5, 6 and 7 heterogeneous clusters in terms of travel purposes (12 variables). The data used throughout the analysis have been collected from the official website of the Turkish Ministry of Culture and Tourism. The 12 different travel purposes have been introduced in Table 1.

Table 1: Travel Purposes

Variables	Travel Purposes
1	Traveling and Entertainment
2	Culture
3	Sportive Relationship
4	Visiting Relatives
5	Health
6	Belief
7	Shopping
8	Meeting, Conference, course, seminar
9	Job
10	Trade Relations, Fair
11	Transit
12	Other Purposes

If the tourist are to be classified into two heterogeneous cluster their origin, we k-means method of clustering, German tourists have been discriminated from the other 96 different nationalities by means of 12 different travel purposes.

	Cluster	The Number Of Countries
= 2		
	1	1(Germany)
	2	96(Others)

Table 2: Countries -Travel Purposes for k =2

Germany	Travel Purposes	Others(96)	Travel Purposes
69.71	1	47.88	1
10.38	2	10.43	7
6.87	4	8.87	2
3.52	9	7.74	4
2.55	12	5.95	10
2.08	3	5.32	9
1.69	10	4.50	12
1.21	7	3.94	11
0.79	5	2.94	8
0.67	8	1.05	3
0.36	11	1.01	5
0.18	6	0.36	6

In Table 2, two significant clusters have been introduced and for each cluster the order of travel purposes has been given with the percentage of the number of tourists. It is found that traveling for shopping ($p=0.362$) or transit purposes ($p=0.768$) have no effect on the classification. However those two variables have been included in Table 1 to show the sequence of the percentage of tourists according to traveling purposes.

About 70 percent of the German tourist visited Turkey to realize their entertainment desire about 48 percent while the rest visited who come from the other 96 different countries of the tourists.

The mainly visiting Turkey in 2001 in both clusters traveling, and entertainment (69.71 percent from Germany and 47.88 percent from the other 96 different countries).

The second aim of visiting from Germany was for culture. In fact the vast majority of the German tourist visited Turkey in the aim of travel, entertainment, culture and visiting relatives. Shopping was not a significant purpose for the Germans, whereas it was the second main aim of traveling from the other 96 different countries. Very very little amount of tourists in both clusters come to Turkey for belief reasons. We suggest that when advertising Turkey in Germany, it should be concentrated on the first three significant purposes. We also suggest that it should be paid attention on the shopping purpose for the other 96 countries.

If we are to classify the 97 different countries via the twelve variables into heterogonous cluster which are homogeneous inside, using k-means method when k=3 the following clusters have been obtained and presented in Table 3a. The transit variable had no significant effect on the classification and its p-value was 0.926 which is much greater than the critical value of 0.05.

k = 3	**Cluster**	**The Number Of Countries**
	1	1(Germany)
	2	92(Others)
	3	4(France, England, Holland, Uzbekistan)

Table 3a: Countries - Travel Purposes for k =3

Others(92)	Travel Purposes	Countries(4)	Travel Purposes
43.41	1	56.69	1
11.42	7	10.67	2
8.49	4	8.45	7
7.96	2	6.27	4
6.98	10	4.48	9
5.75	9	3.93	10
5.50	11	3.91	12
4.80	12	2.62	8
3.10	8	1.15	5
1.19	3	0.87	11
0.95	5	0.77	3
0.45	6	0.19	6

When the transit variable had not been taken into consideration, the first cluster had remained to be the same and the second cluster had been split into two sub clusters. That consists of 92 countries and 4 countries (France, England, Holland and Uzbekistan) each when the transit variable was excluded from the analysis to have three clusters. France was joined the largest cluster. Germany alone itself forms cluster.

As can be seen from Table 3b, when England. Holland and Uzbekistan were treated to be a homogeneous cluster; the order of the significant purposes was similar to the large cluster and different from the cluster 1, Germany in terms of its characteristics. The shopping purpose was the second significant purpose of traveling to Turkey for tourists who had just come from England, Holland and Uzbekistan. It seems pretty strange that people who visited Turkey from Uzbekistan in 2001 showed a very similar pattern with England and Holland in terms of twelve variables. Belief purpose had remained the same for all the clusters.

k = 3	**Cluster**	**The Number Of Countries**
	1	1(Germany)
	2	93(Others)
	3	3(England, Holland, Uzbekistan)

Table 3b: Countries - Travel Purposes for k =3

Others(93)	Travel Purposes	Countries(3)	Travel Purposes
44.32	1	57.31	1
10.48	7	10.28	7
8.97	2	8.61	2
8.30	4	6.26	4
6.90	10	4.97	9
5.46	9	3.71	12
5.11	11	3.44	10
4.80	12	2.36	8
3.15	8	1.36	5
1.17	3	0.84	11
0.88	5	0.71	3
0.44	6	0.15	6

When the number of the clusters is 4 with the 12 distinctive variables, Germany and England represent a single cluster each. Austria. Belgium. Holland. France. USA. Bulgaria. Uzbekistan and Israel are a cluster. And the main cluster has included 87 countries (Table 4a).

However, the transit variable has not a significant effect (p=0.982) for classifying and therefore it has been eliminated from the analysis. With the rest of the 11 variables, the analysis was repeated. There was only a change in the cluster that is composed of 8 countries. Austria. Bulgaria and Israel were joined the largest cluster. Thus the tourists who have come from Belgium, Holland, France, USA and Uzbekistan prefer to visit Turkey mainly for entertainment, culture, shopping and visiting relatives. Shopping was the third purpose for those countries. We suggest ad companies to change their ad policies for those countries and ask them to concentrate on the shopping purpose (Table 4b).

k = 4	**Cluster**	**The Number Of Countries**
	1	1(Germany)
	2	8(Austria, Belgian, Holland, France, USA, Bulgaria, Uzbekistan, Israel)
	3	1(England)
	4	87(Others)

Table 4a: Countries - Travel Purposes for k =4

Countries (8)	Travel Purposes	England	Travel Purposes	Others (87)	Travel Purposes
52.03	1	63.74	1	39.24	1

10.07	7	8.93	2	12.12	7
9.86	2	5.78	4	7.96	11
8.82	4	5.50	7	7.86	10
5.37	9	4.34	12	7.81	2
5.09	10	4.25	9	7.14	4
3.44	12	3.27	8	5.67	12
2.02	8	2.27	10	5.57	9
1.20	3	0.93	11	3.81	8
0.90	11	0.43	5	1.31	5
0.88	5	0.39	3	1.07	3
0.32	6	0.16	6	0.46	6

k = 4	**Cluster**	**The Number Of Countries**
	1	1(Germany)
	2	5(Belgian, Holland, France, USA, Uzbekistan.)
	3	1(England)
	4	90(Others)

Table 4b: Countries - Travel Purposes for k =4

Countries(5)	Travel Purposes	England	Travel Purposes	Others (90)	Travel Purposes
56.37	1	63.74	1	40.05	1
12.39	2	8.93	2	12.87	7
7.76	7	5.78	4	9.16	4
5.87	4	5.50	7	7.69	10
4.44	9	4.34	12	6.94	2
4.13	10	4.25	9	6.20	11
3.29	12	3.27	8	6.02	9
2.39	8	2.27	10	5.20	12
1.16	5	0.93	11	3.17	8
0.92	11	0.43	5	1.30	3
0.83	3	0.39	3	1.05	5
0.44	6	0.16	6	0.36	6

When the desired number of clusters was 5, the transit purpose was not significant ($p = 0.997$) and excluded from the analysis. The clustering for k=5 is redone and the results obtained have been presented in Table 5b.

k = 5	**Cluster**	**The Number Of Countries**
	1	1(Germany)
	2	4(Yunan, Bulgaria, Romania, Turkmenistan)
	3	1(England)
	4	9(Austria, Belgien, Holland, France, Sweden, Italy, USA, Uzbekistan, Israel)
	5	82(Others)

Table 5a: Countries - Travel Purposes for k =5

Countries (4)	Travel Purposes	England	Travel Purposes	Countries (9)	Travel Purposes	Others (82)	Travel Purposes
27.03	7	63.74	1	57.49	1	39.67	1
22.95	1	8.93	2	11.37	2	10.48	11
19.34	4	5.78	4	6.95	7	9.85	7
11.09	10	5.50	7	5.69	4	8.11	2
7.34	9	4.34	12	5.43	9	7.71	10
4.83	12	4.25	9	4.04	10	6.30	4
2.62	2	3.27	8	3.25	12	6.13	12
1.95	8	2.27	10	2.46	8	4.72	9
1.40	11	0.93	11	1.29	3	3.89	8
0.93	3	0.43	5	0.94	5	1.62	5
0.33	5	0.39	3	0.75	11	1.01	3
0.20	6	0.16	6	0.34	6	0.53	6

Like Germany and England. Bulgaria alone itself is a cluster as well. Bulgarians tend to visit Turkey especially for shopping and visiting relatives. Unlike developed countries (England and Germany) few Bulgarians visit Turkey for entertainment. Another homogenous cluster arises with the countries Austria, Holland, France, and Belgium, USA, Uzbekistan and Israel.

k = 5	**Cluster**	**The Number Of Countries**
	1	1(Germany)
	2	1(Bulgaria)
	3	1(England)
	4	7(Austrian, Holland, France, Belgian, USA, Usbekistan, Israel)
	5	87(Others)

Table 5b: Countries - Travel Purposes for k =5

Bulgaria	Travel Purposes	England	Travel Purposes	Countries (7)	Travel Purposes	Others (87)	Travel Purposes
26.28	7	63.74	1	58.66	1	39.24	1
25.56	4	8.93	2	11.38	2	12.12	7
15.97	1	5.78	4	7.10	7	7.96	11
11.95	10	5.50	7	5.74	4	7.86	10
10.58	9	4.34	12	4.41	9	7.81	2
4.62	12	4.25	9	3.83	10	7.14	4
1.55	2	3.27	8	3.22	12	5.67	12
1.41	8	2.27	10	2.14	8	5.57	9
1.20	11	0.93	11	1.28	3	3.81	8
0.77	3	0.43	5	1.03	5	1.31	5
0.08	5	0.39	3	0.85	11	1.07	3
0.04	6	0.16	6	0.37	6	0.46	6

Tourists from these countries share similar purposes as England and Germany. The only difference is that the shopping purpose has been more significant than England but shopping is not the most significant aim in comparison with Bulgaria. The remaining countries (87 0f them) form a large cluster. For these countries though entertainment is a main purpose of visiting, however the percentage of tourists visiting for this reason is very much less than Germany and England. And also shopping purpose would be leading for the second aim. In the five clusters case we suggest that using different policies of advertising for each may increase the desired number of tourists who visit Turkey for a special reason. Belief purpose is not really an aim of coming to Turkey in those clusters (Table 5b).

k = 6	Cluster	The Number Of Countries
	1	1(Germany)
	2	90(Others)
	3	1(England)
	4	1(Uzbekistan)
	5	3(Armenia, Iran, Iraq)
	6	1(Bulgaria)

When the number of clusters has been increased to 6, Uzbekistan as England and Germany alone is a cluster too. Tourists form Uzbekistan mainly visit Turkey for entertainment and shopping. Another cluster reveals with three countries (Armenia.. Iran. Iraq). The main purpose of traveling to Turkey from those countries was transit. Shopping reason is a considerable amount too. People from those countries do not tend to choose Turkey for entertainment and culture much. The remaining countries form the largest cluster that focuses on entertainment, culture and shopping.

Table 6: Countries - Travel Purposes for k =6

Others (90)	**Travel Purposes**	**Englan d**	**Travel Purposes**	**Uzbe k**	**Travel Purposes**	**Countrie s (3)**	**Travel Purposes**	**Bulgari a**	**Travel Purposes**
51.69	1	63.74	1	46.97	1	51.56	11	26.28	7
10.97	2	8.93	2	23.78	7	11.17	10	25.56	4
7.96	7	5.78	4	6.50	9	10.62	1	15.97	1
7.10	4	5.50	7	5.66	4	9.66	7	11.95	10
5.57	10	4.34	12	5.66	10	6.96	12	10.58	9
4.95	9	4.25	9	3.33	5	3.56	9	4.62	12
4.57	12	3.27	8	2.54	12	2.66	2	1.55	2
3.40	8	2.27	10	2.35	2	1.40	3	1.41	8
1.21	11	0.93	11	1.27	8	1.10	8	1.20	11
1.18	3	0.43	5	0.87	3	0.70	6	0.77	3
0.97	5	0.39	3	0.80	11	0.30	4	0.08	5
0.41	6	0.16	6	0.27	6	0.29	5	0.04	6

By k-means method the optimum number of clusters was calculated to be 7. These clusters and their members have been presented above. Germany. Uzbekistan. Iran. England and Bulgaria form a cluster each. Austria, Holland, France, Belgian, USA, Italy, Israel were members of another cluster too. The 85 remaining countries were alike in terms of traveling purposes. As can be seen from Table 7, tourists from Iran visit Turkey especially for transit reason. Those people do not tend to visit Turkey for shopping and few of them would visit Turkey for entertainment. Tourists from Austria, Holland, France, Belgian, USA, Italy and Israel visit Turkey mainly for entertainment, culture and visiting relatives. Shopping was not a considerable reason of visiting by these countries. The 85 remaining countries visit Turkey for entertainment and shopping. Tourists do not visit Turkey for belief reason.

k = 7	Cluster	The Number Of Countries
	1	1(Germany)
	2	1(Uzbekistan)
	3	1(Iran)
	4	1(England)
	5	85(Others)
	6	1(Bulgaria)
	7	7(Austria, Holland, France, Belgian, USA, Italy, Israel)

Table 7: Countries - Travel Purposes for k =7

Uzbekistan	Travel Purposes	Iran	Travel Purposes	England	Travel Purposes
46.97	1	69.98	11	63.74	1
23.78	7	8.09	1	8.93	2
6.50	9	7.47	10	5.78	4
5.66	4	5.11	12	5.50	7
5.66	10	2.89	7	4.34	12
3.33	5	2.43	2	4.25	9
2.54	12	1.80	9	3.27	8
2.35	2	0.82	6	2.27	10
1.27	8	0.71	3	0.93	11
0.87	3	0.54	8	0.43	5
0.80	11	0.16	5	0.39	3
0.27	6	0.00	4	0.16	6
Others(85)	**Travel Purposes**	**Bulgaria**	**Travel Purposes**	**Countries(7)**	**Travel Purposes**
42.03	1	26.28	7	60.28	1
13.52	7	25.56	4	14.07	2
8.09	4	15.97	1	5.59	4
7.92	10	11.95	10	4.90	9
7.79	2	10.58	9	3.67	10
6.02	12	4.62	12	3.29	12
5.10	9	1.55	2	2.68	8
3.97	8	1.41	8	2.56	7
2.59	11	1.20	11	1.45	3
1.52	5	0.77	3	0.79	11
1.02	3	0.08	5	0.38	6
0.45	6	0.04	6	0.33	5

4. Conclusion And Evaluation

Tourism as a sector has increasingly very much attention due to its contribution to the national income. To increase its contribution the employed ad policies should be either changed or revised. In this study the tourists by their nations have been clustered to help developing new strategies for advertisements so that either the number of tourists visiting Turkey or tourism income can increase.

Using K-means clustering method, the countries have been grouped into 2. 3. 4. 5. 6 and 7 different homogenous clusters. It was found that no matter what the number of cluster is. Germany itself has always been a group according to traveling purposes of tourists. Entertainment, culture and visiting relatives were the main purposes of traveling to Turkey from this country in 2001. Unlike tourists from the other group of countries, very few number of tourists from Germany visits Turkey for shopping. Since the largest number of tourists come from Germany and shopping has very much positive effect on the tourism income, we suggest that an ad strategy ought to be developed to stimulate German tourists to shop so that tourism income can increase.

Sometimes the eastern neighbor countries constitute a group or a cluster. People usually from these countries visit Turkey for transit. The main purpose of tourists from the western neighbor countries was to shop. Entertainment and culture did not have much attention on the neighbors.

England itself did form a group that is heterogeneous from the others. The first three main purposes were the same as tourists from Germany. However shopping aim for the tourists from England was more significant.

Tourists from OECD countries visited Turkey mainly to realize entertainment, culture, visiting relatives and job purposes. People from these countries do not really visit Turkey for shopping.

Shopping purpose for tourists varies from about 1% to 27% from cluster to cluster. This purpose was observed to be higher in the countries of neighborhoods. This percentage may be increased to a higher amount in case a well ad strategy is developed.

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AN INVESTIGATION VIA CATEGORICAL DATA ANALYSIS FOR TOURISTS VISITING TURKEY IN TERMS OF SOME VARIABLES

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ABSTRACT

When foreigner tourists are investigated in terms of their characteristics, in other words, knowing in which country they come from, what aim, education and income level they have would be a useful economic element of planning and investment for future tourism demand.
In this study the number of tourists have been investigated according to visiting reasons, education level, income level and occupation level of tourists traveling to Turkey, two way of contingency tables have been used to question the evaluations. Categorical data analyses have been performed according to the investigated structure of contingency table. As a result of the analyses, when the level of professional status, education and age increased, there was a statistical significant difference or a relationship among traveling aims. It is suggested that the obtained results would be useful for future planning in the field of tourism.

Keywords: *Traveling aim, Categorical Data Analysis, Contingency Table.*

1. INTRODUCTION

Categorical data analysis is an important tool in many areas, particularly in biological, health and social sciences. This type of analysis is focused on outcomes that either cannot or should not be studied using a continuous model. The most common type of categorical analysis is with a binary yes/no outcome such as presence or absence of disease or success or failure of a process.

In this study the data collected from the Ministry of Tourism for the year of 2005 have been cross tabulated as contingency tables and presented in the format of within row and column percentages. For each table Pearson-chi square and Likelihood ratio test statistics have been calculated to check whether there is an association between row and column categories. Brief information is given in the following subsections about categorical data analysis and the type of contingency tables used throughout the analysis.

1.1 CATEGORICAL RESPONSE DATA

Let's first define data. A categorical variable is one for which the measurement scale consists of a set of categories. For instance, education status may be measured as "primary school", "secondary school", "high school" or "higher education"; choice of tea might use categories "hot", "cold", "none"; a diagnostic test for Hearth Attack's disease might use categories "symptoms present," "symptoms absent." One and only one category should apply to each subject, unlike the set of categories (Liberal, Democrat, Republican) (Agresti, 1991).

Categorical scales are pervasive in the social sciences for measuring attitudes and opinions on various subjects. Categorical scales also occur frequently in the health sciences, for measuring such responses as whether a patient feels better after an operation (yes, no), severity of an accident (none, mild, moderate, severe), and stage of an illness (initial, advanced). Although categorical variables are very common in the social and health sciences, they are by no means restricted to those areas. They frequently happen in the behavioral sciences (e.g., categories “schizophrenia,” “depression,” “neurosis” for diagnosis of type of mental illness), public health (e.g., categories “yes” and “no” for whether awareness of HIV has led to increased use of condom), zoology (e.g., categories “fish,” “invertebrate,” “reptile” for alligators’ responses to an exam question), and marketing (for example, categories “Brand A,” “Brand B”, and “Brand C” for consumers’ preference among three leading brands of a product). They even occur in highly quantitative fields such as engineering sciences and industrial quality control, when items are grouped according to whether or not they meet certain standards (Agresti, 2002).

1.1.1 Response/Independent Variable Distinction

Many statistical analyses differentiate response variables and independent variables. For example, linear regression models describe how the distribution of a continuous response variable, such as annual income, changes according to levels of independent variables, such as number of education, number of working hours a week and number of years of job experience. The response variable is sometimes called the dependent variable or Y variable, and the independent variable is sometimes called the explanatory variable or X variable. Statistical models for categorical response variables analyze how responses are influenced by independent variables. For example, one might study how political philosophy depends on factors such as annual income, attained education, religious affiliation, age, gender, and race. There is no restriction on the independent variables that can be categorical or continuous (Agresti, 2002).

1.1.2 Nominal/Ordinal Scale Distinction

There are two primary types of measurement scales for categorical variables. Many categorical scales have a natural ordering. Examples are attitude toward legalization of soft drug usage (disapprove in all cases, approve only in certain cases, approve in all cases), a mark of an exam (excellent, good, fair, poor), and diagnosis of whether a patient is having heart disease (certain, probable, unlikely, definitely not). Categorical variables having ordered scales are called ordinal variables (Agresti, 2002).

Categorical variables having unordered scales are called nominal variables. Examples are race of workers (Chinese, Black, White and other), type of computer (PC, Macintosh, Laptop and Digital Assistant), favorite type of music (classical, country, folk, jazz, rock), and choice of meat (lamb, beef, pork, chicken and other). For nominal variables, the order of listing the categories or classes is unnecessary, and the statistical analysis should not depend on that ordering. Methods designed for nominal variables do not change the results no matter in what order the categories are presented. The category ordering is important for methods designed for ordinal variables. Whether we list the categories from low to high from high to low is usually unnecessary, but results of ordinal analyses would change if the ordinal categories were not ordered sequentially (Agresti, 2002).

2. Two Way Contingency Tables

Categorical data are composed of frequency counts of observations occurring in the response categories. Let X and Y denote two categorical variables, X having R levels and Y having C levels. We display the RC possible combinations of outcomes in a rectangular table having R rows for the categories of X and C columns for the categories of Y. The cells of the table form the RC possible outcomes. A table of this form in which the cells include frequency counts of outcomes is called a contingency table. A contingency table that cross classifies two variables is called two-way table (Agresti, 2002).

2.1 Chi-Squared Tests Of Independence

Chi-Square test is used to investigate whether the row and column category are independent or associated. The null hypothesis (H_0) that probabilities equal certain fixed values $\{\pi_{ij}\}$. For a sample of size n with cell counts $\{n_{ij}\}$, the values $\{\mu_{ij} = n\pi_{ij}\}$ are called expected frequencies. They represent the values of the expectations $\{E(n_{ij})\}$ when H_0 is true (Agresti, 2002).

We compare sample cell counts with the expected frequencies to judge whether the data contradict H_0. If H_0 is true for a two-way table, n_{ij} should be close to μ_{ij} in each cell. The larger the differences $\{n_{ij}-\mu_{ij}\}$ are, the stronger the evidence against H_0. The test statistics is used to make that kind of comparisons (agresti, 2002).

2.2 Pearson Statistic and the Chi-Squared Distribution

The Pearson chi-squared statistic for testing H_0, that is, the row and column category are independent is

$$\chi^2 = \sum \frac{n_{ij} - \mu_{ij}}{\mu_{ij}}^2$$

(1)

This statistics was proposed in 1900 by Karl Pearson, the British statistician known also for the Pearson product-moment correlation, among his many contributions. It takes its minimum value of zero when all sample cell counts are equal to the expected frequencies. For a fixed sample size, greater differences between $\{n_{ij}\}$ and $\{\mu_{ij}\}$ produce larger χ^2 values and stronger evidence against H_0 (Agresti, 2002).

Since larger χ^2 values are more contradictory to H_0, the P-value (asymptotic significance value) of the test is the null probability that χ^2 is at least as large as the observed value. The χ^2 statistic has approximately a chi-squared distribution for large sample sizes. It is difficult to tell what “large” means, but if 80% of the expected frequencies are greater than 5 that’s enough to proceed the analysis. The P-value is the chi-squared right-hand tail probability above the observed χ^2 value.

The chi-squared distribution is specified by its degrees of freedom, denoted by df. The mean of the chi-squared distribution equals its df, and its standard deviation equals square root of 2df. As df increases, the distribution concentrates around larger values and is more spread out. It is defined only for nonnegative values and is skewed to the right, but becomes more bell-shaped (normal) as df increases (Agresti, 1990).

2.3 Likelihood-Ratio Statistic

An alternative statistic against the Pearson chi-square for testing H_0 results from the likelihood-ratio method for significance tests. For two-way contingency tables, this statistics can be specified as to the formula

$$G^2 = 2\Sigma n_{ij} \log(\frac{n_{ij}}{\mu i_j})$$

(2)

The statistic G^2 is called the likelihood-ratio statistic that has chi-square distribution. It is similar to the Pearson statistic. The G^2 statistics takes its minimum value of 0, when all sample cell counts equal the expected frequencies, and larger values provide stronger evidence against H_0.

Though the Pearson χ^2 and likelihood-ratio G^2 provide separate test statistics, they share many properties and commonly yield the same conclusions. When H_0 is true and the sample cell counts are large, the two statistics have the same chi-squared distribution, and their numerical values are similar (Agresti, 2002).

3. APPLICATION

In this study, data collected from the official website of the Turkish Ministry of Tourism have been used throughout the analysis. Four contingency tables (two way tables) that are thought to be useful for future planning of tourism have been prepared and their statistical analyses (Pearson Chi-square and Likelihood Ratio Statistics with their both degree of freedoms and significant levels) have been performed. The obtained results have been presented under each of two way table. The two way tables have been produced according to the percentage within row and column categories. At the bottom of the each contingency table the total percentages for column categories have been presented for the tourists who visited Turkey in the year of 2005. Moreover the total percentages for row categories have been given as well.

A two way contingency table representing the purpose of travel in row and age in column category has been cross tabulated in Table 1a for male tourists visiting Turkey in 2005. In Table 1b, the results of Pearson Chi-square and Likelihood Ratio test statistics have been presented in terms of their degree of freedoms and significant levels. According to these statistical tests, it is found that there is an association between the variable of travel of purpose and age ($P<0.05$).

That means as age changes from low to high category, the number of tourists visiting Turkey in 2005 would change in the row category, travel of purpose, or the age category differs in terms of the number of tourists visiting Turkey for a fixed category of travel of purpose for males. As can be seen from Table 1a, the highest percentage has been recorded in the age category of 25-44 for the male tourists who visited Turkey in 2005. In fact, more that 83% of the male tourists were in between 25 and 64 years old. The highest number of male tourists visiting Turkey was recorded in the category of travel of entertainment purpose (53.3%). It can be concluded that the main aim of male tourist visiting Turkey is to have entertainment. Since there is a statistical significant association between age and travel of purposes for male tourists, in Table 1a the percentages that are presented in bold face would contradict the null hypothesis of independence of row and column categories. When investigated in each category of the purpose of traveling, as age increases, the cultural purpose of traveling by male tourist increases too. Therefore the obtained statistical significant association in Table 1b has been approved and justified.

Similar results was found for female tourist visiting Turkey in 2005, except that entertainment purpose was higher in percentage and also cultural reason was a noteworthy for females aged over 65 in comparison with males. The association supported by the Chi-square analysis in Table 1d may be observed in the row categories of health reasons and religious. As age increases, the number of female tourists who travel for health or religious reasons increases too.

Table 1a. Contingency Table for Purpose of Travel and Age(Male)

Purpose of Travel	Age				Total
	15-24	25-44	45-64	65+	
Travel, Entertainment	12.2	**50.4**	31.2	6.1	
	59.1	51.1	53.9	58.8	**53.3**
Culture	9.1	36.5	**42.1**	12.3	
	5.9	5.0	9.8	**16.0**	7.2
Sports events	20.3	**46.8**	27.1	5.8	
	3.6	1.7	1.7	2.0	1.9
Visiting relatives and friends	12.2	**60.7**	23.1	4.1	
	9.2	**9.7**	6.3	6.2	8.4
Health reasons	8.7	**53.4**	28.6	9.3	
	.7	.8	.8	**1.4**	.8
Religious	10.4	**51.1**	28.6	10.0	
	.6	.7	.6	**1.2**	.7
Shopping	10.0	**66.0**	22.7	1.3	
	5.4	**7.5**	4.4	1.4	5.9
Meeting, conference, course, seminar	5.3	**55.3**	36.4	3.0	
	1.4	3.1	**3.5**	1.6	3.0
Job	4.8	**63.0**	31.1	1.1	
	2.9	**8.0**	6.7	1.3	6.7
Com. relations, Exhibitions	4.8	**60.8**	32.4	2.1	
	2.1	**5.6**	5.1	1.8	4.8
Transit	6.7	**42.2**	40.3	10.7	
	1.5	2.0	3.3	**4.8**	2.5
Education	**42.2**	33.6	17.2	7.1	
	2.0	.3	.3	.7	.5
Other	14.3	**55.8**	26.3	3.5	
	5.4	4.4	3.6	2.7	4.2
Total	11.0	**52.6**	30.8	5.5	100.0

Table 1b. Chi-Square Tests(Male)

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	440423.720	36	.000
Likelihood Ratio	439352.247	36	.000

Table 1c. Contingency Table for Purpose of Travel and Age(Female)

Purpose of Travel	Age				Total
	15-24	25-44	45-64	65+	
Travel, Entertainment	20.5	**51.4**	24.8	3.3	
	68.8	61.9	59.8	53.4	**62.3**
Culture	13.7	37.6	**38.8**	9.9	
	5.9	5.8	12.1	**20.8**	8.0
Sports events	24.8	**39.5**	30.7	5.0	
	1.1	.6	.9	1.0	.8
Visiting relatives and friends	21.3	**55.1**	21.5	2.1	
	10.1	9.3	7.3	4.9	8.8
Health reasons	8.5	**55.2**	28.7	7.6	
	.5	1.2	1.2	**2.2**	1.1
Religious	11.5	32.7	**34.0**	21.8	
	.3	.3	.7	**3.0**	.5
Shopping	11.7	**62.6**	24.4	1.3	
	4.2	**8.1**	6.3	2.2	6.7
Meeting, conference, course, seminar	13.8	**55.5**	29.6	1.2	
	1.2	1.7	**1.8**	.5	1.6
Job	9.3	**71.7**	18.7	.4	
	1.4	**3.9**	2.0	.3	2.8
Com. relations,Exhibitions	10.3	**68.3**	19.9	1.4	
	1.0	**2.5**	1.4	.7	1.9
Transit	8.4	37.2	**39.3**	15.1	
	1.0	1.5	3.2	**8.3**	2.1
Education	**56.6**	31.7	9.7	2.1	
	1.5	.3	.2	.3	.5
Other	19.4	**51.1**	26.3	3.2	
	3.0	2.8	2.9	2.4	2.9
Total	18.6	**51.8**	25.8	3.8	100.0

Table 1d. Chi-Square Tests (Female)

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	417589.329	36	.000
Likelihood Ratio	363592.732	36	.000

A two way contingency table has been cross tabulated for the purpose of traveling in the row categories and educational status in the column categories. Each cell of the table has been presented in percentages within row and column categories. From the statistical analysis in Table 2b, it is found that there is a strong evidence to support idea of association between traveling purposes and educational status ($p<0.05$). As can be read from the last row of Table 2a, more than 50% of the tourists who visited Turkey in 2005 were well educated. The obtained significant association may be observed and supported by almost all the row categories. As educational level increases, the number of tourists within the row categories, the purpose of traveling for entertainment, culture, sport events, visiting relatives, health reasons, shopping, Meeting, conference, course, seminar, job and other traveling reasons increase as well.

The percentage within well-educated tourists was less than the less-educated tourists who were traveling for shopping purpose. Well educated tourists do not tend to shop as much as the less-educated. Cultural reason for the very well educated was more significant the uneducated.

Table 2a. Contingency Table for Purpose of Travel and Educational Status

Purpose of Travel	Educational Status							Total
	Pre-Primary education	primary education	first stage or lower secondary	second stage or upper secondary	Third level or higher education	Post lauream	Other	
Travel, Entertainment	1.0	3.8	10.9	34.7	**39.2**	9.0	1.4	
	39.1	48.0	51.2	**61.8**	56.9	53.1	54.9	**56.7**
Culture	.7	3.4	9.0	31.0	**39.6**	15.2	1.3	
	3.6	5.8	5.8	7.5	7.8	**12.1**	6.7	7.7
Sports events	.5	3.6	17.4	**32.7**	32.6	12.2	1.0	
	.6	1.2	**2.1**	1.5	1.2	1.9	1.1	1.5
Visiting relatives and friends	2.0	10.4	19.9	**32.7**	28.2	5.2	1.6	
	10.4	**16.5**	11.9	7.4	5.2	3.9	7.8	7.2
Health reasons	2.7	8.0	6.7	21.0	**50.1**	10.7	.8	
	1.8	1.6	.5	.6	1.2	1.0	.5	.9
Religious	2.5	4.2	11.1	23.7	**40.7**	16.5	1.4	
	.7	.4	.4	.3	.4	**.7**	.4	.4
Shopping	2.0	5.0	21.3	31.6	**35.9**	2.9	1.3	
	10.2	8.0	**12.8**	7.1	6.6	2.2	6.2	7.2
Meeting, conference, course, seminar	.6	1.5	2.4	11.5	**57.8**	25.6	.5	
	1.0	.7	.5	.8	3.3	**6.0**	.7	2.2
Job	.7	1.7	6.1	21.8	**53.8**	15.2	.7	
	3.0	2.1	2.8	3.8	7.7	**8.9**	2.8	5.6
Com. relations, Exhibitions	2.1	4.5	11.6	22.6	**47.0**	11.4	.7	
	6.6	4.3	4.2	3.1	5.3	5.2	2.2	4.4
Transit	12.6	17.1	16.3	**26.6**	13.9	2.9	10.7	
	10.3	4.4	1.6	1.0	.4	.3	8.5	1.2
Education	.8	.6	6.5	**42.1**	36.0	12.1	1.8	
	.5	.1	.5	**1.1**	.8	**1.1**	**1.1**	.9
Other	4.3	7.6	17.0	**30.7**	29.2	8.6	2.6	
	12.3	6.8	5.7	3.9	3.0	3.6	7.1	4.1
Total	1.4	4.5	12.0	31.9	**39.0**	9.6	1.5	100.0

Table 2b. Chi-Square Tests of Contingency Table for Purpose of Travel and Educational Status

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1263668.306	72	.000
Likelihood Ratio	1072522.641	72	.000

A two way contingency table has been cross tabulated for the purpose of traveling in the row categories and professional status in the column categories. Each cell of the table has been presented in percentages within row and column categories.

Table 3a. Contingency Table for Purpose of Travel and Professional Status

Purpose of Travel	Professional Status											Total
	Lawmakers,senior managers	Professionals	Secondary Professionals	Office and customer services	Service and sales personnel	"Skilled employee agricultur,animal..	Craftsmen and related fields	Equipment and mac. Oper. and in.	Unskilled workers	Armed workers	Other	
Travel, Entertainment	7.0	**30.4**	8.8	16.3	6.6	1.7	5.4	1.7	2.4	.8	19.0	
	45.4	**57.7**	59.8	70.1	56.6	53.5	56.6	37.3	44.3	55.7	55.0	**56.7**
Culture	6.4	**35.4**	8.9	14.0	5.0	1.2	4.2	1.7	1.3	.5	21.5	
	5.6	**9.1**	8.3	8.2	5.8	5.3	5.9	4.9	3.2	5.1	8.4	7.7
Sports events	10.9	**41.1**	15.1	15.4	7.9	1.5	4.0	1.3	1.5	1.2	0.0	
	1.4	1.5	**2.0**	1.3	1.3	.9	.8	.6	.5	1.7	0.0	1.1
Visiting relatives and friends	6.2	**25.5**	8.6	11.8	10.0	4.5	12.5	6.1	8.1	0.0	6.6	
	4.1	5.0	6.0	5.2	8.9	14.7	13.5	13.7	**15.5**	0.0	2.0	5.8
Health reasons	3.4	13.9	2.3	3.8	1.8	.7	.9	.9	1.1	1.2	**70.0**	
	1.0	1.2	.7	.7	.7	.9	.4	.8	.9	4.0	**8.9**	2.5
Religious	6.2	26.6	4.8	6.7	1.7	3.6	5.2	1.7	3.1	1.3	**39.2**	
	.4	.5	.3	.3	.1	**1.1**	.5	.3	.5	.9	1.0	.5
Shopping	11.2	**27.6**	9.2	12.3	13.8	2.7	7.6	4.3	9.3	.2	1.9	
	7.1	5.2	6.2	5.2	11.7	8.6	7.8	9.3	**16.9**	1.1	.5	5.6
Meeting,conference, Course, seminar	13.2	30.7	3.9	3.5	1.4	.3	.6	.2	.1	1.2	**44.8**	
	5.6	3.8	1.8	1.0	.8	.7	.4	.4	.1	6.0	**8.5**	3.7
Job	16.4	**45.3**	11.4	6.7	6.7	.9	2.4	4.8	1.0	.9	3.5	
	9.9	8.0	7.3	2.7	5.4	2.7	2.3	9.7	1.7	6.0	1.0	5.3
Com. relations, Exhibitions	**30.1**	26.8	6.5	5.9	5.4	1.0	4.8	4.6	2.5	1.9	10.4	
	15.5	4.0	3.5	2.0	3.7	2.5	4.0	8.0	3.7	11.3	2.4	4.5
Transit	4.9	10.4	2.5	3.4	5.4	5.9	9.5	11.5	9.4	1.3	**35.9**	
	.6	.4	.3	.3	.9	3.8	2.0	**5.0**	3.5	1.9	2.1	1.1
Education	4.2	24.6	4.3	4.1	3.1	.8	.8	.9	.4	.6	**56.1**	
	.4	.6	.4	.2	.4	.4	.1	.3	.1	.6	**2.3**	.8
Other	5.8	19.4	6.1	7.9	5.5	1.9	6.7	5.5	6.1	1.0	**34.0**	
	3.0	3.0	3.4	2.8	3.8	5.0	5.6	**9.7**	9.1	5.7	8.0	4.6
Total	8.8	**29.9**	8.3	13.2	6.6	1.8	5.4	2.6	3.1	.8	19.6	

Table 3b. Chi-Square Tests of Contingency Table for Purpose of Travel and Professional Status

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2953865.388	120	.000
Likelihood Ratio	2722332.891	120	.000

From the statistical analysis in Table 3b, it is found that there is a strong evidence to support idea of association between traveling purposes and professional status ($p<<0.05$). As can be seen from the last row of Table 3a, about 47% of the tourists who visited Turkey in 2005 were in professional position. The obtained significant association may be observed and supported by almost all the row categories. As professional status changes, the number of tourists within the row categories, the purpose of traveling for entertainment, culture, sport events, visiting relatives, health reasons, shopping, Meeting, conference, course, seminar, job and other traveling reasons changes too.

4. Conclusions

- There is a strong evidence to support a statistically significant association between traveling purposes and age for both male and female tourists.
- The main reasons for traveling to Turkey in 2005 were entertainment, culture, shopping and visiting relatives.
- Age was a significant measure on the traveling goals for both male and female tourists.
- As age increases, the goal changes for both males and females.
- Entertainment was more significant for the tourists under 65 whereas cultural aim was more significant for the tourists over 65.
- There is a slight difference between male and female tourists in terms of traveling purposes. Entertainment purpose was more significant for the females.
- There is a strong evidence to support a statistically significant association between traveling purposes and educational status of the tourists.
- More than 50% of tourists were well educated.
- As educational level increases, each goal of traveling increases over educational status.
- There is a strong evidence to support a statistically significant association between traveling purposes and professional status.
- About 47% of the tourists were professional.
- As professional status changes, the number of tourists within the row categories, the purpose of traveling for entertainment, culture, sport events, visiting relatives, health reasons, shopping, Meeting, conference, course, seminar, job and other traveling reasons changes too.

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DESTINATION STAKEHOLDERS: ARE THEY POTENTIAL TO THREATEN OR COOPERATE WITH PROVINCIAL DIRECTORATES OF CULTURE AND TOURISM? A RESEARCH IN REGIONS OF MARMARA, AEGEAN AND MEDITERRANEAN

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ABSTRACT

In today, there is a growing important on stakeholders in destination management. Defining stakeholders and understanding relations, potential for cooperation and threats between stakeholders is important factor for destination management. This study relates this reality to destination management organizations and their stakeholders. This study present some valuable data for future empirical research which is emphases on relationships between Provincial Directorates of Culture and Tourism and their stakeholders in three region (Marmara, Aegean and Mediterranean) in Turkey.

INTRODUCTION

Freeman (1984), defines stakeholders as “any group or individual who can affect, or is affected by, the achievement of a corporation’s purpose”. From this definition, its obvious that the view of stakeholders is very broad indeed-going beyond those that have purely formal, official, or contractual ties to the organization. These other external groups increasingly have the ability to affect the organization. The importance of relationships with these organizations supports the need for a new stakeholder approach to strategic management (Sheehan and Ritchie, 2005: 711-734). Organization is aware of stakeholders and recognizes the need to deal with them (Jonker ve Foster, 2002:187-195). After Freeman (1984) presenting stakeholder concept, Mallot (1990), identifies a three-step framework for understanding stakeholder. These steps are;

- Identify and specify the stakeholders
- Identify and describe the relations between the stakeholders and the firm, and among the stakeholders
- Construct stakeholder and successive stakeholder map

As seeing, when players proactively consider the interests of all other stakeholders, the industry as a whole stands to gain significant returns in the long term (Sautter and Leisen, 1999:312-328). So that, it is essential to identify the relative importance of the different stakeholders faced by a corporation (Clement, 2005:255-264). Likewise, stakeholders who are likely to influence the organization must be identified. Then assessments about these stakeholders, their potential to threaten with the organization and their potential to cooperate with organization must be mentioned.

Without the knowledge of opinions of stakeholders it is not possible to manage nature conservation and development in the protected area properly (Cihar ve Stankova, 2006). So, there is need to understand relations among stakeholders like problems exist between. Savage et all (1991) argue that is important to understand each stakeholders potential to threaten the organization. Assessing the potential for threat is akin to developing a worst-case scenario of how that stakeholder may affect the organization.

Many have described categories or groups of stakeholders such as employees, customers, suppliers, lenders, shareholder, government and nongovernmental organizations. For tourism destination stakeholders can be ranked as hotels, travel agencies, restaurants, universities, government and etc. There are many potential benefits when stakeholders in a destination collaborate together and attempt to build a consensus about tourism policies (Healey,1998). Since tourism stakeholders have been considered as important key players or components that influence the success or failure of tourism in a region, their participation and involvement should be considered in tourism planning and development. (Yoon, 2002).

DESTINATION MANAGEMENT ORGANIZATION IN TURKEY: PROVINCIAL DIRECTORATES OF CULTURE AND TOURISM

Destination management organizations (DMO's) act as an "hub firm" in tourism system which brings together different stakeholders' interests, coordinate activities, provide leadership in expanding the beneficial community impacts of tourism in the destination area and pool resources towards developing an integrated system. By creating a broad network of suppliers and centralizing a number of functions, destination systems presents synergies in management, marketing and planning, creates economies of scale in distribution, branding, advertising and technology adaptation whereas economies of scope are facilitated through product diversification and creative product packaging (Dargan and Prosser, 2001). Therefore, the most important challenge for destination organizations is to bring all individual actors together to cooperate rather than compete (Buhalis and Cooper, 1998). While considerable resources are being directed to DMOs in a major city and resort destinations, very little appears to be known regarding the degree to which they recognize stakeholders in their destination s and relations that occur between them. To fulfill its mandate, the DMO must have an understanding of individual and organizations that can influence the achievement of its objectives (Sheehan and Ritche, 2005:711-734).

In Turkey, there are destination management organizations as named Provincial Directorates of Culture and Tourism in each province. They coordinate efforts to attract tourist (business and leisure) to their geographic area (destination). PDCTs conduct services related to culture and tourism of Ministry of Culture and Tourism in provinces. On the other hand, PDCTs is a management and control mechanism to ensure conducting activities in reasonable and efficient way for development of tourism areas. (Ministry of Culture and Tourism, 2007).

These Provincial Directorates of Culture and Tourism have a great diversity of stakeholders. These stakeholders can be ranked as universities, governorships, municipalities, provincial authority, district administrator, local headman, chamber of commerce, travel companies (road, airline, seaway and railway), non-governmental organizations, hotels, restaurants, hospitality industry (motel, hostel), tour operators, travel agency, museum, culture and art centers, fun and shopping centers, congress centers, sponsors, media, tourists, advertising agency, retail stores, community, citizens/residents.

RESEARCH METHODOLOGY

This study has descriptive research design. It identifies PDCT' stakeholders, examines their relation nature, differentiates them based on their importance, their potential to threaten and cooperate with PDCT's.

A questionnaire was used to collect perceptions from directors of PDCT's. Because, directors of PDCT's have management control over destinations, the final decision makers within PDCT and have the most interaction with stakeholder in destinations. This survey was conducted in three regions, Marmara, Aegean and Mediterranean in Turkey as a part of an ongoing study. These three regions were chosen because they are most important for tourism sector in Turkey. Data were gathered using a questionnaire delivered by mail and fax. In addition, a reminder phone call made if necessary. In these three regions, there are 27 provinces and each has PDCT's. So, final sample was 25 (a 92.5 % response rate). Perceptions will be reported by directors of PDCT's and measured using open-ended and closed-ended (5 point Likert type scale) questions. The instrument was developed, by using previous studies described by Selin and Beason (1991), Fowler (1998), Sheehan and Ritchie (2005) and Savage and others (1991).

STUDY RESULTS

Firstly, respondents were asked to reply some demographic questions. Demographics characteristics of the respondent shows that the majority of the sample (%72.0) indicates faculty level of education. All (%100) of the sample has education except tourism. About half of the sample (%48.0) reports their work duration of more than 10 years in tourism sector. On the other hand, their work duration in this work is between 1-5 years (%52).

The second question group is based on the nature of relationships with stakeholders. Respondents were asked to sign to questions of whether "the relationship of the stakeholder to the PDCT is formal or official or contractual". If the relationship is formal or official or contractual, this time stakeholders can be considered primary, if not, secondary. Table-1 shows all destination stakeholders have a formal or official or contractual relationship with PDCT's. So, all destination stakeholders are the primary stakeholders of PDCTs.

Table-1: Nature of Relationships With Stakeholders

Destination Stakeholders	f (n:25)	%
Universities	20	80
Governorships	25	**100**
Municipalities	24	**96**
Provincial Authority	24	**96**
District Administrator	23	92
Local Headman	16	64
Chamber of Commerce	20	80
Travel Companies (road, airline, seaway and railway),	15	60
Non-Governmental Organizations	21	84
Hotels	23	92
Restaurants	23	92
Hospitality Industry (motel, hostel)	21	84
Tour Operators	20	80
Travel Agency	23	92

Museum	23	92
Culture and Art Centers	17	68
Fun and Shopping Centers	10	40
Congress Centers	10	**40**
Sponsors	10	**40**
Media	18	72
Tourists	18	72
Advertising Agency	12	48
Retail Stores	6	**24**
Citizens/Residents	12	48

PDCTs have formal or official or contractual relationships most with Governorships (% 100), Municipalities (% 96) and Provincial Authority (% 96). PDCTs have minimal communication with Retail Stores (%24), Fun and Shopping Centers (%40), Congress Centers (%40), and Sponsors (%40).

The third group of questions asked directors of PDCTs to identify their stakeholder based on their importance. Importance was determined by asking each respondent to list up to 10 stakeholders firstly. In the next step, each respondent was asked to rank 3 most important stakeholders. Table-2 shows that the most important 10 and 3 stakeholders.

Table-2: The 10 and 3 Most Important Stakeholders of PDCTs.

	10 Most Important Stakeholders		*3 Most Important Stakeholders*	
Destination Stakeholders	**f (n:25)**	**%**	**f (n:25)**	**%**
Universities	19	**76**	4	16
Governorships	23	**92**	21	**84**
Municipalities	25	**100**	15	**60**
Provincial Authority	20	**80**	14	**56**
District Administrator	17	**68**	1	4
Local Headman	6	24	3	12
Chamber of Commerce	17	**68**	1	4
Travel Companies (road, airline, seaway and railway),	8	32	-	-
Non-Governmental Organizations	14	**56**	3	12
Hotels	16	**64**	2	8
Restaurants	8	32	-	-
Hospitality Industry (motel, hostel)	13	**52**	2	8
Tour Operators	12	48	2	8
Travel Agency	20	**80**	3	12
Museum	11	44	3	12
Culture and Art Centers	4	16	1	4
Fun and Shopping Centers	1	4	-	-
Congress Centers	1	4	-	-
Sponsors	2	8	-	-
Media	6	24	1	4
Tourists	5	20	2	8
Advertising Agency	2	8	-	-
Retail Stores	1	4	-	-
Citizens/Residents	3	12	1	4

Table-2 lists the 10 most important stakeholders. Municipalities (%100), Governorships (% 92), Provincial Authority (% 80), Travel Agency (% 80), Universities (% 76), District Administrator (% 68), Chamber of Commerce (% 68), Hotels (%64), Non-Governmental Organizations (% 56), and Hospitality Industry (motel, hostel) (% 52) appears to be the 10 most important. 3 most important stakeholders are listed as Governorships (% 84), Municipalities (% 60) and Provincial

Authority (% 56). From the findings, Governorships (% 84) appears to be the most important with 21 of the 25 respondents mentioning them among other stakeholders.

With fourth group questions, respondents were asked to state "why you selected this 3 stakeholders as being important" for each of top three stakeholders. Responses by taking open-ended questions were groups into 5 themes. These themes are determined bureaucracy requirements, being in coordination, providing local support, infrastructure support and financial source. Table-3 shows stated reasons for 3 most important stakeholders, Governorships, Municipalities and Provincial Authority.

Table-3: Reasons For 3 Important Stakeholders

Stakeholders	Bureaucracy	Coordination	Local Support	Infrastructure Support	Financial Source	Total
Governorships	**9**	4	5	-	-	18
Municipalities	-	3	**6**	3	1	13
Provincial Authority	-	**4**	3	1	3	11

So, the most common reasons for Governorships are bureaucracy, local support and coordination. For Municipalities most mentioned reasons are providing local support, coordination, infrastructure support and financial source. Provincial Authority is important stakeholder as being in coordination with PDCTs and providing local support, infrastructure support and financial source to PDCTs.

After determining important stakeholders and reasons, additionally, Table-4 shows comparison of important stakeholders in Regions of Marmara, Aegean and Mediterranean.

Table-4: Comparison Importance of Stakeholders in Three Regions

10 Important Stakeholders in Three Regions					3 Important Stakeholders in Three Regions				
Destination Stakeholders		Mediterranean	Aegean	Marmara	Total	Mediterranean	Aegean	Marmara	Total
Universities		**7**	**5**	**7**	19	1	-	3	4
Governorships		**8**	**7**	**8**	23	**7**	**6**	**8**	**21**
Municipalities		**8**	**7**	**10**	25	**3**	**5**	**7**	**15**
Provincial Authority		**7**	**7**	**6**	20	**6**	**4**	**4**	**14**
District Administrator		**6**	**6**	**5**	17	1	-	0	1
Chamber of Commerce		**6**	**6**	**5**	17	1	-	0	1
Travel Companies (road, airline, seaway and railway),		1	1	**6**	8	-	-	3	3
Non-Governmental Organizations		**4**	**6**	4	14	-	-	3	3
Hotels		**6**	3	**7**	16	1	1	0	2
Hospitality Industry (motel, hostel)		3	**4**	**6**	13	1	-	1	2
Tour Operators		3	3	**6**	12	-	-	2	2
Travel Agency		**7**	**6**	**7**	20	1	1	1	3
Museum		**4**	**5**	2	11	1	2	0	3

The findings of the survey show that Universities, Governorships, Municipalities, Provincial Authority, District Administrator, Chamber of Commerce and Travel Agency are in 10 important stakeholders in all three regions. Because, Governorships, Municipalities, Provincial Authority and District Administrator are public corporations and their work with another public corporation, PDCT. PDCTs are in collaboration with Chamber of Commerce and Travel Agency as destination stakeholders. Besides, there are some differences about 10 important stakeholders between the regions of Marmara, Aegean and Mediterranean. While Travel Companies and Tour Operators are only in 10 important stakeholders in Marmara, Non-Governmental Organizations and Museums are in 10 important stakeholders in Aegean and Mediterranean. While Hotels are in 10 important stakeholders in Marmara and Mediterranean, Hospitality Industry (motel, hostel) is in 10 important stakeholders in Marmara and Aegean. Likewise, Hospitality Industry (motel, hostel) is not expressed by directors of PDCTs in Mediterranean between 10 important stakeholders. The other finding that directors of PDCTs in Marmara between 10 important stakeholders do not express museums.

At the fifth group of questions, directors of PDCTs asked about potential threats from stakeholders by explaining about their level of agreement (on a 5-point Likert type scale) with “This stakeholder has the potential to threaten to PDCT”. Table-5 shows level of agreements of directors for each stakeholder.

From the Table-5, it can be seen, the directors perceived the none of destination stakeholders as potential threat. Means are ranked between “1=strongly disagree and 2= disagree”. Means also ranked low than 1,96.

At the fifth group of questions, directors of PDCTs also asked to indicate their level of agreement with stakeholder has potential to cooperate with the PDCT with “This stakeholder has the potential to threaten to PDCT”. Table-6 shows level of agreements of directors for each stakeholder.

Table-5: Directors' Perceptions of Potential Threats From Destination Stakeholders

	N	Mean	Std. Deviation
Universities	25	1,6400	,48990
Governorships	25	1,5600	,50662
Municipalities	25	1,6800	,55678
Provincial Authority	25	1,6000	,50000
District Administrator	25	1,5200	,50990
Local Headman	25	1,6400	,48990
Chamber of Commerce	25	1,6000	,50000
Travel Companies (road, airline, seaway and railway)	25	1,6800	,47610
Non-Governmental Organizations	25	1,7600	,52281
Hotels	25	1,6000	,50000
Restaurants	25	1,6400	,48990
Hospitality Industry (motel, hostel)	25	1,6000	,50000
Tour Operators	25	1,6800	,55678
Travel Agency	25	1,6400	,56862
Museum	25	1,5600	,50662
Culture and Art Centers	25	1,6400	,48990
Fun and Shopping Centers	25	1,6800	,47610
Congress Centers	25	1,7600	,59722
Sponsors	25	1,9200	,64031
Media	25	1,8800	,66583
Tourists	25	1,8000	,50000
Advertising Agency	25	1,8800	,52599
Retail Stores	25	1,9600	,61101
Citizens/Residents	25	1,7600	,52281
Valid N (listwise)	25		

Note: (1) strongly disagree, (2) disagree, (3) neutral, (4) agree and (5) strongly agree

Table-6: Directors' Perceptions of Potential Cooperation From Destination Stakeholders

	N	Mean	Std. Deviation
Universities	25	3,8800	1,12990
Governorships	25	4,2000	1,00000
Municipalities	25	4,1200	1,01325
Provincial Authority	25	4,1200	1,01325
District Administrator	25	4,0800	,95394
Local Headman	25	3,8400	,74610
Chamber of Commerce	25	3,9600	1,05987
Travel Companies (road, airline, seaway and railway)	25	3,7600	1,05198
Non-Governmental Organizations	25	3,9200	,90921
Hotels	25	3,9200	1,07703
Restaurants	25	3,9600	1,09848

Hospitality Industry (motel, hostel)	25	4,0400	1,09848
Tour Operators	25	4,0400	1,05987
Travel Agency	25	4,1200	1,05357
Museum	25	4,0800	1,07703
Culture and Art Centers	25	3,9200	,90921
Fun and Shopping Centers	25	3,6800	,98826
Congress Centers	25	3,9200	,99666
Sponsors	25	3,5600	1,04403
Media	25	3,7600	1,05198
Tourists	25	3,7600	1,01160
Advertising Agency	25	3,6800	1,14455
Retail Stores	25	3,4800	1,00499
Citizens/Residents	25	3,8000	1,11803
Valid N (listwise)	25		

Note: (1) strongly disagree, (2) disagree, (3) neutral, (4) agree and (5) strongly agree

Findings show that all stakeholders identified as having the potential to cooperate with the PDCTs. Means are ranked above 3,48. This means all stakeholders that were identified as most important were also perceived as having potential to cooperate with the PDCTs.

CONCLUSION

This study attempts to present the perceptions of directors of PDCTs regarding stakeholder assessment and management. This attempt is critical in helping to understand platforms in tourism as conveners that affect tourism destinations. Findings takes on added importance in successful tourism destination management involves primary voices from tourism management organizations, Provincial Directorates of Culture and Tourism in Turkey.

This study provides some striking results. One of them, directors of PDCT's have education except tourism. It is essential to note that all stakeholders are primary to PDCT's. This may be explained the fact that destination management requires to communicate with all stakeholders. PDCTs are public corporation and they communicate with other public corporations for bureaucratic process required.

In this study, Governorships, Municipalities, Provincial Authority appear to be the most important 10 and 3 stakeholders. Being a public corporation is a common characteristic for these stakeholders and they are a management and control mechanism in destination. A possible explanation for ranking of these stakeholders as most important may be related to the critical relationships with PDCTs in providing some advantages (local support, financial support etc.).

When comparing important stakeholders in three regions, some interesting findings is acquired. For example, directors of PDCTs in Aegean between 10 important stakeholders do not express hotels and directors of PDCTs in Marmara between 10 important stakeholders do not express museums. Additionally, Governorships, Municipalities, Provincial Authority appear to be the most important 3 stakeholders in all three regions. These findings reflect bureaucratic structure in destination management.

Most important aspect of tourism sector, it occurs interrelationships of different organizations. Therefore, cooperation between stakeholders is important. The findings show that the directors of PDCTs perceived none of all destination stakeholders as potential threat. All stakeholders identified as having the potential to cooperate with the PDCTs. These findings support the nature of tourism sector.

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Maritime Tourism

CONDITION OF YACHT TOURISM IN TURKEY AT THE PROCESS OF BEING MEMBERSHIP IN EU

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ABSTRACT

Turkey presents a magnificent world to yacht tourism with the climatic features on its coasts, the cleanness of its seas, the historical and cultural attractions as well as the beautiful bays. Yacht tourism is a type of tourism that leaves more income than other tourism types .Our country do not gain the share it deserves from yacht tourism in spite of its richness on suitable coasts and the suitability of climatic features. In this study, the situation of our country against European Community, which not only a rival of our country but also makes up the most of the potential customers in yacht tourism, has been studied. From this point, this study tries to give suggestions what should be done in order to compete with the members of European Community.

Key Words*: Yacht Tourism, European Union, Environment*

INTRODUCTION

Maritime and maritime business has been a fact that has increasing importance for the nations and source of being powerful and being richness. Tourism has very important positive effects on developed and under developing countries in view of economical, political, cultural and social lives (www.denizce.com). Marine tourism takes a great share and increasing importance in general tourism activities.

Several studies have indicated that negative environmental impacts are rarely explained by numbers alone (Lindberg 1991, Whelan 1991, Savage 1993), Indeed it has been demonstrated in many places some activities can result in a great even if pursued by only a small number of visitors (Moscardo, Pearce, Gren & O'Leary, 2001). WTO (www.world-tourism.org) emphasizes that; yachting should have a regligible impact on society and culture. Since yachting tourists are dispersed in time and space, they exhibit few of the objectionable characteristics of mass tourism. There should be very little conflict with indigenous cultures. Local communities should never be over whelmed by hardes of visitors. Furthermore, since move of yachting activity centers along the coast, locals can limit their interaction by simply avoiding the transients. They could even have the choice of moving inland even a short distance to completely eliminate contact. Thus, the local populace can regulate contact with visitors and preserve their preferred lifestyles. People living on remote, isolated islands can remain that way if they so choose, even though yachts may visit and anchor offshore. It is for this reason that visitors aboard yachts may be thought of as "invisible tourists". Yachting can provide the ideal combination of low impact on the environment, society and culture while making a substantial contribution to the economy (Petrovic & O'Neal 2001).

Purpose of this study is, determining the condition of Turkey, against EU countries, which not only a rival of Turkey also makes up most of the customer in yacht tourism. From this point, it has tried to been giving suggestions what should be done in order to compete with the members of EU.

Yacht Tourism in Turkey Within The Process of The Membership of E.U.

Doganer (2001), defines the yacht tourism as a kind of tourism including sport activities, recreative activities, traveling, accommodation and hospitality services being given in yachts as traveling in marinas, bays, gulfs and other costs. At its inception, in the 1920s, cruising, and yachting was the preferred mode of travel for the world's social elite (Johnson 2002).

The historical life of yacht tourism goes till antic egypt BC 4000s. The first yacht club has founded in Ireland in 1720 named "Cork Water Club". The first marina term had been used in USA since 1928s (Cakı & Bezirgan, 1998). There are two important cruising areas in the world; The Caribbean sea and the Mediterranean sea. They both of them have convenient winds to sail, climate, rich natural and cultural beauties, etc. But they are not competitor to each other, because of distance between them and season order (Kalenderoglu, Seker, Kabdaslı, 2004). Coasts of Andaman sea Thailand, Malaysia coasts, Fiji and Tongo Coasts at South pacific sea and coasts of Tongo islands are the other popular yacht journeys that are convenient for yacht tourism beside this two basic areas (Doganer, 2001). Especially the popularity of Mediterranean coasts are increasing for yacht tourism because of its convenient winds to sail, climate, rich natural, historical and cultural beauties etc (Midilli, 2002).

Coast of Spain, France, Italy in the west Mediterranean and marinas on these coasts are the most popular tour journeys, but they are just about lose their quality. The increasing amount of pollution at coasts this side of the Mediterranean, the price of marinas which have risen astronomically, have dissuaded yachtsmen from western Mediterranean. As a result of this situation, in recent years, yachtsmen have finally managed to find themselves new coasts in the eastern Mediterranean which are both economic and lovely (Dogan, 1990). Most popular areas in the Mediterranean are as follows (Kalenderoğlu, Seker, Kabdaslı, 2004);

- Sardinia and Corsica Islands (Bonifacio Straits)
- Dalmatian Coasts in Yugoslavia
- Greek Islands; The Saronic Gulf, The Sporades, The Ionian Islands
- Turkish Coasts (Lycian and Karian Coasts)

According to obtained data, there are 311.000 mooring capacity at the 711 marinas on the Mediterranean countries also include Turkey. And it's estimated that between 700.000 and 800.000 yachts visits Mediterranean in a year. At the coastal region of France, there are 261 marinas which has 145 000 mooring capacity. Also, there is 9000 mooring capacity at the 35 marinas on the rivers. Germany has a 750 km coastline, although the short summer season, there are 100.000 mooring hulls at the marinas. The number of hull about 280 000 is available on the 800 marinas in Holland. The costal region of Belgium has 4 000 mooring capacity on the 8 marinas. The number of halls in the U.K. is 220 000 (Dagci, 2002).

Yacht tourism is not a special topic in tourism policy of European Community. European Community has a perspective of general tourism policy. The studies about yacht tourism have seen being done in the countries which has coasts to Mediterranean such as France, Italy, Spain, Greek, and South Cyprus. Yacht tourism is a part of marine tourism in tourism policy of those EU countries (Demircioğlu, 2003).

Coasts of Turkey are very suitable for yachting because of climate and winds convenient to sail, its natural small bays and rich culture and history of surrounding cities (www.kultur.gov.tr). However yacht tourism hasn't been important until 1980s in Turkey (Cerit, 1998). Yacht tourism in Turkey began with France and Greek charter operations. At the same time, Turkish intellectuals made journeys by local boats and called journeys as "Blue Voyage". The concept started back in 1980s and really took 1983 after the acceptance of new law with the specific objectives of regulating and promoting yacht tourism; construction new marinas, renovating and improving existing ones and encouraging yacht charter services in Turkey (Kalenderoglu, Seker, Kabdasli, 2004). Turkey's most established marinas lies on southern Aegean and Mediterranean coasts at, Çeşme, Kuşadası, Bodrum, Datça, Bozburun, Marmaris, Gocek, Fethiye, Kalkan, Kaş, Finike, Kemer and Antalya. In these well equipped harbors, yachters can find the services (Midilli, 2002, www.kultur.gov.tr).

There are 25 marinas, are shown in Table 1, have the "Certificate of Tourism Administration" and the "Certificate of Tourism Investment" in Turkey.

Table 1. Marinas have the Certificate of Tourism Administration and Tourism Investment in Turkey

Name of Marina	Kind of Marina	City	Capacity	
			Sea	Land
Setur Kuşadası	Main Marina	Kuşadası/Aydın	310	-
Ataköy	Subordinate Marina	Ataköy/İstanbul	700	40
Akdeniz Kemer	Subordinate Marina	Kemer /Antalya	150	150
Kaleiçi	Berthing Places	Kaleiçi/Antalya	90	-
Altın Yunus	Subordinate Marina	Çeşme/İzmir	90	60
Ata Bay Tur	Parking Ashore	Gebze/Kocaeli	-	60
Amiral F. Korutürk	Subordinate Marina	Fenerbahçe/İstanbul	558	-
Marmaris	Main Marina	Marmaris/Muğla	676	122
Club Marina	Berthing Places	Göcek/Muğla	121	-
Setur Antalya	Subordinate Marina	Antalya	169	290
Ayvalık	Parking Ashore	Ayvalık/Balıkesir	-	140
Sun Marina	Parking Ashore	Marmaris/Muğla	-	100
Ayvalık Marina	Subordinate Marina	Ayvalık/Balıkesir	100	-
Kumlubükü Yat Kulübü	Berthing Places	Marmaris/Muğla	10	-
Albatros Marina	Parking Ashore	Marmaris/Muğla	40	48
Alacatur Tur. Tesis	Subordinate Marina	Turgutreis/Muğla	40	12
Meersa Kormen Marina	Subordinate Marina	Datça/Muğla	246	56
Marmarin Marina	Parking Ashore	Marmaris/Muğla	-	200
Martı Mar. Ve Y. İş. A.Ş.	Subordinate Marina	Marmaris Muğla	301	70
II- Tur İleri Tur ve Y. İş.	Berthing Places	Göcek/Muğla	80	-
Yacth Marin	Parking Ashore	Marmaris/Muğla	-	100
Karada Marina	Subordinate	Bodrum/Muğla	144	50

	Marina			
Kalkedon Marina	Subordinate Marina	Bodrum/Muğla	200	200
Bodrum Yalı kavak Marina	Main Marina	Bodrum/Muğla	336	100
Turgut Reis Marina	Main Marina	Turgutreis/Muğla	455	100
Total	-	-	4816	1898
Grand Total	-	-	6714	

Source: Kalemdaroğlu, A.E., Şeker, D.Z., & Kabdaslı, S. (2004). *Gıs based ınventory of marinas on the coastal region of Turkey*. http://www.ispis.org, (20/05/2005).

According to data of Culture and Tourism Ministry; there are 24.100 mooring capacity including fisher harbors in Turkey are shown in Table 2.

Table 2. Mooring capacity by the regions

	Terminated + Under Construction			Capacity by 2005		
REGİONS	Yacht Harbors + Parking Ashore	Fisher Ports	Total	Yacht Harbors Mooring Capacity	Fisher Ports Mooring Capacity	Total
I (Bodrum - Kaş)	2777	225	3002	9500	500	10000
II (Çeşme - Bodrum)	1109	325	1434	4200	500	4700
III (Enez - Çeşme)	450	305	755	1000	500	1500
IV (Kaş - Gazipaşa)	1115	-	1115	2000	-	2000
V (Doğu Akdeniz)	-	215	215	600	250	850
VI (Marmara)	15	220	235	600	250	850
VII (Karadeniz)	-	135	135	250	900	1150
VIII (İstanbul)	1990	45	2035	3000	45	3045
Grand Total	7456	1470	8926	21150	2945	24095

Source: http://www.kultur.gov.tr, (17/02/2007).

However the mooring capacity of turkey is limited besides EU countries which are the competitors in despite of that the marinas in Turkey are working with %65-70 implementation rate. The limited capacity is not being full and can't be using effectively.

As to said that before, there are between 700 000 -800 000 yachts sailing in Mediterranean and only 3500 - 4000 of them are coming in Turkish harbors. This is an important problem at the competition against EU countries.

Turkey is being an important destination for yachters, because of its natural, cleaned and long (for about 8300 km) coastline, but cant compete against EU countries.

However suitable climate of Turkey for yachting gives big advantages against EU countries in competition. As shown in Table 3 Turkey has longer suitable climate for yachting against EU countries. Turkey has longer yachting season.

Table 3. Comparison of Yachting Season Between Turkey and EU Countries

Continent	Country	Season (High Season)	Month
Europe	Norway	June-August	3
	Sweden	May-September	5
	Denmark	May-September	5
	Netherlands	May-September	5
	England	May-September	5
	Scotland	April-November	7
	France	April-November	7
	Spain	(Galicia May-November), all year /June-September	6+4
	Italy	April-November	7
	Yugoslavia	April-November	7
	Greek	April-November	7
	Turkey	April-November	7

Source: Çakı, S., & Bezirgan, A. (1998). Turizm gelirlerinin arttırılması açısından bir alternatif: yat turizmi ve marina işletmeleri. Dokuz Eylül Üniversitesi I. Ulusal Deniz Turizmi Sempozyumu. İzmir.

However income of yacht tourism has great share in total tourism incomes. Nowadays, a yacht with foreign flag reduces the revenue of 30 mass tourists to Turkey. It’s an important income rate for Turkey. As to say that yacht tourism has 30 unit of income rate according to one unit of income rate in mass tourism. Sea storing, mooring and maintenancing of a yacht are the several revenue items of yacht tourism. Furthermore, yacht tourism has great employment multicipility as shown in Table 4.

Table 4. Employment Multiplicity of Yacht Tourism

Investment Stage	Administration Stage
Fabricate Ship	Yacht administration firms and travel agencies
Fabricate Ship	The employees working on yacht
Working on building of marinas	Employees working in marinas
Producers, importers and sellers of the furniture that used on building and production	Sellers and importers of yacht furniture’s
Employees at the fairs and organizations corresponding yacht manufacturers	Exhibition, fair and festival organization firms
Public officials	Employees of yachting federations, clubs and associations,
	Small businesses that works on maintenance and reparation of yachts
	Public officials.

Source: Özer, M. (1992).Türkiye'de yat turizmi. Ankara: T.C. Yatırım bankası–Proje değerlendirme müdürlüğü, s.116

Europe Community has determined the microbiologic parameters for sea and lake waters have been used for swimming. This work put together Blue Flag Campaign by Foundation for Environmental Education (FEEE) in 1987 (Arsay, 2002). Blue Flag has focused on four fundamental subjects:

- Water quality have been used for swimming
- Environmental Education
- Security and order of beaches
- Environment management.

These subjects have been divided into 27 criteria's by FEEE. Foundation for Environmental Education of Turkey (TURCEV) is carrying on with control the Blue Flag in Turkey. The Blue Flag is the international environment reward has given to marinas and beaches which have essential standards. There are 192 beaches and 14 marinas have given Blue Flag by the FEEE in 2006 (www.turcev.org). This number is not enough for competing with countries in European Community. Turkey is rearward from the European Community by the beaches and marinas with Blue Flag, as seen in Table 5.

Table 5: Number of Beaches and Marinas With Blue Flag by the Countries

Country	Number of Beaches	Number of Marinas
Spain	453	68
Greek	378	7
France	339	77
Denmark	209	77
Portugal	165	8
Italy	201	49
Turkey	192	14
England	123	12
Germany	38	123
Sweden	55	67
Croatia	80	18
Other 14 Countries	267	381
Total	2500	736

Source: http://www.kultur.gov.tr, (17/02/2007).

CONCLUSION

Surrounded by the sea in three directions and excellent coats Turkey has popular county for yacht tourism. Although yacht tourism in Turkey had been improved after 1980's, it's not sufficient level for present day. The reason behind this is that long term strategic planning for yacht tourism has not been to implement. Especially, 10 billion dollar for yacht tourism in 2000 that predicted by Kisi and Tas (1998) had not been archive. To improve yacht tourism on sustainable perspective, it's possible to offer some suggestions.

It shall be provided that all coastal zones are used by all population of a region as a sustainable source. This point is to lay bare need of ecologic coastal planning. It should be prepared a coastal management plan which has balance of use- protection costal and sea region.

Coastal regions of Turkey should be examined in terms of yacht tourism and planned sustainable tourism perspective. All investment projects should be checked with environmental impact assessments (EIA). In this manner, environmental hazard would be prevented.

It should be taken effective measures to pollution in seas. For this, for illegal establishments and yachts soiling seas and beaches precaution as to prevent pollution has to be urgently taken.

International environmental approaches should be prosecuted. For example environmental law including issues such as water quality, solid waste management and environmental impact assessment (EIA) can be implemented (Cicek & Tutuncu, 1998). This provides the rules and regulations for environmental management. New regulations should be created to increase the role and involvement of local administrations in coastal management (Ozhan, 2005).

Yacht tourism has been not taking care as far as necessary in developing plans. Yacht tourism should be taken part in developing plans which will be handled in the future.

Changes in current coastal law will give rise to constriction coastal band. Coastal law also allows privilege to investor to expropriate coastal plain. Current coastal law and new regulations needs to be enhanced by international, national, non-governmental organizations.

Academic studies should be supported by organizations and academics should offer some solutions on this topic.

Bureaucratic obstacle is the most important problem for yacht tourism. To reach goal accomplishment, bureaucratic obstacles shold be removed.

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Hospitality and Tourism

AN ANALYSIS OF CONSISTENCY BETWEEN DIRECT AND INDIRECT DISTRIBUTION CHANNELS

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SUMMARY

Internet has altered the business environment completely. Internet dramatically affects the distribution of hotel rooms creating both opportunities and challenges for the lodging industry. Revenue Management is used by the hoteliers as a tool in order to manage their room inventory effectively. This study investigates whether hotels in the U.S. utilize basics of revenue management and offer consistent rates among all distribution channels.

INTRODUCTION

The Internet has significantly altered the way hotels distribute their room inventory (Choi & Matilla, 2005). From the traditional model of the yesteryears dominated by travel agencies and global distribution systems, the Internet has become the most influential medium of hotel room sales (Carroll & Siguaw, 2002). This shift was symbolized when Internet hotel bookings surpassed GDS hotel bookings for the first time in 2004 (Starkov and Price, 2006).

At a broad level, hotel distribution can be categorized into direct and indirect distribution. Direct distribution is when the hotel sells directly through channels such as direct call in to the hotel, walk-ins, hotel central reservation system (toll free number), and the hotel website. Indirect distribution is when intermediaries or third party firms serve as points of purchase points of purchase of room inventory. Indirect channels are traditional travel agencies, online travel agencies, and global distribution systems etc. (i.e. Sabre) (Collins, Cobanoglu, Malik, 2003). While indirect distribution channels provide additional channels of business and help in the sale of distressed inventory (Nyheim, McFadden, Connolly, 2005), it is in a hotel's larger interest to ensure that direct distribution remains as the predominant mode of sale. This is because of reduced costs and improved brand communications through the direct channel far outweigh the loss of control experienced over indirect channels. For instance, for a room costing €100, commissions, communication costs and other overheads associated with indirect distribution ranged from €13.00 to €26.00 as opposed to €5 for direct distribution (Forrester Research, 2005). In addition, indirect distribution leads to greater rate dispersion of rates for any single room because of rules and contingencies unique to each intermediary. This leads to diminished rate integrity and subsequently greater brand confusion.

Therefore, it is imperative that hotels implement strategies that direct consumers to their websites. Hotels have done this by promoting "best rates guarantees" from their own websites while simultaneously trying to exercise greater control over rates in indirect channels. However, little is known about the promissory value of these guarantees as well the effectiveness of control over indirect channels. The purpose of this study is to examine consistency among direct and indirect channels of four- and five- diamond hotels in the U.S.

REVIEW OF LITERATURE

The Hotel Industry has undergone a series of changes over the last decade with the introduction of the Internet as a distribution tool (Nyheim, McFadden & Connolly, 2004). Hoteliers realized the significance of the online distribution. Direct online distribution helps hoteliers cut costs, attract affluent customers and subsequently they have to come to depend on less expensive channels (Starkov, 2002). Ten years ago, there were 15 Million Internet users and many hotel brands like Holiday Inn started to benefit from the Internet by creating web-sites with reservation capabilities. However in 2006, the number of Internet users grew to over 1 billion (Internetworldstats.com, 2007). Moreover, Intercontinental Hotel Groups reported that US$ 1 billion has been generated by their corporate web site (Gale, 2006). Starkov and Price (2006) stated that 29%-30% of all travel related revenues in the U.S. will come from the Internet and added that by 2010, over 45% of the all travel related bookings will be made via Internet. Additionally, consumers in the U.S. use the Internet for online searches even when they do not finalize the search with purchase. The number of online searches in the U.S. increased dramatically from 3.3 billion in December 2004 to nearly 5.1 billion in December 2005, showing 55 % increase over year, according to a research made by the Nielsen/Net Ratings (Gale, 2006).

Not only has the U.S. utilized the Internet as a distribution channel, but also Europe and Asia use the Internet as a distribution channel. Phocuswright, a hospitality research firm, revealed that leisure/unmanaged business travelers spent 28.6 billion Euros in 2005 which is up 49 % from 2004 in Europe (Gale, 2006). Moreover, in China, hotel reservations are seen as the main driver of online traveler business, which represents the 65 % of the market share according to analysis by International's China Online Travel Services Market Quarterly Tracker Quarter 4 2005. In addition to this, the online travel market annual growth rate in China is indicated as 82% until 2009. As a result of this, revenues generated from the online travel sales are expected to boost. According to a study made by the Jupiter Media Matrix, in 2007 revenue generated from online-travel was projected to be US $64 billion in the US (O'Connor, 2003). The advances in the Internet as a commercial tool in the hospitality industry have enhanced the role of distribution channel management and revenue management.

METHODOLOGY

The Top ten cities in the U.S. were selected based on occupancy rates level for this study. These occupancy rates were taken from the Smith Travel Research Report (Smith Travel Research Report, 2006). These cities were Oahu Island, New York, Los Angeles, Miami, San Diego, Orlando, Phoenix, Washington DC, San Francisco and Philadelphia. Oahu Island, a city in Hawaii, was removed since the majority of the hotels in Hawaii are resorts and these hotels distribute their rooms as part of packages. Atlanta was then added to our study which was 11th on the list. Ten properties were randomly selected for each city. These properties were selected according to the American Automobile Association (AAA) Diamond rating process since AAA's Diamond Process is considered the most reliable rating process for the North American travelers (Hotel & Motel Management Magazine, 2006). 10 hotels were selected for each city based on random numbers from AAA list of four and five diamond hotels. Previous literature has shown that many economy and mid-scale hotels utilize single based pricing according to season or day of the week (O'Connor, 2006). Therefore, our study included 4 and 5 diamond hotels which offer various pricing options. These four and five diamond hotels are considered luxury hotels in the U.S.

Data was collected from both direct and indirect distribution channels. Direct distribution channels were listed as Hotel Direct Call, Hotel Web Site and Central Reservation Systems (CRS). Indirect Distribution Channels were Wordres.com, Travelweb.com, Orbitz.com, Expedia.com and Travelocity.com. Travelweb was chosen because it utilized the databases and reservation engine of switch companies (O'Connor, 2003). Worldres.com was selected as an indirect distribution alternative since Worldres.com was considered as the biggest pure web based channels with an inventory and reservations database which is maintained online (O'Connor, 2003). Furthermore, Orbitz.com, Expedia.com and Travelocity.com were selected according to the Hitwise Travel Category Report. These three merchant based sites were inside the Top 20 sites in the travel online industry for the month of October 2006 based on the visits. Furthermore, data was collected during the month of January, 2007. Data was collected by the researcher, and trained assistants by analyzing published room rates for a double standard room for three different dates. The reservation date selected was January 31, 2007. This date was chosen because around this date, there were no major events in these cities. The first data collection was made on January 10th which was 21 days before the check in date (January 31st). The second data collection was made on January 17th which was 14 days before the check in date. The third data collection was made on January 24th which was 7 days before the check in day. Furthermore, the lowest available rate was recorded by the researchers excluding the discounted rates such as corporate, military and AAA. Reservations were never completed by the researchers. In addition to this, two researchers called both the CRS and hotels directly.

FINDINGS & CONCLUSIONS

The mean rate for direct distribution channel was $333.55 while the mean rate for indirect distribution channels was $274.55. A paired t-test showed that indirect distribution channels charge significantly less than direct distribution channels. This finding does not support the current trend of hotels promising "the best rate guaranteed" policy. Hoteliers might do well by reviewing the results of this study and create a real-time, single image inventory so that they can control indirect distribution channels better.

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A RESEARCH ON PERFORMANCE EVALUATION SYSTEMS IN CANAKKALE HOSPITALITY INDUSTRY

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ABSTRACT

Performance evaluation which can be defined as the designation of employees' ability to realize their defined task at a given period of time is an important issue for organizations to consider. As a result of performance evaluation, employees will be able to attain the outcomes, in other words the output of their work, whereas the organizations will have a chance to judge on topics like employees' compliance to their job description, or how well their interests and abilities are reflected on the job. And as a result of this, decisions on issues like employees' promotions, salary schedules and training needs can be more healthily made. Thus, coordination will be provided between organization's mission and targets, and employees' performances. Therefore, performance evaluation is aimed at valuing the work—product of employees' according to the goals of the organization. Employee's performance is both qualitatively and quantitatively evaluated for this purpose. This study was prepared for the analysis of performance evaluation systems of 4 and 5 star hotel managements in Canakkale (Turkey). The questionnaire applied to employees and to managers served as a basis to reveal the perception of performance evaluation within the organization and, a comparison.

Keywords: *Performance, Performance Evaluation, Hotel Management*

INTRODUCTION

Whatever the size of the companies are or whatever the work is performance evaluation is pf great importance in gaining organizational and individual development in long term. Especially hotel operations are relatively in need of performance evaluation as they need the efficient use of human force almost in all areas. Performance evaluation, which is one of the most important aspects of human resource management, is gaining importance in hotel operations to achieve superiority in competence, to increase the efficiency of the employees and customer satisfaction. The success of the performance evaluation done to achieve organizational goals, can only be done within the scope of good performance evaluation, by using the right methods, transferring the process to the employees correctly and evaluating the results of the process objectively. Therefore, the conception and applications of the managers as to the performance evaluation; the perception of the employees as to the performance evaluation are the indicators of a successful process.

1. PERFORMANCE EVALUATION SYSTEMS IN HOSPITALITY INDUSTRY

Performance evaluation is a management system which aims to evaluate the quality of one's performance within the organization. Organizations aiming to be successful in the process of performance evaluation are creating a formal evaluation system in accordance with objective criteria. These organizations are doing performance evaluation in four steps (Grote, 2002; 1-2):

- Performance Planning: In the process of performance evaluation, which generally covers a one year term, the managers hold a performance evaluation meeting with the employees at the beginning of each year.
- Performance Applications: The difficulties faced in the applications within the scope are tried to be solved with the leadership of the manager. Employees are motivated by giving feedback.
- Performance Evaluation: To evaluate the results reflected by the process and to measure the individual performance some forms are filled in by the employees and an evaluation is made. Following this evaluation, the performance of the employee is affirmed, improvement is ensured or reviewed.
- Repetition of the Performance: The managers and employees hold a meeting at the end of the year to evaluate the term. The employee tells about his performance during the year and comments on the process. New decisions are made for the new performance term.

Human work force is exploited in service and in other functions in our labor–intensive hotel operation. In no other sectors there is such an intensive relationship between employees and customers (Angelo, 1998; 403).

The managers of the hotel give as a direct support to the employees in developing and modifying their skills. Hotels have a complicated structure which includes many departments. Therefore it is hard for managers to have detailed information of all employees. The subjective evaluation of department managers brings about different consequences. This hampers the objective evaluation of all workers in the hotel. The basis subjects of performance evaluation are formed by; employees' feelings, emotions, evaluations and mistakes. Most managers fail to be unprejudiced an objective while evaluating the performances of the employees and also they are not successful in conveying their message about their expectations on employees' performance to the employees (Woods, 1997; 193). Therefore the application of a standard evaluation system in all departments by the human resources department plays an important role in making decisions about the current and newly-recruited personnel.

Performance evaluation means, evaluating the success of the personnel in accordance with needs of that work. Making a fair evaluation is of crucial importance because it includes aspects such as wage and dismissal. The most common usage of personnel evaluation is for personnel feedback. Feedback is used to increase performance. Naturally, employees want to know how good they are. Unless they are given a regular feedback they can't be informed on their own performance. For instance, if a manager does not discuss the performance with the employee, he may think that his performance is very good or very bad (Woods, 1997; 194).

The most important aspect in developing an efficient personnel evaluation in organizations is making the best of personnel in hotel operations. The production level of the employees, training and developing level of the employees is the most efficient factors (Mullins, 1995; 197). Therefore, next step of the performance evaluation is training. The evaluation should be done to determine the standards of the evaluation. The main goal of the training is working out the work performance to a desired level (Drummond, 1990; 63).

Performance evaluations done to improve work performance and make decisions about work are important in cases like; rewarding, discipline, supporting employee's career development, detecting organizational or departmental problems. However, in most hotels this process is left on paper. In such a poor evaluation system, thousands of working hours come to nothing. Most managers read the performance evaluation designed for the business monotonously or passes to someone else to read. Such behaviors not only fail to direct the performance of the employee but also affect the employee's performance adversely. Strong and motivating performance evaluation can only be done by application. To achieve this, clarity, honesty trust and perfect management gains importance (Farr, 1998).

To reach certain conclusions, detections to clarify the employee's performance should be made regularly. In these detections, these aspects below should be given importance (Carthy, 2004):

- Doing it on time (once or twice a year as to the needs of the personnel)
- Long preparation phase for detections
- The quality to reflect employee's real performance.
- To be done in accordance with countable goals.
- Determining the positive and negative effects of the detection on the employee.

2. RESEARCH ON PERFORMANCE EVALUATION SYSTEMS IN HOSPITALITY INDUSTRY

2.1. PURPOSE OF THE STUDY

In the service industry and as well as in the hospitality industry performance evaluation is a one of the crucial human resource management activities.

Improvement of organizational performance, expansion of efficiency and effectiveness can only be done via the construction and conduction of effective managing system. The basic of an effective evaluation management is performance criteria and standards. The aim of this study is discovering how the staff and management perceive the procedure of performance evaluations at hotels. The ideas of the staff and management about the evaluation system and their beliefs if realistic and sufficient evaluation is conducted are crucial for the success of this process. This study aims to introduce the existing situation by discovering the thoughts of managers at the hotels about the evaluation system and how the staff is assessing the procedure.

2.2. METHODOLOGY

2.2.1. Method of the Research

It's possible to gain the correct data by the survey method because it provides to work on the numeral data and gives the opportunity to gain right information about a large mass by asking fewer questions. In other words, it is possible to generalize the results of the research. Therefore survey method is also used in this research.

2.2.2. Technique of the Research

The technique used in survey method is generally 'asking questions'. The most preferred one is asking written questions. In this research two separate questionnaires are applied; both to the managers and the staff.

Developed by Benligiray (1999), two separate questionnaires are prepared to be given to the staff and the managers. In the introduction part of the both questionnaires the demographic characteristics are given place. The survey applied to managers and staff comprises of questions about the existence of performance evaluation system and at which level is applied. The questions applied to the staff are comparable to the ones applied to the managers. Fivefold Likert methodology is used in the surveys. In the questionnaires, multiple-choice questions are preferred for demographic ones; however for the questions on perception of career and performance evaluation fivefold Likert is preferred. There are 33 questions about this part in managers' questionnaires; however in the staff's questionnaires this part includes only 23 questions.

2.2.2. Population and Sampling of the Research

4 and 5 star hotels in Canakkale with tourism operating license form the population of this research. These hotels were chosen thanks to their characteristics, number of staff, the quality of their service and their perception of professional management when compared to other hotels. In Canakkale there are five 4 star and one 5 star hotels. Questionnaires were applied to all managers and staff in order to discover their performance applications in all departments.

The population in the research is formed by 6 units (N=6) .The managers and staff in the hotel both form the sample group (managers, 40; workers, 383). In each sample sub-group a %30 group is formed and by using the quota method managers' sample is formed by 30 people and workers' sample is formed by 142 people and the research is applied.

2.3. EVALUATION OF THE RESEARCH

2.3.1. Reliability analysis

The reliability analysis of 33 items in managers' questionnaire and 23 items in workers' questionnaire is made. These analyses were all about performance evaluation and reliability. In all analysis SPSS 13.0 program is used. In result of these analysis cronbach alpha value of managers' is found as 0.70 and cronbach alpha value of workers' analysis is found as 0,9303. As those values are higher than 0.70 which is the acceptable value, it can be concluded that reliabilities are high for these questionnaires and research.

2.3.2. The Characteristics of Hotels, Managers and Workers Included in the Research.

This research, the population of which is formed by 4 and 5 star hotels, is made in Canakkale. The number of stars and the distribution of managers and workers at these hotels are presented below in Table 1.

Table 1: The Characteristics of the Hotels

Hotels	Stars	Managers	Workers

A	5	11	115
B	4	6	35
C	4	7	42
D	4	5	70
E	4	6	80
F	4	5	41
SUM		***40***	***383***

The demographical characteristics of 30 managers and 142 workers are presented in Table 2.

Table 2: The Demographical Characteristics Managers and Workers

Demographical Characteristics	**Managers**		**Sample Sum**	**Workers**		**Sample Sum**
Age	18 – 28 29 – 38 39 – 48 > 48 y.o.	6 9 13 2	**30**	18 – 28 29 – 38 39 – 48 > 48 y.o.	72 53 15 2	**142**
Sex	Female Male	12 18	**30**	Female Male	43 99	**142**
Education	Primary School High School College Faculty Master Degree PhD	3 8 9 9 1 ---	**30**	Primary School High School College Faculty Master Degree PhD	64 53 17 7 1 ---	**142**
Department	Front Office Housekeeping F&B	15 5 10	**30**	Front Office Housekeeping F&B	22 57 63	**142**
The Situation of Establishment				Established Trainee Extra Part-time	132 1 7 2	**142**
Duration of Employment at this Hotel	< 1 year 1 – 3 4 – 7 > 8 years	--- 16 5 9	**30**	< 1 year 1 – 3 4 – 7 8 years +	44 81 8 9	**142**
The Experience of Tourism Sector	< 1 year 1 – 3 4 – 7 > 8 years	--- 2 11 17	**30**	< 1 year 1 – 3 4 – 7 > 8 years	28 62 26 26	**142**

2.3.3. Evaluation

The ideas about performance evaluation and its effect on career which are obtained from a survey done in 4 and 5 star Hotels in Canakkale with their 30 managers and 142 workers are presented in Table 3 and Table 4.

Table 3: Managers' Opinions on Performance Evaluation

	Avrg .	**St. Dev.**	**um.**

1	The vision and mission of our hotel is clearly conveyed.	4,57	,568	0
2	Strategic planning is made in our hotel.	4,23	,728	0
3	Our personel is sufficiently informed abot the hotel's goals.	4,13	,860	0
4	Conveyed goals are realistic andobjective.	4,47	,681	0
5	Staff performance criteria and standards are planned and prepared strategically	4,03	,928	0
6	A job description is made for every job.	4,10	1,094	0
7	Staff's point of view and suggestions are taken when making performance criteria.	3,77	,935	0
8	Objective performance criteria is made for every position.	4,07	,944	0
9	Besides individual performance criteria group criterai and standards are made.	4,10	,995	0
10	These criteria are conveyed to the staff before the period of performance evaluation.	4,00	1,017	0
11	I believe that I am evaluated objectively and realistically.	3,93	1,048	0
12	The factors causing deficiency in performance are analysed after the evaluation.	4,03	1,129	0
13	The feedback about the level of performance is given on time.	4,00	1,050	0
14	The complaints about personel performance evaluation are listened.	4,20	,761	0
15	Information and training is given to the personnel inorder to do their jobs correctly.	4,37	,718	0
16	Every kind of source is provided for them to work successfully.	4,27	,785	0
17	Jobs are designed in a way to motivate the staff.	4,07	,907	0
18	Rotation is applied ın order to improve their abilities.	4,00	1,050	0
19	Cooperative working of group members is ensured.	4,10	,845	0
20	Successful performance is surely rewarded.	4,13	1,106	0
21	The chance of advancing is related with ability and performance.	4,47	,681	0
22	There is a career management system.	3,90	1,125	0
23	We are sure that the staff belives they are behaved equally.	4,13	,937	0
24	Top management performance evaluation system is highly supported.	4,23	,898	0
25	We know the importance of perfomance evaluation system.	4,30	,837	0
26	Career designs of the workers are made.	3,70	1,149	0
27	The results of performance evaluation are reflected on the carrer development.	3,87	1,137	0
28	Career advisors are worked with.	3,30	1,317	0
29	Trainings are given to unsuficient performed staff.	3,60	1,248	0
30	The importance of career development is clearly told.	3,90	1,185	0
31	Workers are treated equally in the matter of career development.	3,77	1,223	0
32	Information about future opportunities is given.	4,13	1,074	0
33	Individual development is supported by rewarding.	4,17	1,117	0

By looking at Table 3 it is clear that, in every step of the process of performance evaluation managers think that they are doing all the necessary applications. The answers given to the questions show that the criteria of performance evaluations are made according to the strategic plans, goals are clearly made and informed to the staff and staff's evaluations are taken about the subject and the process is revised in the event of failures. As seen in the table, almost all of managers' statements are above 4. Therefore it is concluded that managers are of the opinion that they are doing everything in the correct way. However; the statement saying' career advisors are worked with' has the least ratio which is 3,30 when compared with other statements. This shows that the state of working with career advisors is far less than the others.

Table 4: The Opinions of Workers on Performance Evaluation

		vrg.	t. Dev.	um.
1	The vision and the mission of our hotel is co clearly conveyed to us.	,11	958	42
2	The plans and objectives of our hotel is conveyed to us.	,99	,007	42
3	Measurable performance criteria and standards are determined.	,89	,009	42
4	We clearly know that what our hotel expects from us.	,08	938	42
5	I believe that my performance is evaluated objectively and correctly.	,70	,129	42
6	I get feedback about my performance on time.	,78	976	42
7	My complaints about performance evaluations are listened to.	,60	,185	42
8	My supervisor and I agree on my level of performance.	,82	920	42
9	I believe that I have enough ability and knowledge to do my job.	,31	885	42
10	I have enough support and source to do my job.	,13	858	42
11	Teamwork is supported in our hotel.	,07	,001	42
12	There opportunities to motivate me if I'd have a successful performance.	,68	,169	42
13	The possibility to advance in our hotel is directly related to the performance.	,80	,082	42
14	All the staff is treated equally and fair.	,63	,264	42
15	We know the importance and the outcome of performance evaluation system.	,90	870	42
16	Staff's career design is made.	,52	980	42
17	The result of performance evaluation is reflected on career development.	,77	920	42
18	Advisors are hired when determining goals and ability tests.	,37	,115	42
19	Training support is given in case of worker's deficiency.	,87	,058	42
20	The importance and necessity of career development is clearly told.	,82	991	42
21	Equal opportunity is given to all workers in career development.	,71	,127	42
22	Information is given on future opportunities.	,68	,035	42

23	Individual development is enforced by rewarding the workers.				
		,73	,136	42	

According to the results it is seen that the performance evaluation system in the hotels are efficient realistic and they are made by referring to workers and giving feedback. The averages of all statements are close to 4 and the answers given are 'I agree'. The statements of managers and workers are highly parallel and this how it should be. According to the data, the performance evaluation process is clearly conveyed by the workers because there isn't any negative feedback.

CONCLUSION

Performance evaluation is defined as determining if the described jobs are done in the designated time. In the result of the performance evaluation employees obtained the results of their works; in other words their data and organizations find the opportunity to understand how much of the agreement between employees is followed and how much of the ability of the worker is reflected on the job. Therefore a healthy decision can be made about the advancement, the level of wage and the needs of training of the workers. Coordination can be made with business mission and goals and employees' performance in this way. Because of this, the aim of performance evaluation is determining the value of employees' products in respect to organization's goals. Therefore; the quantitative and qualitative evaluation of employees' performance is carried out.

In this research, it is tried to find out that if there is a perception difference between managers and employees in respect of performance evaluation in 4 and 5 star hotels in Canakkale. For this purpose, 30 managers and 142 workers are approached and some data is obtained. In the result of this research, it is clearly seen that, in these 4 and 5 star hotels in Canakkale the performance evaluation is system is carried out efficiently, realistically, by consulting to the workers and by giving the necessary feedback. Besides, it is determined that there is not a big difference in the perception of performance evaluation efficiency between managers and employees.

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IN-SERVICE TRAINING IN THE HOTEL INDUSTRY

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ABSTRACT

In the tourism sector, employment and training are interrelated. In-service training means an increase in standard of service in tourism organizations. Such training is necessary, especially for the lower level personnel in the organizational hierarchy. The safest and the quickest way to solve the problem of unqualified personnel are to create in-service training opportunities developed jointly by private and public sectors. Such training programs should be implemented within the establishments.

Where in-service training programs are carried out along with theoretical seminars; vocational training should be continued and the participants should be chosen among the people who provide qualified service. In Turkey, In-service training should be based on the hotel's quality and their location. Surveys show that In-service training has to be concurrent with training done by experts with experience of training in tourism sector with special attention to regional characteristics. While the motivation in-service training programs are made to get higher, it is necessary for employees, employers and supervisors to be given different programmes.

The consensus is that; In-service training which are considered to be very useful in training and in various management functions should address the specific needs of the establishment. The main objective of this article is to outline the general framework of In-service training in hotel industry. Employment and training, which are closely interrelated, may contribute to the improvement of the standards through motivation, manuals and consultancy services.

Keywords: *In-service training, Job description and job analysis, In-service training program for educationalist, in-service training program for Managers, Other in-service training program and courses, On the job training, Distance learning program, Tourism education certificate program.*

Source: *Hatice IPEK, MBA Thesis at Balikesir University, Institute of Tourism Administration and Hotel Management Discipline, 1997, "In-service Training In Hotel Industry, And A Questionnaire About In-service Training At Large Sized Hotels In Antalya"*

INTRODUCTION

Economic conversion, development and improvement in Turkey, tourism is a service industry, which it is expected to give economic growth. This added value is mostly seen in places where customers are pleased with the service. This is why the staff in the service is very important. The aims of touristic establishments are giving the best service and quality. [(1)]

From this point of view; tourism management entails one last function, which is education. This will prove if a facility is successful or not. Trying to sell the consumer services, the amount of the deals, completion the finance are very high and the sector is changing from family business to large sized hotels which mean well-qualified and educated staff. [(2)] To address this need; in this case, education is done through formal education and extensions. In-service education programs not just aim to have qualified strained staff, but to make the establishment modern.

In-service training programs aim to deliver efficient and modern services. This way it trains staff and makes sure that there is a good relation between the tourism establishment and its staffs. In-service training program should identify its aims and do the best to reach them. These aims are:

- Workers knowledge changing the management and acts before employing.
- Trying to make the establishment stronger with staff around it.
- Avoiding work-related shortcomings in the establishment, making sure everyone is punctual and is getting the best out of it.

If we want to implement the in-service training program to work in the establishment we have to be sure that the workers adapt to the facility. They must have the same aims, ability and qualifications to manage personal needs. When these have been achieved, in-service training program is ready to work. Then these have be done:

- The philosophy, aims and the long term strategy of the establishment must be determined.
- The process descriptions and duty roster analysis must be done and work necessaries must have determined.
- Standard for success and a model for achievement must be selected.
- Workers promotion and appreciation plans must be determined.

To succeed in the establishment with the in-service training program these steps must be followed. After all these, educating program must be formed in the education program. This plan's aim is to answer some questions. After finding the right answers, it's time to address them. Then; knowledge, management, education program, and working results will be appraised. When planning educational programs, these questions must be asked:

- What, how, where, when will they be taught and by whom?
- How long does the period of teaching take, what equipment will be used and which rules will be followed?
- How will teacher appraisal and appreciation be done and how the training should be implemented?

In Turkey, if we want to tourism to grow, we need to have a quality of education and modern technology. Also; staff who are qualified, well-trained and who can speak foreign languages will make profit and provide quality service to the establishments. The increase in educated staff should run parallel to the increase in the number of the beds in the establishment. In this sector, you can not replace human work with machine that is why a well trained, educated and qualified staff is needed. [(3)]

According to the hotel management rationale, educated staffs contribute 40% to the overall profit. For every bed, 0.6 workers is needed. For 100 beds, 60 workers are needed. Of these 60 workers, 40% are 24 of the power that is needed from the work. For 100 beds 24 educated staff is offered. [(4)] A research in Turkey shows that, for 23.336 beds in 208 hotels, only 17% of staff is educated and staff in the hotels is lower than the world standard.

Most of the profit is spent on staff needs. [(5)] According to international hotel rules; the amount that is paid for staff should be %33 of the gross income of the hotel. If a hotel is overstaffed, this will cost more. International knowledge is for staff that is working in the housekeeping department in a day, a staff is making between 12-18 beds. In Turkey, this is only 7-8 beds which are %50 less than the world standard. The people who work in the tourism sector mostly don't have enough education and this is effected the profit. As long as the hotels have in-service trained staff will make more profit, than service quality will get higher and tourism will be a branch of tourism work. [(6)] Because of the sector, tourism establishments have to do their best since 2000. The tourism sector needs quality, good service to customers and provide what is needed. For success, enough is never enough and everything must be perfect. To reach perfect satiation, education is main subject. The reason this subject is chosen is that, when mistakes are done during in service training shouldn't be applied in the small sized hotels. In today, this is the first priority for success at small sized hotels. This article gives the definition of in-service training at hotels and includes in-service training plans, programs, strategies, methods, techniques and theoretical investigation.

1. In-Service Training – Trainers – Educational Plan

Education is a period of changes in people life and gives person the knowledge and skills to enable them to do their job efficiently. [(7)] Tourism is an intense work and produces services which require a lot of skills and ability. Staff is the capital of this sector. Hotel managers should use all their needs specially education and do not waste it. [(8)] The education why is important for this foundation; to increase yield, make the standards and protection them, to stop workers absence to provision customer pleasure, repeat the best work quality, stopped waste and break materials, stopped steal materials and thief personnel, stopped workers mistakes, get a spirit of unity and make a good team for profits. The education why is important for people; to be proud of the work and have high moral, to avoid complains, get team work for success and to belong to a good working where people can achieve more.

In-service training shortly means education while working. It is given short period of time while working or close by. [(9)] In-service training is very effective to teach some knowledge, ability and conduct. It helps people not to misunderstand. The period of lesson must be followed up by training. By doing practise to workers will have confidence in their career. When there isn't much work to do everyone can get together and learn new things about their branch in a team to compete. In-service training is very important. Because:

- The staff can see what they have learned when they work.
- The staff needs to acquire new skills while they are working.
- Protects standards, solve the mistakes and develops new performance.
- Services, work ways, work operations and work equipment can be changed.
- The knowledge which the workers are learned should harden.

In-service trainers in hotels can have different skills to help to others. They are most likely to be chief of any department. These people should have some specialties. [(10)] This person should be able to teach the new staff, see the performance mistakes and solve it then open everyone way of learning. In-service training trainer should teach by perform, explanation, repeat, ask questions, solve problems and come with ideas. A good in-service trainer should be able to see the long term learning needs; to prepare a short, planned, practical and easy lesson program and to deliver it to the staff. They should produce some simple equipment and be capable of using them. They must put in order in-service training organisations and keep up with the program. Also they have to see the performance before and after educating staff for results.

They should assign responsibilities, expend the starters learning program and control it. They should give ideas, booklets, position lists and should prepare the equipment and the control the lists. They get contact with the University of Tourism Administration and Hotel Management (for 4/5 years), Vocational Schools of Tourism and Hotel Services (for 2/3 years) and Vocational High School of Tourism then organised apprenticeship programs for these students and follow.

Orientation while working, manager should make plans for improving the people that working under him. To progress is mostly done while working and this might be effect to the management. For this reason in-service training program is important. [11] Some managers get unsuccessful at work orientation from as misunderstanding inferior position workers need. Also they don't have in-service training plans for each department, the establishment and education aims and the development of the scientific and techniques. [12]

Management trainers; must be very close to people, have potential research, good recognize to inferior position worker, must be reliable, help to inferior position worker to think about teaching subjects, provide to the attendee motivation, must know what are the needs and supply them, have different thought about many things, be able to program and teach to them and have results as soon as possible.

Management and workers need in service training for two reasons. First is, if managers and workers have some undesirable events. Second is, after some systematic description. [13] This state is valid for now and for the future. Sometimes, the managers can see some problems or failure in their establishment or department but disregard. However it shouldn't let anything pass away from management. They must look for the right answers and report then determined all needs. These questions are determined to needs. [14]

1. TODAY'S NEEDS

A. Personal Placement:
- Who do we have in staff which position are they good for?
- How long they have been working in our establishment?
- Where did they come from?
- How did we choose them?
- What period of time did we employ how many workers?

B. Job description and Job Analysis:
- What is our staff doing on theory and real work?
- Do they really know what to do?

C. Standards and Performance:
- What results and standards do we want from our staff?
- Does staff know what we want from them?
- In what way do they achieve it?
- If they can't achieve it what the reasons?

2. FUTURE NEEDS

1. Staff Changes and Progress:
   - What age is our staff?
   - If some of our staff is retired or transferred what staff do we need for the positions?
   - Have you noticed anyone to be promoted?
   - What potential do we have for promotion?
   - What do we think about our staff and the ones that are educated?

2. The Other Changes:
   - Are there any plan, new method and use new equipment to develop our establishment?
   - To change these things, what difference do we have to do?
   - What kind of education does our staff need for this growth?
   - Will we need to new staff?

Neither the managers nor the trainers can't give all the education needs that is necessary. Education sources always less than education needs. Equipment are never enough for the learning. This is why planning for the right training is important. Analyzing the needs; aiming for the right group to educate.

Taking a look at which is the problem to make sure that we know who will need what kind of education and for how long? To know all these, we must know what the problem is and how we can solve it. The problems are; staff dismissal, not to attend to work often, working overtime, stealing things, customer complaints, sales, insurance, waste and broken property. [15] Which one of these do we have problems with; observation, point of view and statistics. Then we make a standard or use a standard which is all ready been made.

We must compare the standard and present situation to see what kind of education must be given. But, before going on with the education, we must see what doesn't concern education and solve them first. The subjects that needs education we must have the financial factor and put the learning in an order. We must be aware of the factors that may enough education. We can control some of these, but some are out of management control. We must have all the factors with details.

Planning for a foundation; when aiming for a project we must beware of the national and international economic data. The way of the economy must be analysed to see the changes in the market. This is important for a foundation to success. There are the most important issue which is growing of the population, prices, political environment, business environment, tax politics, staffs positions, growing or to expand in the establishment, service estimates, for a season or permanent employment, the strategy of the sell to direct or with the travel agent and the establishment aims, plans and politics. If the establishment doesn't count these things will not be able to stand in the future. For this reasons; the establishment aims, plans and strategy is determined. To make all these work plans and get it. The important things are; to be aware of the department educational needs when it needs how and the period of the time is the most important notice. Services change in many ways most of these are technological. No the establishment will stand unless it continued has the right human sources, managing to grow in a stronger field, having the right equipment and well trained staffs.

No establishment is same as another; they all have different kind of training and learning. Talent, technical things, security, education and the way of the doing are also different. Every organisation should have theirs own training methods. The managers and controllers age, sex, educations, capabilities and their training resolves the way of the working. In some position as active or no active brings out different needs. In both cases they are different but still they need educating. There are difference between season worker and full time permanent workers. A full time working the establishment has its own learning methods like work life long learning, but the establishment that open in the season only have short trainings. Because they don't work all year long and they don't invest in teaching.

In the establishment, staff education programs are important for human resource strategies. If they have someone to promote, they also must have the program to full in the missing person position. The managers should control the people that working under them in a certain way to see who will need to promote. What kind of education and to how many people planning to teach and to have enough well trained staff to teach the ones that haven't began their training. For the training, they should always pick the well trained and educated person up to show how it is done. In 1988, International Labour Organisation has signed up an agreement for the Second Industry Educating Program with Turkey. By this agreement, Turkish Tourism Ministry has the ways of the tourism teaching and trained persons. The students that graduate from TUREM (Tourism Education Centre) and Tourism Education Centre numbers have increased to have qualified teaching staffs. [(16)] But in 1990, TUREM have closed down and no longer gives its service.

Planning to educate; trainers must be planned enough educating place, equipment and other facilities. The hotels by the sea in winters it's a low season there for, they must use this time to teach and trained their staffs. They must add up the real costs. The important thing is to have quality education at a low price. To bring down the cost, they must have the knowledge about cost and have control them. Cost for education is fixed prices, changeable prices and the total prices are including fixed prices and changeable prices.

Education costs are calculated under changeable price by the management. [(17)] These are some important topics for plans. Decision for education, should be at low cost but a high degree of education. For staff education program they should expand, see the establishment staff policy, different in the technology, work, aims and the plans ahead for every department. [(18)] This information should be in an order with graphic system of the planning. Before planning the subject, the department should be informed and work must be analysed. After all this is completed the subject program can be done.

The responsibility to record all the work has been completed. To able to do certain work you need equipment and physical help. [(19)] There are names for all purpose of work. If there is no name for that work that means they don't need it or have not to think carefully yet. If a work is named than everyone will know their position with this needed a new employment, promotion, education, analysing performance, price and to award.

There are two ways of job descriptions. [(20)] First is; Middle manager should write the meanings of the work that must be completed. Second is group approach. Firstly the management has makes an explanation to the group about the aims of the meeting then to tell why job description important is.

The information must be put together without permit to commentary and duty list gets listed. In the list; ideas and thought must be said again and again until the manager is ready to discuss or each one of get lists. The manager and group should be talked over on the list. Take out what isn't necessary; put together similar things that can be done together. If everyone agrees on this list, then this is the latest list that everyone accepted. When writing a job description which ever method that use must be necessary for the establishment. The job description must be thought to staffs, meanings for works must be controlled certain period of time and if extra work has been done, it should be added to the workers salary. [(21)]

Job analysis entails an analysis of a duty to see what has been done for every step and how they have been achieved. Job analysis is very important to prepare the lesson. If this isn't done, job description will not be thought and staff will not be in a desired standard. First step of the job is analysis of meanings of the movement while working. [(22)] For example: One of staff in a pastry is to take the orders from the customers and serve them. When we look at the meanings; we can say "Serving the guest orders." And this meaning is used in performance standards. It is also used to in the education appraise system. [(23)]

For a job analysis; first we must make a basic duty element's lists. For this, firstly duties do list. The list isn't detailed that is includes all steps from start to finish the job. [(24)] But, might be not have the right ideas for every analysing. In this case; go back to start and investigate what has been done. If anything is found, it should be written on third step. Last step; there is the chapter that takes parts the security, hygiene and definite knowledge. To make analyse simple it can do in a column. [(25)]

Organising an in-service training course is to develop a draft for the course. The draft for the course is a document which includes curriculum, teaching subjects, period of training and subject arrangement. This document is made so the trainers can make comments have ideas and the teacher name is written on the document. [(26)] First step is if planning to teacher a new starter, they must see all the needs for the duty and make list of it. Second step is putting the subject in an order for the new joiners. Third step is have enough time to tech the lessons. When the teaching is done just to be aware how many students attend for certain period.

When the job analysing and the draft for the course finished then start to lay a curriculum to in-service training course. [(27)] Each subject can be ordered as introductory, main subject chapters, results, offers and applied steps then should be written. The teacher will easily remember, explain about it, will not skip any subjects, to see which equipment needed. For the attendees it will be easy to learn. The lay a curriculum make sure that the teacher which is the important part of the lesson. This plan must be written carefully and the important parts should be written capital letters. [(28)]

2. Learning And Teaching Process In In-Service Training

To learn is the makes different in the movements in the person behaviour. There are certain steps in learning styles. If someone doesn't do well in one step then they will not be successful in the others steps. Last step is high degree of learning. No matter which step it needs time. To a chain a person must have the time to analyse get in action. [(29)] To teach this is an aim for the teacher to give students way of the life. To have success in teaching; the teacher must know the students plan to teach and to be a guide to the students.

When teaching and learning the mind works like a computer installing information in it. This information are remembered and learnt. People learn which % 50 when they see, % 15 when they hear and %35 when they touch them. The best period of learning is the first 10 minutes after the lessons has started. Then after the attention started to drop, after 40 minutes it is almost ended. 60^{th}. minute is the end. For teaching and learning process forgetting factor is very important. It is possible to forget at 48 hours that is way the lesson must gone over once more and even have an exams in this period. [(30)]

Teaching is like building. The children start to learn new things to build up to new construction. Teaching the older is like restoring the building. With in-service training is trying to put new and useful information. The children learn. Learning is a material for their needs. The older people are hard to teach. They do what they are use to do and this makes them feel safe. [(31)]

On the job training, one way of teaching is when the person is working. These people are doing their job while they are learning. This can be done in the office, on the produced line, on the loom or anywhere at work while working or having short time break. This type of learning must be programmed and organised. There should be a standard to it. A good and capable trainer should be doing it. If this is done well, it has a lot of advantages. The person that will work will have some experiences before work and will face the problems that may a core. The more work the more they will learn and have trust in themselves. Good work will be awarded. [(32)]

On the job training is while working, the person can see what they have to learn. As soon as they learn something and they can practise by working on it. People will learn faster while they work. The attendees while working and learning to teacher can teach with manager supervision education, transfer of power education, with monitor education, apprenticeship education, with committee education, rotation education and exploration course education. [(33)]

The other way of training is an outside training. Outside training is done after working in the educating department at the establishment or out of the establishment. Also outside training have some special features. [(34)] First of all, it will save a lot of time. This also teaches from knowing something to not knowing. So, the things they don't know they will learn after work. Because this is learning after work there is no rush to finish anything this gives time to do and learn to right way. It is hard to say, that everyone does the same while working, everyone has solutions for the problems. It is easy for them to learn after work. Programming is easier to learn after work. Thoughts and meanings can be given the proper way. So, this way learning isn't done by guessing. It is hard to find a managing teacher while working. Even if they find one it is hard to operate while working. There are many opportunities of outside training.

These are the some of the outside training techniques which are applied in the education department of the establishment: Training group technique, business game technique, in basket technique, role playing technique, some conferences, panels and forums. Also these are the some of the outside training techniques which are applied outside of the establishment. Seminars, conferences, panels, forums, excursion or observational learning technique, audio visual aids in teaching technique and some special courses of study. The outside training is done out of the establishment and without office hours that takes from weeks to years. These are different kind of outside training courses: [(35)]

Evening class, weekend courses, holiday courses, extension courses, university and high school cooperation courses, foreman courses, trainer courses, management courses and the course of arrangement from Ministry of Tourism. (Working training, Trainer training, Social capability training, foreign language training)During in-service training for learning and teaching are need some equipment. They are only useful when necessary. This equipment has some advantages and disadvantages. [(36)] Advantages are; if they can't say any words but they can see as live then they can save time. Disadvantages are; it will distract the thoughts, it is expensive, if used wrong it may end with disappointment. The equipment are the works helpers. It helps to learn. It gives life to teaching. Trainer must have right equipment for the right job. For example: Blackboard, flip chart, films, slights, physical objects, videos, tapes and television.

3. In-Service Training Programs And Program Contents

In the establishment; firstly, trainers must know what kind of equipment they need for the training then planning for training as the establishment aims, strategy and politics, finding ways of getting there, adding the costs and planning for the lessons. Beginning of the lessons job description and job analysing must be done. Then they will have a program informing the trainer. After knowing the capabilities start writing the program. In the program there are:

1. Display the program. (The establishment and program's names, place, date and duration of the training program, the training manager, the trainer and the trainee's names.)
2. What is the purpose of the training program? (General and details aims.)
3. The application table of the program and the application instruction of the program.

In-service training programs; trainer's training, managers training and the other workers training that (Front office, reception, accounting), (kitchen, cooking, food and beverage) and foreign language training are done by 3 different ways.

First step's to teach the trainers at in-service training program. In the establishment while preparing the in-service training program, starting on the program and having the program the trainers will be able to insure the quality of research and teaching. Staffs that will attend the program, must have success in their branch, have the knowledge and ability, must want to teach. [37] They will be chosen out of these and give formation. In-service training program for trainers, they must be able to explain, show, discuss on the methods, able to use the training equipment that are available. Every trainer should be able to give in approximately 6 lessons in program. After the program, trainers should be ready. [38] They must be able to explain basic job descriptions and job analysis, able to get practise about in-service training program, planning to lessons, preparing the basic equipment, arranging and doing exams, controlling, managing the comments and having performance standards.

Second step is to train the managers on the in-service training program. The education that takes place in the establishment is very important for the managers. The managers must keep up with the changes in the establishment. In the in-service training program for managers, the managers must do plan, able to control, recognise the matters and deal with them. This program is to strengthen their secret power. They must be ready to do the work and ready for any position that will be given in the future. The management trainee for senior position will be look at what they have and haven't done. If having success and ready to take step up in management. [39] In-service training program for managers, give them to improve about inferior position workers decision and their capabilities. The connection between organisational psychology and management improvement grow out of management role playing. Managers are played management roles because there is a role for them. To play this role the manager must be able to manage the facts and want to success in management. [40] The managers will learn the difference between what they have been doing and what they will learn. [41] The people that take place in management might think that don't have enough energy or don't have enough time to do what have been thought to them. If the managers can pass these matters then they will have plenty of time to do their job best passing daily problems to make plans for the future. To start a managers training program in the establishment, apply and get help from foundations and see what is necessary. [42]

First step of managers training is top level managers (like general, human resource, sales, finance manager) education. These branches have big responsibilities in the management and they have to independent decision for establishment aims, politics and strategy. Top level managers in the establishment or in the educational institution the managers must do their best and give all the efforts in to their work. Because of there knowledge and experience they must have education after work. The best is to teach between 3-5 or 8-10 days course because of there knowledge get practised. Total education period is 60 hours.

Second step of managers training is middle managers education. They have some responsibilities to their managers. Usually they are senior chiefs, supervisors, assistant managers and chiefs. The trainers can educate them while they are working or after work. Mostly it is done during work but some sort of training do need after work course. At 15 days training program is carried out 10 days is during work and 5 days is after work training. Education is 4 hours per day and total education period is 60 hours.

Third step of managers training is lower echelon executive education. They are mainly watchers which shift boss, head foremen and crew chiefs. The watchers have two duties to do that are work and manage. They have a role to teach to the inferior position workers in the team. Watchers mostly educated while working and they can also teach themselves. 30 days of teaching 2 hours a day and total education period is 60 hours.

Also third step's to teach the other workers at in-service training program. These people don't have any management duties. They are there for their own duty in the establishment. What ever their job is they are educated by manager who has managers training. Trying produced quality product and services. They can be educated while working. Mostly practical learning skills are shown while they are doing their own work. They learn by lower echelon executive trainer. In hotels, these trainers are given 3 kinds of lessons. Main branches are Front office, Housekeeping and Food and beverage services. For extra branches are Accounting, Banquet, Cooking and Bar.

Another program is the distance learning programs as part of the in-service training program. In 1989, Minister of Tourism in Turkey and International Labour Organisation made a program for "Investigation in Hotel and Tourism Industry." They have seen that the hotel establishments need more qualified staffs. % 87.4 of the worker doesn't have the skills to work in these kinds of establishment. In 1989 April – 1990 June, Anatolia University, Ministry of State in Republic of Turkey and Turkish Radio and Television Organisation have made a distance learning programs as "Tourism Education Certificate Program."

First step, they were shown how the project was to be done by universities. Second step, they were getting people thoughts and ideas with the questionnaires and its results. [43] This project included to research new potential workers for bar, food and beverage services, housekeeping, cooking and front offices. This project has done with Ministry of State in Republic of Turkey as "Employment Refinement Project."

In this project have two steps that first people learnt at home with some published work books and TV program by themselves and second people worked as trainee at the hotels. To work on what they have learnt which they worked their interest area and have an on the job training in the establishments.

First step of the project (1989 April – 1989 October, Theoretical knowledge course)

- Food and beverage service, Bar service
- Housekeeping

Second step of the project (1989 December – 1990 June, Practise with on the job training)

- Food and beverage service, Bar service
- Housekeeping
- Cooking
- Front office

End of this distance learning programs 470 attendees from food and beverage and bar service, 273 attendees from housekeeping, 115 attendees from front office, 160 attendees from cooking and total of 1018 attendees has "Tourism Competence

Certificate." In this program; 1018 attendees has given a letter that 15 questions to answer for their opinion and was sent to their address. 49% answers were posted back. In the questionnaire, these questions were asked:

1. Have you got enough information in this program?
2. Explain why you think so.
3. How long have you worked in this sector after you had certificate?
4. Tell the reasons why you had left work or why you haven't worked yet?
5. Are you / Have you been still working that you achieved your certificate?
6. Did your certificate help to you for find a job?
7. What do you think about taking to be promoted at present work?
8. What is your net salary?
9. Do you have any other profession?
10. How important for you the Tourism Competence Certificate is?
11. Would you tell your friends if a new Tourism Competence Certificate Program starts?
12. Which branch was your certificate from?
13. What is your birth date?
14. What is your sex?
15. Last school of graduation

For the results; this program was to have the high school education students in the sector and 47.9% of the students work in this sector, so this shows that this program has success. To work with low salary isn't just only tourism sector problem. Also; women can't work with marriage or with babies or husband not letting the wife to work is not a matter for tourism sector matters. If there are some take precautions while training and later, more workers can work in tourism sector. According to attendees; practical training program was the only failed in the tourism education certificate program. Training places weren't good, didn't have enough qualified staffs. These are some of the reasons why the attendees don't go on working in tourism. The attendees didn't have anywhere to tell there their problems, so the problems weren't solved. But the equipment was used in the program liked by attendees except cooking attendees. If this program is to be repeated the cooking equipment should be controlled very carefully.

An interesting point is, there were a lot of complaints from the cooking course but most of the students that have certificated were from the cooking course. After solving these kinds of problems, then the theoretical knowledge of the program should be overlooked, so in the future there will be more successful than now.

4. The Questionnaire About In-Service Training At Large Sized Hotels In Antalya And Investigation Results

In the summer season on 1996; I was involved in a research at 46 large sized hotels and 210 workers and I could see how the sector is leading. This research aims is to find out how trained staff work and how it ends up with. With this aim, well-worked survey sheets were given out to the human resource managers and to each member of staff in every department that took place in the investigation.

The managers that took in the place in this questionnaire were asked 28 questions and this was to see the establishments, managers and workers positions. Specially; the in-service training given in which subject, amount of that was given and how many people attended it.

Last of all they were asked for their opinion. 12 questions were asked to the workers. The 8th question was in groups. At first they were asked which subject did they learn and for how long. What the course was for and at last their opinion and thoughts. At second step was asked to the workers.

5. SUGGESTIONS

Hotel establishments are very important in the developing countries economy and it's a sector by itself. The workers are part of the establishment. Hotel managers must know what kind of education and in-service training in the workers had been pasted by. After taking a look at the results they can say that the problems are. There are the answers for solution:

1. Because of the establishment haven't given enough importance to education, especially occupation formation ended up with non qualified staffs. So that in-service training must be given and get well trained staffs.
2. The hotel owners and directors should also go through the in-service training and they should follow the progress and changing situations in this sector then they can have practise.
3. In service training program to trainers, managers (top level managers, middle managers and watchers) and workers should have different programs.
4. Minister of Tourism and I.L.O. should go on the Monitor training programs was the ended 31 December 1995.
5. Trainers, managers and monitors that have taken the in-service training should be in the in-service training programs.
6. Theoretical and practical information should be given and examining to know the lessons has been understood or not.
7. In-service training program should be analysed for maximum benefit. The reason for this is to have a clear thought of the work that must be achieved. To see the success in the program analysing must be classify as first analysing, interval analysing, final analysing and control analysing then workers have in-service training success should be evaluated.
8. When the in-service training is prepared; education plan, job description and job analysis must be done there for planning and practising must be completed.
9. To have a standard into in-service training, there should be a booklet for every department and then there will be no difference between the establishments.
10. Education works for tourism, there should be combination between the foundations. They should support each other.
11. To in service training trying to use more equipment that can be audio visual. General and basic equipment must be supported to in-service training.
12. Motivation is very important for in-service training program. The people that have taken the training would be proud of themselves and the work they do. This is an important issue.
13. Trained people that they are living out of the hotels are important to the hotels. Because trained local people attract to tourist there. Trained local people should be a mission for the hotels. This mission shouldn't only be prepared on Tourism week on TV or put the touristic flags on the main streets. Mass tourism training should be done very often.
14. End of the season; hotels that closed the out of the season, should be used to teach there for their workers and they have to work with the tourism school over there.
15. Student should be able to more training because of their tourism education. Training period conditions are got better and every one must see the trainee isn't cheap workers. This will also give ended to educated or uneducated staff arguments.
16. Some protocols can be made between schools and hotels. 4 hours a week, each student can take lessons on student and workers relations, student and customer relations, student and working rules. This way, students that have taken tourism lessons would be working in the sector.
17. There should be some foreign language courses; government and hotels should get together to solve this matter.
18. Like any other profession, this sector should have a professional title for each department, so people can save themselves from been called as a waiter and should be protected under law. All the qualified workers should be given a tourism certificate according to their expertise.

19. In tourism establishments; at least, high level managers and specialists should have 4-5 years tourism education graduated and directors should be graduated from Tourism.
20. Managers and all workers should have the job knowledge but also be capable of these:
    - A well-spoken language capability
    - A good appearance and healthy body
    - Be able to speak foreign language and willing to learn more
    - Enough mathematics knowledge and have ability to understand
    - Be comfortable in human relationship, manners and respect
    - Good level of anger management and a good personality
    - Have good general culture and practical knowledge
21. In-service training program shouldn't only be limited to large sized hotels. The middle or maybe small sized hotels should be involved in in-service training programs as well. They should start with 1-2 in-service training programs, then increase as needed.
22. Money spent on an in-service training program should not be seen as wasted. It will always come back with added value and profit to the establishments.

CONCLUSIONS

The definition used in social science can never be the same as in technical science. Usually, aims, functions and techniques are used to explain the definition. Therefore a person is trained for the public in this period; they learn to behave, respect, to help and to act sensibly in the community. There are three different meanings of education which are interrelated. First is, developing skills. Second is to make difference in action. Third is to know that education is a period of time. If the person wants to reach an aim, they must strive. The person must really want the position, the mind and the body must be ready. The right place and the right equipment should be supported for the changes in the person. [44]

When we look at the education system; it is made from inferior system for the person needs. Education is for certain purpose and made up from inferior systems, a formal education and mass education that is extension. Mass education is for the person that has never in a formal education or not in any of the stages. This is given for the certain purpose. This education for different age groups, grades, it's prepared for the purpose of needs and given when needed. These are the some of training programs which is given in the establishment or out of the establishment; public training adult education, prevocational training, on the job training and in-service training. There are some good and bad effects on people about the 2 education programs. (Formal and mass education) It is seen that people aren't trained well be qualified for the job.

In this case; there are differences between the wants and needs of the establishments and schools that are giving the education. In-service training addresses this difference. About mass education; at working area, while working or after working staff have difficulties. The things that occur in formal education and mass education; when the faults are realised or they don't occur there will always be a negative situation. Staff is not well trained for the technology and the equipment. To pass all these negative position, in-service training must takes place. The other areas where we need education are producing service and goods for 3 aims. These are more production, quality and cheap. These three aims must be coupled with good service and product. There is a competition and the market is very big. The costs are always increasing. To be in the market and make profit, the quality must be at its highest standards. Turkish tourism sector in 1984 – 1988 had the problem of finding educated staff.

During 1988 – 1992 The Golf War made things stop. After 1992 the problem has dealt with. These problems have been separated into 2.

A. The matters that come from other countries like the Golf War can't be controlled or solved.

B. The national problems that are building, infrastructural, accommodation, transport, pricing, advertising, source, economical and social problems. These problems can be solved with tourism politic ideas and strategies. These are these kinds of problems. [45]

1. In 1984 - 1988, big investments and giant constructions have been made in Turkey.
2. These investments made the sector want to qualified staff.
3. Until these years, the establishment problem was to find staff which was only available from schools.
4. The staff is not come from tourism education that was taught in the matter of master workman and apprentice relations that no quality and experienced.
5. After the big investments, staff was been short resource to find.
6. This effected to the workers as psychological.
7. Degeneration is temporarily arisen from other establishments.
8. The staff that was graduated from formal tourism education was not the answer to solve these problems at short period of time.
9. There has been a clear status that graduated from formal tourism education will support the need for staff at long period of time.
10. At this moment, there were 2 practical solutions to do for near future.
11. The tourism establishments have not been institutionalised.
12. A lot of money has been pay for the equipment, transfers and something that is not necessary needed.
13. Even if the establishments are 5 stars, their minds are not 5 stars.

There are taken from three different kind of establishments; government establishments, foreign company establishments and local company establishment like Sirkeci style. Government establishments are the most trustful one. The foreign company establishments are trying to obey the current law but these don't give to the staff trust. Even the hotels in Sirkeci (Mostly Sirkeci hotels have no stars) or 5 stars hotel in Antalya, Bodrum, Marmaris, Kuşadası… they all have the same thoughts. If the calculation of income was wrong that is figured out as 150 $ but come down 30 $, the first thing that comes to mind is to take this from personnel salary.

Golf War came for help in this situation. The tourism investments are stopped and some kinds of the tourism education programs are postponed. In 1992, the tourism investments and education programs have started again. The prices for 1984, to invest in a 5 star hotel costs from 5.000.000 TL to in 1992 the costs have gone up to 800.000.000 TL but investors where not scared of this because they had support from the government. In 1992, New University of Tourism Administration and Hotel Management (for 4/5 years), Vocational Schools of Tourism and Hotel Services (for 2/3 years) and Vocational High School of Tourism have opened and gave lesson then this closed up the missing of the staff in the tourism sector.

Generally tourism education is given public tourism education, formal tourism education, prevocational tourism education, vocational and technical tourism education and scholastic tourism education. Tourism establishments were more careful in giving the staff education. Especially, in-service training was to be given put to life. Applications were basic training, on the job training, job relations training, advance training, exploration training and rotation training involved. In-service training wasn't providing a concept as mean, the managers have thought in service training and on the job training were same then outside training wasn't used often.

Minister of Tourism, International Development Association (IDA) and ILO had put together “Tourism Education Project” this has been a guide to teach the trainers and the managers in-service training as there first step. This is not enough but it has improved to compare to the past. Nowadays, investments are made on people. When big establishments are built or their bed capacities are increased money is also saved for educating staff.

As a result; only the big establishments shouldn’t make an investment to people, middle and small sized establishments should also make an investment them. Training should be given by trainers or teachers or managers that have formation should be there to teach what is needed for certain places. The attendee should say their opinion from planning to application then results. Communications must be best standards, so knowledge can flow threw them. Hotel management must also use the motivation that has been activated by the attendee. They should increase to staff that has in-service training salary or get promoted them. This will also be good for the other workers to do their best when they work. The research has shown that in-service training has got 52% successes. For this, to be 100% all efforts should be put together and in the years 2000 for tourism and Tourism education for it will be at it is best standards.

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e-Tourism and Distribution

VIRTUAL ORGANISATIONS OF FOOD AND DRINKS

ELECTRONIC COMMERCE AND TURKISH PATTERNS OF VIRTUAL ORGANISATIONS OF FOOD AND DRINKS

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ABSTRACT
Accompanied by the progress of information and communication technologies, the Internet and e-commerce, which are in increasing use in almost all business sectors, paved the way for a new virtual organization model based on computer data. This development compels numerous classical business sectors to do business in internet medium. In recent years, e-commerce of all business sectors of developed countries has begun to make inroads into food and drinks management and tourism businesses, hitherto operating on classical models. Particularly the dynamism of big cities, the urban dwellers spending their daily lives more in their working places than in their homes, and their growing habit of using internet for multi-purposes have adversely affected their home cooking and eating at home habits, creating fast food culture. Fast food is now a widespread habit of nutrition in developed countries of exhaustive living as well as in Turkish urban centers. This evolution set the stage for Turkish small-to-medium-sized food and drinks businesses to grapple with the rising tide of internet and e-commerce opportunities, and to make fast use of these means. With this study, it is intended that this new-found but fast growing virtual business of food and drinks companies of Turkey will be examined, and sector's growth potentialities dissected. We believe that in Turkey, which is on the way to become a full member of the European Union, it would be extremely beneficial if the new food and drinks firms develop a particular culinary culture, and present and serve these fast foods to foreign visitors. This would also serve the purpose of spreading the Turkish Food and Drinks Operational Standards. In the first chapter of the Study, virtual organizations and e-commerce have been defined; in the second chapter, the operation styles of virtual food and drinks organizations put forward; and existing virtual firms of food and drinks of Turkey listed. In the final chapter, how to further spread and developed the WEB sites of Turkish virtual organizations of food and drinks are examined.
Keywords*: Virtual organization, e-commerce, virtual businesses of food and drinks.*

Recent progress of information technologies and global competition force business firms to adopt a virtual networking model within the framework of virtual organizations. The virtual organization models present the opportunities of surviving in the harsh global competition, and developing new businesses and new management strategies. The internet economy, which is also known as the new economic system, has helped the creation and diffusion of e-commrece all over the world, which is based on internet perse, and moves everywhere on earth through computer networks.

Today, it is imperative for business concerns to keep abreast of technological breakthroughs, and employ them in order to be able to compete and survive. Technology helps corporations to cut costs, and to diversify themselves against their competitors. Moreover, the conservative approaches render firms that resist changes disadvantageous, through their organizational structures. The information flows to and from the suppliers as well as dealers through electronic networks help fast delivery of products, constant delivery of goods to the customers, elimination of uncertainties on the production planning, whereby reducing the costs to a great extent.

The purpose of this study was to define the electronic commerce and virtual organisations of food and drinks. Initially virtual organizations and electronic commerce have been defined. Then we define the operation styles, advantages and the problems of virtual food and drinks organizations. In the final chapter, we summarized how to further spread and developed the business sector of Turkish virtual organizations of food and drinks.

1. Virtual Organizations

Virtual organization is a semi stable network of organizations and/or individuals in a constantly changing environment creating a temporary structure from the members of the network and/or other organizations to meet opportunities of the market. This temporary structure is disbanded when goals are achieved. Every member of the network delivers its/his core competencies for this new structure, they are geographically dispersed, and therefore use information and communication technologies as a main communication device.(Duoba, 2007)

The virtual organization is a dynamic alliance between organizations that bring in complementary competencies and resources and that are collectively available to each other, with the objective of delivering a product or service to the market as a collective. Virtual organization's refers to a new organizational form characterized by a temporary or permanent collection of geographically dispersed individuals, groups or organization departments not belonging to the same organization or entire organizations, that are dependent on electronic communication for carrying out their production process. (Sieber, P, Griese, J., 1998)

In virtual organizations,customer satisfaction is augmented by shortening the period of getting back to customers through new-technology feedbacks, by taking great leaps forward in uninterrupted communications among relevant firms, and in time and motion studies for the firms in the processes of production and marketing. (Kartal, 2007)

Cooperating managements under the roof of a virtual organization adopt a common target. This target is the fast production and presentation of goods and services demanded by the markets to the customers in concerted efforts. Virtual organization is created by combination of autonomous and independent business concerns and/or phases. In achieving the ultimate objective, it is necessary that the activities of different units are carried out same time same place. Besides, the participating units may exhibit different roles, and suppliers, customers, and even competitors may combine their supplementary sources and abilities. Developments of information technologies, as well as changing global competition terms constitutes the driving force of virtual organization structures. (Kurşunmaden, 2007)

2. Definition Of Electronic Commerce

Electronic Business is the use of the Internet and other related information technologies for organizational communication and coordination and the management of the firm. By replacing manual and paper based procedures with electronic alternatives, and by using information routes in new and active ways, electronic business can speed up the processes of ordering, delivering, and paying for goods and services as well as reducing a companies’ operating and inventory costs. (Maner, 2007)

Electronic commerce is not only conducting through computer networks purchase and sales activities of goods, services, and information, but also creation of demand for these goods, services, and information (marketing), supplying customer support in all phases of sales, and providing commercial and logistical communications among bossiness entities and customers through global computer networks. (www.interguide.net, 2007)

Electronic commerce, or simply e-commerce as commonly known, is in its broadest definition the transmogrification of computer technologies into trading. All information activities carried out via electronic data and communication means, ATM and POS and similar money transfer systems can be added to the definition. (www.acti-form.net, 2007)

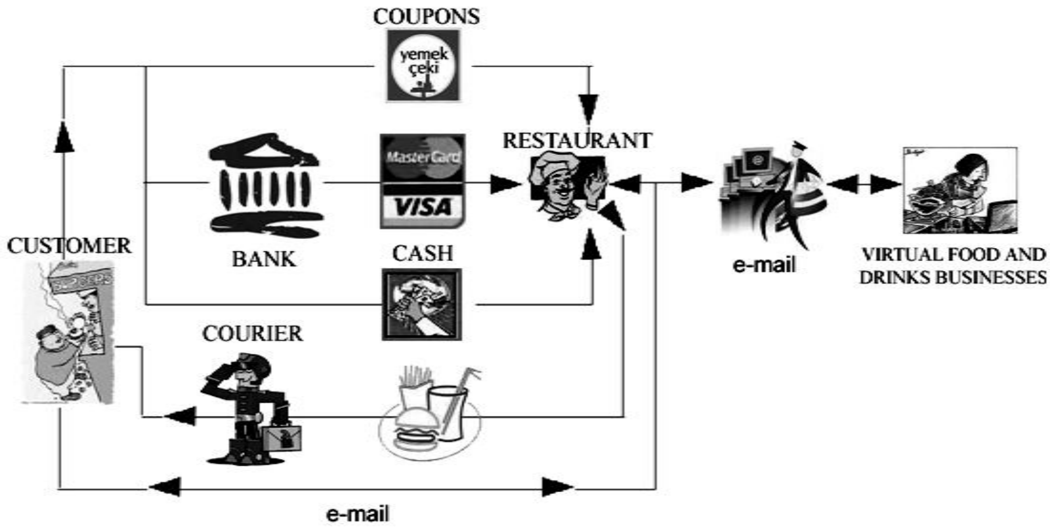
3. Definition Of Virtual Businesses Of Food And Drinks

The nutrition patterns of the contemporary man differ from the past's in a substantial way. Because of the transformation of technology, urbanization, integration of women into work-life, rat race of working, endless journeys, living alone, human beings spare less time for eating, thus changing their nutritive habits. Fast food consuming is on the rise, making the expressions of "nibbling", and "eating while standing" daily life commonalties. Fast food or readily available food systems are based on servicing more consumers in shorter time periods with which food is prepared in standard ways and served to customers. Not only did this system help resolve time constraints of man who spends the day away from home, and also addressed to their palates. In our country, the term "fast food" means both eating while standing, and readily available food systems. The most common fast food types in Turkey are pretzel, toast, "doner", pancake with spicy meat filling, pita bread, hamburgers, cold-cut sandwiches, pizzas, French-fries, fried chicken pieces, fish-in- bread, baked-potatoes, lamb intestines grilled on spit, cokes, tea, coffee etc. (www.afiyetle.com, 2007)

The entrepreneurs following the evolution of internet technologies and e-commerce present an ever-changing trading model to the economic life. In recent years, Turkish entrepreneurs have brought a new business model which may jolt the food sectors. These virtual or on line businesses are in fact quite common in developed countries. It is becoming also common in our country, adding a new flavor, and a new momentum to the packaged food conceptualization. In developing countries, e-commerce is opening up new vistas for businesses through an effective and cheaper distribution channel, enabling them to develop new production processes, to enter into new markets without having to make heavy investments and present cheaper quality goods in a faster way, and to develop strategic cooperation and joint ventures.

Virtual food and drinks businesses come together under a national roof, and have an organization of strategic collaboration in a franchise system. In this system, the food and drinks businesses assume an intermediary role and give an image of a single organization to the clientele. The integration process of Turkey to the European Union requires a certain production standard, and presentation of the food to the clientele in a pre-ordained quality. The parties to the virtual food and drinks business system are presented in the following figure.

Figure 1. The Parties To The Virtual Food And Drinks Businesses And Their Operational Systems



In Turkey, the local food and drinks businesses work in general on phone call system, hardly giving a reliable marketing posture. With the classical food and drinks businesses, it is essential that an employee is employed to take the fast food orders. This employee is constantly on the phone, takes orders, and instructs other employees that the order is prepared for delivery. So-packaged product is sent to the customer through the service of distribution personnel, if any, if not, by any of the employees. In this system, the customer's address is generally verbally conveyed to the distribution people, and thus delivery problems are experienced.

3.1 The Differences Between Classical And Virtual Food And Drinks Businesses

From the management, information and marketing points of view, there are discernable differences between classical and virtual food and drinks businesses. These differences are outlined in Table 1.

Table 1. The Comparison Of Classical And Virtual Food And Drinks Businesses

SERVICES	CLASSICAL Food And Drinks Businesses	VIRTUAL Food And Drinks Businesses
Getting to know the food processor	Vis-à-vis or advertisements	Internet and advertisements
Order method	Telephone	Electronic messages
Information about prices	Vis-à-vis or advertisements	Electronic messages
Sales and promotion campaigns	None	Yes
Are there standards for food and drinks?	Sometimes	Yes
Service periods	Limited	Round the clock
Delivery periods	Unknown	Very fast
Fake order ratio	High	Very low
Customer membership system	None	Yes
Order and delivery sanctions	None	Yes
Payment choices	Cash, credit cards, coupons	Cash, credit cards, coupons

3.2 The Advantages Presented By Virtual Food And Drinks Businesses

There are multiple advantages of fast food sectors to the national economy. These can be summarized as follows:

- Creating a new and varied working system for businesses, e-commerce has brought a new vision to the relationships between the sellers and the buyers. The virtual food and drinks businesses have thus gotten into the picture.
- Virtual food and drinks businesses have speeded up purchase and sales and related activities, brought to the production international standards, contributed to effective publicity, and set the stage for reliable trading through internet and thus traceable orders.
- Bringing national and international fast food businesses together, it has created opportunities for the local businesses to acquire new production methods, to provide the customers as well as suppliers modern business images, and to work in a customer-focused way.
- Unnecessary expenses have been cut for maximization of profit, which in turn reduced the costs of inventories, advertisements, marketing, and transportation, and helped raise the productivity.
- Seven days, 24 hours services became available to the clientele.
- Customers were given the opportunity to choose and order food among a varying degree of food firms.
- Competition induced quality conscience.

3.3 The Problems Of Virtual Food And Drinks Businesses

The food and drinks businesses that still operate under classical business perceptions may experience numerous problems in their relationships with their customers. Some of these problems from the customers' perspective can be summarized as follows:

- Which fast food firms in the area I live?
- What their phone numbers are?
- What is the range of fast foods and outside servicing of them?
- Are there menus? Any reduced fast foods among them?
- How long will it take before I get the fast food?
- How can I pay for the fast food? Is credit card payment available at the door? Are coupons available? Will the delivery-person give me the change of the money I give him?

Also bugging considerations and questions might be in relation to the contents and cooking ways of foods I give order for. And I might be anxious if the order taking guy has got me right, and thus bring me the right food?

The virtual food and drinks businesses have firstly changed their order taking models, transforming it into written formats through electronic mail systems, and thus developed substantive solutions to these problems. Later on, metropolitan fast food producers who showed desires to become members of a system convened under the roof of a single WEB site. The WEB site hosted the following information and choices: pretty well detailed food types, menu choices, and economic food menus, payment possibilities with credit cards at the door, cash, and payments with coupons- opportunity goods, order calculation sections, trading baskets, delivery day and hours, membership facilities for fast food businesses as well as customers.

4. The Virtual Food And Drinks Businesses In Turkey

Turkish virtual food and drinks businesses are summarized below according to their virtual identities, their missions and visions, their operating systems and principles.

a) www.yemeksepeti.com

Yemeksepeti.com is the first of its kind in Turkey, and the most developed now. This URL was inaugurated in 2000, and was aimed at speeding up and streamlining the packaged food concepts. The mission was described at food ordering through internet. Supported by full technological features, this facility operates in an interactive medium with almost zero-fault ratio, making deliveries of orders to the customers in a shortest possible time in a faultless possible manner. This URL provides services between customers and fast food firms in return for a certain commission. The URL has also English version. (www.yemeksepeti.com, 2007)

b) www.adreseyemek.com

Adreseyemek.com This is one of the first virtual food order sites that not only accept food orders but also the booking orders of customers. “Adreseyemek” defines its aim as maximizing customer satisfaction by considering their needs and expectations with the support of its existing infrastructure and technical equipments in sync with the changing technologies. Acknowledging varying needs of customers, the WEB site presents various alternatives to its customers. This URL has introduced for the first time in Turkey a campus order facility with its “my campus” link, ranging from special campaigns to university students, discounts, and varying choices to them. The link “site catering” proposes to individual and institutional customers varying alternatives and advantages of menus, and prices. Open to customers’ online questions, complains and suggestions, it gives round-the-clock services. (www.adreseyemek.com, 2007)

c) www.yeyeyemek.com

Yeyeyemek.com is an e-commerce facility that combines Istanbul fast food firms through which customers give food order with no charge. The food menus are updated frequently. This Istanbul organization aims at spreading its activities toward metropolitan or non-metropolitan cities, and thus become a nation-wide firm to facilitate fast food orders on internet media. (www.yeyeyemek.com, 2007)

d) www.aciktik.biz

Aciktik.biz was set up in Eskişehir, this is a virtual facility operates in the information technology fields. It has begun fast food business since 2006. Using the latest technologies, the site is updated constantly, and gives high priority to customers’ trading securities. Properly equipped with relevant technologies, this site gives low cost, high performance services in the local and national competitions. The site has its English version as well. (www.aciktik.biz, 2007)

e) www.yemekal.com

Yemekal.com is the first fairly well equipped fast food order WEB site of the Thrace. These guys have begun their operations with the purpose of speeding up and improving the packaged-food services. Site's mission is given as providing food order internet facilities to customers as well as restaurants in the Thrace and Turkey as a whole, using our age's most developed technology. The site gives answers to such questions as: What to eat today? Where is the cheaper food? Where shall I browse? These are the questions that dominate our lives today. The system that provides the ample opportunities of ordering all kinds of food, desserts and cakes, is useful for quality-conscious customers expecting food choices, and price comparisons. (www.yemekal.com, 2007)

f) www.neleryesek.com

Neleryesek.com has begun operating in Mediterranean Region of Turkey from October 2005. It provides to customers the Mediterranean Restaurants updated menus and food (dish) pictures on an online virtual facility. Free membership is provided to customers who may also earn points in their credit card payments. These points can also be used in their food orders in this URL. Customer orders are delivered in 10 to 45 minutes, which can be covered by desired payment methods at the door. Karahan (2007) collaborates with restaurants through a membership system. "neleryesek.com" claims to end the food choice problem in the Mediterranean Region. (www.sanalsektor.com, 2007)

g) www.aloyemek.com

Starting its operations in Ankara, this WEB site has moved its services to Istanbul as well. It says it operates covering 810 restaurants in Ankara and approximately 200 restaurants in Istanbul, aims at spreading its activities to the whole nation. It takes orders with the support of real time online service. For example, a member customer expecting guests for dinner may give order a couple of hours prior to dinner time, and may expect delivery of food packages on time. Members are earning points on their orders, and when reaching a certain level, they become eligible for free food. (www.kobifinans.com.tr, 2007)

h) www.yemekonline.com

Operating in Isparta, "yemekonline.com" is a virtual food and drinks firm. It operates on free membership basis. The payments are made at the door in one of the URL defined payment models. The customer is entitled to make payment at the door with mobile point-of-sales gadget, provided they are equipped with. It is purported that food coupons and or food cards issued by various corporations and workplaces are taken in the system. (www.ispartatb.org.tr, 2007)

CONCLUSION

In the final chapter are the problems of virtual food and drinks firms in Turkey, which is on the way to become a full member of the European Union, and Turkish fast food sectors, and its likely contributions of sustainable tourism developments, and solution proposals.

The Problems Of Virtual Food And Drinks Businesses:

- Lack of proper introduction of the virtual food and drinks businesses to the clientele narrows the business potentials.

- Inadequacy of home computer diffusion because of inefficient technological internet infrastructure confines the customer potential to a limited width.
- Fast food habits are confined to metropolises and university circles, and thus diffusion
  to non-university hosting towns are still out of the reach of the virtual food systems
- Free membership is a double-edged sword. Sometimes the verification of customer
  personal data is not made or confirmed properly, and false orders may appear not infrequently.
- Lack of food hygiene and proper production standards of a great deal of Turkish food producing firms is frightening away some prospective customers. For this reason, particularly in tourism spots, tourists prefer such international names as Mc Donalds,
  Pizza Hut etc.
- The WEB sites of most virtual food firms in Turkey lack English versions. Thus they are deprived of the potential orders of aliens and tourist.

Remarks And Proposals On What Can Be Done By The Virtual Food And Drinks Businesses:

- Multilingual WEB sites
- Eligibility of only those food firms with food standards certificates
- Fast (wide band) internet infrastructures and diffuse of them in university hosting cities
- National diffusion may be conditioned on franchising system
- Inclusion of gigantic international food and drinks firms into membership systems
- Limited but standard friendly food and drinks products and inclusion of names into
  the membership lists
- Publicity and introduction of WES bites through newspaper, TV, and internet ads

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Media, Popular Culture and Tourism

THE EFFECT OF MOVIES ON TOURISM DEMAND

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ABSTRACT

The popular media plays a major role in today's society, particularly the medium of film, be that through television, movies, DVD's or videos. As a part of popular media, movies have an important impact over audiences. However movies provide the objects and subjects for the gaze of many people and for some people movies induce them to travel of locations where they were filmed.

Themes of movies affect a lot of people an increase and canalize touristic travel to certain destinations. As a result of this, a part of people will travel to destinations where the movies were made or took place.

This study researched movie tourism and how the movies in which the setting is a region of Turkey or the world had an effect on the tourism demand. Then by evaluation post movie's data of destination improvement and economical impact of tourism was analyzed.

Keywords: *Movie Tourism, Popular Media, Tourism Demand*

1. INTRODUCTION

Tourism is a growing concept and covers a broad range of activities. We cannot refer anymore to tourism simply as the business of going on holiday. We need to understand all the range of leisure time activities covered in it and what the motivational factors are. Films are as virtual holiday brochures, having a significant impact on how tourists choose their holiday destinations.

Tourism and film are both huge industries. They are facing a constant process of innovation to attract the attention of the modern mass consumer overwhelmed by a growing number of products, service media advertise and promotion.

Despite the potential of the links between film and tourism are growing faster, thanks to cases as The Lord of The Rings, relatively little has been written about their intersection until recent years. The topic of Film Tourism (also referred to film-induced tourism or movie induced tourism) is complex, embracing in itself many issue and for this reason can be approached from different perspectives as psychology, sociology, marketing and management.

2. POPULAR CULTURE AND MEDIA

Popular culture encompasses film, literature, song, art, photography, and other sorts of media, including mass media, which convey and reflect widely accepted values and symbols. Unlike elite or fringe culture, which influences small elements of a population, popular culture reinforces and reflects patterns of communication and consumption for a mass audience (Kim and Richardson, 2003: 219). In the other words, popular culture, regardless of where or by whom it produced, speaks to a large public audience that can not be simply described by a single social variable, such as class, gender or age (Hahm, 2004: 33).

People engage with popular culture to receive pleasure from it at the same time, people become informed by it. Consumers usually associate information with news rather than with entertainment. However, other forms of popular culture than people often associate with mere entertainment, such as, tourist practices, popular music, movies, sports, and TV programs, also inform us in profound way.

As film and TV viewing continues to expand, so too will their influence on place images. Although hose developed though these media may be artificial, the influence consumers to great extend (Kim and Richardson, 2003: 219).

Potential tourist are able to search for a vacation destination easily though all sort of medium. Also it is easy to be informed about different aspects of a destination whether it is good or bad. Potential tourists make decisions based on the image and perception that has been created from the information they have absorbed. It should be noted that the meaning and affect of the media depends on what is in the mind experience of the viewer.

3. Tourism Demand

According to literature, the underlying theory that explains the tourist flows between the origin and destination country is based on demand function. Tourism demand as the amount of a set of tourist products that the consumers are willing to acquire during a specific period of time and under certain conditions which are controlled by the explanatory factors used in the demand equation. (Proença and Soukiazis, 2005: 4).

A set of potential determinants that can influence the decision to travel classified into the following categories; socio-economic factors, such as income level, relative prices and length of leisure time, technical factors related to easier communications and transport facilities; psychological and cultural factors related to unexpected events, like politically instability, weather conditions, natural disasters, epidemic diseases etc (Proença and Soukiazis, 2005: 6).

Income is pointed out as the most important factor to influence the decision of people to travel. The demand for tourism and length of staying are directly related to level of income of the potential travelers. Therefore purchasing power position of the potential travelers is the dominant factor in explaining tourist flows and the causality is expected to be strong.

The effects of price changes are for more complex in tourism than are the effects of change income. Although the product elements of tourism package are complementary in terms of price effects is they are competing for the same slice of tourist spending. Moreover relative prices are important, between destinations and generating areas, not just prices at destinations. A consumes is not simply faced with the set of prices in one geographical market, but with the relative prices in two or more markets (Bull, 1995: 38).

4. The Effect Of Movies On Tourism Demand

Falling loosely under the umbrella of cultural tourism, film tourism is a growing phenomenon worldwide, fueled by both the increase in international travel. The benefits of film tourism are becoming increasingly apparent (Hudson and Ritchie, 2006: 387).

Film tourism defined as, tourist visits to a destination or attraction as a result of the destination being featured on television, video or cinema screen. This form of tourism demonstrates historical continuity in place promotion through visual media, including high art, postcards, photographs and posters, traceable from the Grand Tour period. Despite some methodological difficulties in the accurate measurement of film and television-induced tourism impacts, example of increased tourism demand abound (Connell, 2005: 764).

Movies are cinematic travel brochures that help sell potential tourist to destinations. The influence of film tourism has been evident at film sites globally mainly though referring to changes in visitor numbers following a movies release (Singh and Best, 2004:101).

According to research conducted by Thomson Holidays in the UK more than 80 percent of Britons plan their holidays after seeing a location on the big screen. One in five admits to having made a pilgrimage to a destination they have seen on film, with New Zealand (The Lord of the Rings Trilogy), the Greek island of Cephalonia (captain Corelli's Mandolin), Thailand (The Beach), Malta (Troy) and Kenya (Out of Africa) topping the list of vacation spots inspired by a trip to the local multiplex or an evening in with a DVD. High profile film such as Lord of the Rings, Cold Mountain and Troy all show off locations in a favorable light, making them an incredibly powerful force for marketing a destination (www.trihospitality.com, 02.02.2007).

Lord of the Rigs sent a huge wave of British Tourist scurrying to New Zealand. According to Thomson, 40 percent of the 1.530 Britons surveyed voted New Zealand as their favorite movie holiday hot spot after seeing it in director peter Jackson's Lord of the Rings. Overall New Zealand Reports a 400 percent rise in visitor thanks to the fantasy trilogy (www.trihospitality.com, 02.02.2007).

The role of film as a tourism inducing force and its possible tourism promotion role were discussed. Before Sideways, the majority of visitors to the area were more interested in the city of Santa Barbara and it beaches, historical sites and galleries. After releasing, people are inquiring about wine tasting tours and visiting the restaurants and wineries featured in the film. Some of the area's wineries have seen as much as a 300 percent increase in traffic. And the Hitching Post II restaurant in Buelton reported a 42 percent increase in business from the movie's release in fall 2004 through 2005 (www.ukiahdailyjournal.com, 12.12.2006).

The spectacular scenery in Badlands National Park and the unique perspective on Native American culture were some of the icons from Dance with Wolves. Visitation to Badlands National Park increased 14,5 percent over the previous year, after a winter released date in November of 1990. Moreover, Chimney Rock Park (North Carolina) is a privately owned attraction that was used in many of the Last of Mohicans. From paid attendance receipts it was found that visitation increased 25 percent the first year and another 3 percent next year (Riley, Baker and Doren, 1998: 919)

Table 1. Impacts of Movies

Films	Location	Impact on Visitor Numbers or Tourist Revenue
Braveheart	Wallace Monument, Scotland	*300% increase in visitors year after release*
Dances with Wolves	Fort Hayes, Kansas	*25% increase compared with 7% for previous 4 years*
The Lord of the Rings	New Zealand	*10% increase every year 1998 to 2003 from UK*

Last of the Mohicans	Chimney Rock Park, North Carolina	*25% increase year after release*
Harry Potter	Various locations in U.K.	*All locations saw an increase of 50% or more*
Mission: Impossible 2	National parks in Sydney	*200% increase in 2000*
Crocodile Dundee	Australia	*20.5% increase in U.S. visitors 1981 to 1988*
Notting Hill	Kenwood House, England	*10% increase in a month*
Saving Private Ryan	Normandy, France	*40% increase in American tourists*
Forrest Gump	Savannah, Georgia	*7% increase in tourism*
Troy	Çanakkale, Turkey	*28% increase in tourism*
Captain Corelli's Mandolin	Cephalonia, Greece	*50% increase over 3 years*
The Beach	Thailand	*22% increase in youth market in 2000*

Source: Simon Hudson and J. R. Brent Ritchie, "Promoting Destinations via Film Tourism: An Empirical Identification of Supporting Marketing Initiatives," Journal of Tourism Research, Vol.44, May 2006, pp. 389.

5. Conclusions

Film companies and merchandisers have exploited the spin-off effects of movies for many years. Many merchandisers used movies to promote motor vehicles, drinks, food and clothing, but only recently have people thought that movies might promote tourism.

This paper has illustrated the effect of movies on tourism demand. Through the analysis of visitation figures from different sites, is appears that each location's allure is distinct. Some locations are attractive for their inherent physical properties while others just happen to be the site where the theme or event took place. In some cases, particular locations were seen on the silver screen. It has been shown that movies imagery has the potential to offer fantastic marketing opportunities. And successful movies have a direct and powerful role in creating and sustaining tourism demand to a location. There is also a need for more research into psychological and behavioral aspects of movies impact on tourism demand. Many variables may affect a movie's impact on viewers' attitudes toward a destination, and therefore, tourism. Reactions these variables must be tested.

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Safety, Security and New World Order in Tourism

RISKS AND TRAVEL INSURANCE TYPES

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ABSTRACT

Taking into account that everyone wants to travel either within one's own country or abroad and many risks can interrupt or disturb their trip, it is strongly recommended to subscribe for travel insurance. Travel insurance is intended to cover financial and other losses incurred while travelling, causing by the following most common risks: cancellation; curtailment; delayed departure; loss, theft or damage to personal possessions and money (including travel documents); delayed baggage (and emergency replacement of essential items); medical expenses; emergency evacuation or repatriation; overseas funeral expenses; accidental death, injury or disablement benefit; legal assistance; personal liability and rental car damage excess; loss of income. For each risk, insured person and trip, there are established by the insurer person the distinct limits of covering in case of damages. The present paper aims at approaching these types of travel insurance products, from the perspective of the common risks covered by the different insurer persons.

Keywords: *travel insurance, common risk, medical tourism, insurance in Romania*

1. INTRODUCTION

For those expats living and working abroad, accessing the right kind of travel insurance cover can turn out to be an inconvenient, with the cost of medical treatment often expensive and difficult to arrange particularly in an emergency.

Thus, a travel insurance represents a solution designed to provide not just the basic health cover, but also a wide range of benefits providing peace of mind for each person and entire family or friends. Travel insurance covers accidents or illness that may occur during the contractual period mentioned in the policy during a determined travel, usually abroad. Some insurers cover also the death risk during this period.

In this paper we approach different types of travel insurance products, from the perspective of the common risks covered by the different insurer persons and we underline the importance of this kind of products for who’s traveling abroad. At the international level, it was developed the tourism for medical intervention through the health insurance.

In Romania, after accession to European Union, we assist to a decrease of travel insurance, because obligatory elimination of the medical insurance for the travel abroad in every country of the European Union, even in Switzerland, through a simple health card. The Romanian public health system is entering a transition phase. The ###### system is modeled after a basic package of medical service, offered through the social security scheme and supplementary and complimentary services offered through voluntary private health insurance.

2. TRAVEL INSURANCE IN THE WORLD

2.1. COMMON RISKS COVERED THROUGH TRAVEL INSURANCE AT THE INTERNATIONAL LEVEL

Generally, travel insurance is intended to cover financial and other losses incurred while travelling, causing by the following most **common risks**: cancellation; curtailment; delayed departure; loss, theft or damage to personal possessions and money (including travel documents); delayed baggage (and emergency replacement of essential items); medical expenses; emergency evacuation or repatriation; overseas funeral expenses; accidental death, injury or disablement benefit; legal assistance; personal liability and rental car damage excess; loss of income.

1. Cancelling and cutting short the holiday, insurer will pays for:

- travel and accommodation expenses that insured person has paid or has agreed to pay under a contract and which he cannot get back, including any local pre-paid excursions, tours or activities, if it is necessary and unavoidable for him to cancel or cut short his trip;
- reasonable extra-travel costs, as a result of the serious events: dying, becoming very ill or being injured, called for jury service or as a witness, an accident to a vehicle which he was planning to travel in which happens within seven days before the date planned to leave which makes the vehicle unusable, and so on.

2. Medical and other expenses, such us: emergency medical, surgical and hospital treatment and ambulance costs; the cost of returning the body or ashes to his home if he die abroad; extra accommodation (room only) and travel expenses to allow to return in his country of destination if he cannot return as he originally booked; the pay for returning back to the country if the insurer thinks it is medically necessary, and he arranges this for insured person.

3. Hospital benefit if, after an accident or illness that is covered of the insurance, the benefit is paid for each complete 24-hour period that insured person are kept as an inpatient. This amount is meant to help him pay extra-expenses such as taxi fares and phone calls.

4. Personal accident for what insurer will pays if insured person are involved in an accident during his trip which causes him an injury which results in he becoming disabled within 12 months of the date of the accident.

5. Personal belongings, baggage and money for any loss, theft of or damage to property owned by insured person with a limit for any one item and for valuables as set out in the policy agreement, for buying essential items if the baggage is delayed during an outward journey for more than 12 hours and for the loss or theft of cash or traveller's cheques, if there is an evidence of their value (this includes receipts, bank statements and cash-withdrawal slips).

6. Abandoning the holiday and travel delay if the first part of the booked outward or return international journeys is delayed, due to a strike or industrial action, poor weather conditions or mechanical breakdown. The delayed must be at least 12 hours on each occasion.

7. Abandonment if it is necessary to have to cancel the outward trip as a result of a delay lasting more than 12 hours.

8. Missed departure for the reasonable extra-costs of travel and accommodation need if insured person cannot reach the original departure point because public transport services fail (due to poor weather conditions, a strike, industrial action or mechanical breakdown) or the vehicle in which he is travelling is involved in an accident or suffers a mechanical breakdown.

9. Personal liability if there is legally liable for accidentally: injuring someone; damaging or losing somebody else's property.

10. Legal expenses for legal costs and expenses arising as a result of dealing with claims for compensation and damages resulting from death, illness or injury during the trip.

11. Hijack, if the aircraft or sea vessel of travelling is hijacked on the original booked journey for more than 24 hours.

12. Catastrophe for the cost payed overseas for travel expenses and providing other similar accommodation to allow to continue with the holiday if insured person cannot live in his booked accommodation because of a fire, flood, earthquake, storm, lightning, explosion, hurricane or major outbreak of infectious disease.

13. Pet care for each full 24-hour period of delay for extra kennel or cattery fees if the start of the original booked return journey is delayed because of circumstances outside any control.

Some travel policies will also provide cover for additional costs, although these vary widely between providers. In addition, often separate insurance can be purchased for specific costs such as: high risk sports (e.g. winter sports); travel to high risk countries (e.g. due to war).

More, under the new travel directive issued by the European Union, a person are entitled to claim compensation if any of the following events happen:

1 Denied boarding and cancelled flights - if someone check in on time but are denied boarding because there are too many passengers for the seats available or the flight is cancelled, the airline operating the flight must offer a financial compensation;

2 Long delays - if a delay of two hours or more is expected by the airline, they must offer meals and refreshments, hotel accommodation and communication facilities. If the delay is more than five hours, the airline must also offer to refund the ticket;

3 Baggage - if the checked-in baggage is damaged or lost by an EU airline, that person must make a claim to the airline within seven days. If the checked-in baggage is delayed, a claim must be made to the airline within 21 days of its return;

4 Injury and death in accidents - if injury or death results from an accident on a flight by an EU airline, the person may claim from the airline for damages.

5 Package holidays - if the tour operator fails to provide the services the person has booked, for example, any flights or a significant part of the booked package, that person may claim for damages from the tour operator.

All of these events can be transferred to an insurer through a travel insurance policy.

2.2. MEDICAL TOURISM AND HEALTH INSURANCE

At the international level, it can be observed the tourism developing for the medical intervention through the health insurance. Consumers value both proximity and quality but that has not prevented them from travelling abroad for a range of treatments, such as cosmetic surgeries, rehabilitative care, alternative medicine, and in some cases, even eye and cardiac surgery. Estimates suggest that in 2003, over 350 000 patients travelled to Cuba, India, Jordan, Malaysia, Singapore and Thailand, specifically to consume health care services. A significant number were patients from industrial countries, travelling to a growing number of overseas medical centres to obtain "first-world treatments at third world prices" (Mattoo & Rathindran, 2005, p. 11).

In 2003, an estimated 50 000 medical tourists travelled overseas from the UK for a variety of check-ups, treatments and surgeries, to Thailand, South Africa, India and Cuba.

Approximately 60 percent of the US population receives employment-based health insurance. A majority of these health plans are managed care plans such as Health Maintenance Organization (HMO) plans, or Preferred Provider Organization (PPO) plans. Most individual and group HMO plans contract with a network of health care providers, but restrict health care consumption by consumers to that network. HMO beneficiaries are required to select a primary care physician who traditionally acted as a gatekeeper, essentially controlling referrals to in-network specialists. As foreign providers are out-of-network, HMOs do not cover treatments obtained overseas, except in case of medical emergencies that occur while travelling abroad. PPO health plans also maintain a network of providers, but are more flexible in their coverage benefits, giving the consumer the option to consume health care from any provider they choose. However, the consumer is responsible for higher out-of-pocket payments if the provider is out-of-network. Overseas providers are treated as out-of network, and insurance coverage abroad typically only applies to medical emergencies. There are also Point of Service (POS) plans which offer consumers the option of obtaining care out-of-network like a PPO plan, except that the in-network portion of the plan is structured exactly like an HMO, with a primary care physician controlling referrals to in-network specialists (Gonzales, Brenzel & Sancho, 2001).

In many European countries, a majority of the public is covered by public health schemes analogous to US organizations. These schemes have also had to deal with the possibility of consumers travelling abroad for treatment in response to rationing. That these are not merely hypothetical possibilities is revealed by the growing annual volume of “medical tourists” from various countries that consume health care services such as cosmetic, dental, laser vision, orthopaedic, and even cardiac surgery abroad (see Table 1).

Table 1. Medical tourism in the developing world

Country	Estimated number of foreign patients	Estimated number of foreigners visiting specifically for health care	Countries of origin of foreign visitors	Treatments sought by foreign visitors
Thailand	632 000	126 000	South and South East Asia, Europe, and the US	Cardiac surgery, post-op care, cosmetic surgery, dentistry, cataracts, bone-related procedures
Singapore	200 000	20 400	South and South East Asia, Korea, Japan, Australia, the UK and the US	General surgery, Cardiac surgery, ophthalmology, Orthopedics, Gynecology & Urology
Malaysia	103 000	75 000	Indonesia, India, Middle East, and the UK	Cardiology, hematology, gastroenterology, neurology & cosmetic surgery
India	150 000	62 000	Bangladesh, Middle east, the UK, Europe, and the US	Cardiac surgery, joint replacements,ophthalmology & alternative medicine.
Jordan	N/a	70 000	Yemen, Sudan, Libya,	Cardiac surgery, correction of spinal

			Algeria, Tunisia, and Iraq	injuries, cornea transplants & alternative medicine
Cuba	N/a	3 500	Central and Latin America, and the UK	Cosmetic surgery, Vitiligo treatments, ophthalmology, joint replacements & neurology.

Sources: Tourism Authority of Thailand, Singapore Ministry of Health, Khoo (2004), Malaysian Department of Statistics, Confederation of Indian Industry, South Asia Network of Economic Research Institutes (SANEI), the Jordan Times, and Cuba Travel USA. "N/a" indicates that data was not available.

Medical tourists from industrial countries include both consumers without health insurance as well as those who are insured at home, but opt to have the surgery overseas anyway, either because of long waiting lists at home, or due to prohibitively high out-of-pocket costs. For example, in the UK, over 41 000 people were expected to experience a waiting time of six months or longer to have various surgeries under the National Health Service (NHS) scheme. The NHS has responded by flying patients to neighbouring countries such as France, Spain and Germany for orthopaedic procedures, eye surgery, and otolaryngological procedures (UK Department of Health).

3. Medical Insurance In Romania

3.1. Private insurance conditions in Romania for the abroad travels

In Romania, conditions for travel insurance are almost similar to general conditions applied at international level. The insurance for travels abroad covers medical and repatriation expenses caused by an insured risk. Only natural persons aged up to 80 years old travelling for tourist or business reasons may conclude the insurance, which is available only outside Romania, within the country or the territory mentioned in the policy as final destination, included the territory of the transited countries.

Based on this policy, the insurer covers only the *medical expenses triggered by an emergency* during the temporary stay abroad as well as by *repatriation expenses including sanitary transport or the corpse transportation in case of death*. There is only one condition, that is, to be the result of an insured risk occurring during the period of validity of the insurance, except for the exclusions mentioned in the policy.

Usually, there are covered the following ***insured risks:*** accident – any unexpected, unpredictable and violent event, independent of the insured's willingness due to external factors. It represents the cause of serious corporal injury that does not allow continuing the travel in normal conditions; disease – any unexpected and unpredictable illness considered by a competent medical authority that does not permit continuing the travel in normal conditions.

Romanian insurers cover a wide range of insured risks complying with international standards and expenses for:

- medical and dental emergencies; accidents occurred in means of transport;
- loss or damage of luggage;
- loss or replacement of documents;
- travel cancellation;
- private civil liability abroad etc.

The insurance policy enters in force on the day mentioned in the insurance policy, but not before the insured leaving Romania nor before paying the insurance premium. It has a period of validity from 2 to 365 days.

In order to benefit from the rights in the insurance policy, the insured ***must***:

a. inform the insurer on the insured risk occurrence in 48 hours at the most from its happening, except for the cases of unconsciousness and provide information about the event and the information from the insurance policy;

b. require the insurer's agreement before undertaking any medical and repatriation expenses as well as before making any direct payment to them;

c. allow the insurer the access to all medical information deemed necessary;

d. take any necessary measure in order to limit medical and repatriation expenses to the minimum;

e. provide the insurer all information deemed necessary in determining the precise coordinates of the event as well as of the travel (precise data of leaving and entering the country etc).

The policy comprises a separate chapter that stipulates ***excluded events*** such as: war, of any type, drugs or medicaments consume as a result of any treatment that has not been prescribed by an authorized doctor, alcohol, suicide, suicide attempts and their consequences, the insured's participation in any sports competition, demonstrations, rebellions, public disorders or other behaviours infringing the law.

Set up the insurance coverage. After having the insured agreement, the insurer will contact the medical authority in the country where the insured event took place in order to obtain the necessary information in taking a further decision.

In case of *death resulting from an insured risk*, the insurer covers all the expenses triggered by the corpse repatriation to the inhumation place, except for the inhumation and funerals expenses.

Coverage of permanent invalidity risk is made according to the type of permanent invalidity – total or partial – the insured amount represents a certain percentage corresponding to the invalidity grade. Depending on the invalidity grade, every insurance company sets out its own compensation grid expressed in percentage according to which the insurance compensation is calculated. If, as a result of the accident, there are many physical functions, then each company sums up all the percentages of the used grid without accepting any percentage bigger than 100% of the insured amount set for permanent invalidity. Some insurance companies cover the expenses for apparatus and prostheses too.

Coverage of the temporary invalidity risk implies payment of benefits for 180 days at the most and covers daily compensation for hospitalization, immobilizing at one's domicile in gypsum, locomotors recovering and convalescence.

Most of the times, the insurance policies imply a waiting period that could vary from several days to several months – depending on the insurance company – afterwards it begins offering the insurance compensations.

Covering the hospitalizing and convalescence risk may be signed for each day when the person is under medical non-ambulatory treatment as a result of the accident for a period equal to the insured period, but no more than one year from the accident.

On the Romanian insurance market, there are available the following **types of products:** medical assistance insurance for travels abroad; card for travels abroad; insurance for travel cancellation; luggage insurance; extreme sports insurance; ski insurance; tourists insurance in case of insolvability or bankruptcy of the travel agency.

3.2. STATE INSURANCE VERSUS PRIVATE HEALTH INSURANCE FOR TRAVELS ABROAD

Until the beginning of the year 2007, any Romanian citizen who wanted to travel abroad had to conclude a medical insurance for his travel. The European Union accession eliminated this obligation and, by means of the Romanian state, one may conclude insurance in every country of the European Union, even in Switzerland, through a simple health card.

Triggered by the increasing number of travellers outside the country, health insurances for travels abroad have registered annual increases of 50-60% in precedent years. Still, most of the Romanian tourists considered concluding such a policy a simple formality to cross the borders. Once this obligation is cancelled, the introduction of the ***European card*** cuts down the insurers' inflows of up to 50% as compared to 2006. Many persons will associate the two products as being complementary and will refuse concluding the insurance policy abroad. The only solution is making the differences between the two types of insurances public, the advantages of private insurance being superior and the hospitalization costs entirely covered.

Thus, there are the following ***limitations of the European card:***

- the card is available only within the European Economic Area, Switzerland included, while private insurance – throughout the world;
- the card is limited to emergency medical services under the conditions of the respective country, sometimes only in state hospitals. In some countries, the insured bears a percentage of the hospitalization and medical intervention costs. Private insurance covers medical expenses made in private system, medical expenses afferent to sanitary repatriation, all hospitalization expenses and offers non-stop assistance to the insured;
- the card may be obtained only by persons that regularly pay off their contributions to the public health insurance system;
- in some member states, it could be possible for a card owner to pay medical services on the spot; he is to be reimbursed in Romania;
- neither the European card nor the private health insurance for travels abroad are compulsory when leaving the country.

Nevertheless, we may notice the difference in the price allotted for each type of insurance. For the European health card, the insured in the state system must pay a little over 2 RON and for the same period of six months, a private insurance for an insured amount of 5000 EUR is worth nearly 55 RON, which is 25 times more expensive. 35% of Romanians are inclined to spend only 100 RON (30 Euros) on health insurance. It is interesting that the amount which Romanians would spend on this kind of insurance doesn't exceed this limit despite the family's income.

In order to prevent a possible decrease trend of sales, the insurers will reconsider their position on the premium section of clients preferring paying more money on a private insurance to staying in queue for the European card. Further coverage offered by private policies will assure that the introduction of the health card would not affect all insurers.

For ***RAI Asigurari, leader on the travel insurance market,*** the greater percentage belongs to ***clients with nearly 15 day-travels,*** travelling several times a year with travel agencies. They find it more accessible to conclude travel insurance in travel agencies together with the tourist services package. The alternative would be to wait at the Health Insurance National House to hand in demands, fill in applications for a card that is available only six months. RAI Asigurari is an insurance-reinsurance company, a Romanian-Belgian private capital company that has been the leader on travel medical insurance market in Romania since 1992. The company holds approximately 40% of the market, the insurances for travels abroad representing more than half of its portfolio. Over 80% of travel agencies carrying out their activity in Romania are in cooperation with RAI Asigurari.

The third company on the market, City Insurance, seems to be affected by sales decrease. It has a portfolio that consists of 96% of travel insurances. The company sells, besides medical policies, luggage insurances, for instance. This way, it covers the European health card by tourist assistance insurance and the risks regarding health, luggage loss or holiday cancellation. City Insurance issues travel assistance cards available for an entire year with insured amounts of up to 70 000 EUR.

Consequently, in Romania, the interest in the European health card issued by state authorities surpassed expectations and forced private insurers to find new techniques of attracting new clients considering the fact that over 98.2 % of the European Union citizens concluded such types of insurances. Actually, the experience of the European Union states where the insurance cards system has been applicable for years indicates that all card users have also insurance for travelling abroad concluded at a private insurance company.

4. CONCLUSION

Our study has shown the existing travel insurance in the world and the consumption advantages of health care abroad by consumers. Modifications of these health insurance contracts to adequately cover the costs of care received abroad would give consumers adequate incentives to undergo tradable treatments overseas and a wide range of benefits providing security for each person and entire family.

Regarding travels for medical tourism aim, we should emphasize that we are not suggesting that insurers should force patients to seek treatments overseas in order to cut costs but that insurers should offer patients the option of obtaining care overseas.

In Romania, we can’t draw up the results of travel insurance as themselves, but only like a health insurance, on a whole. According to the European legislation, adopted by our country, on the four insurance classes of life insurance was added policies attached to life insurance and the ones concluded for non-life insurance: accidents insurance and health insurance. These classes represent 1.6% from life insurance. Also, non-life insurance has regrouped their products according to the new classification recommended by the European Union, with subsequent amendments and completions. From the classes of insurance that recorded a decrease comparing to 2004 as regards the gross written premiums volume are included: accidents and illness insurance, health insurance, which represent 0.7% from total non-life insurance (Insurance Supervisory Commission, 2005).

In order to understand the necessity of the health insurance, we should classify the risks of health field in a few main categories, like: legal, financial and operational ones, related to the capital investment, the pricing, the relation with the insurers, the providers choosing process, moral hazard, advertising.

When taking into consideration the financial costs of an investment in the medical segment, it must be taken into account the fact that Romania has the fastest increase of the average life expectancy - from 70.2 in 2000 to 71.6 in 2006. In the same time, the wages of the medical staff are growing, trying to reach the European standards - from 362 RON in 2001 to 1100 RON in 2006. Investments in the medical infrastructure are recovered in a long period of time - up to 10 years, while the market demands are extremely high. It is a well-known fact that without the support of an insurer, no health services provider is able to meet the market expectations, taking into consideration the fact that a medical centre takes an investment between 300 000 euro and 1 000 000 euro (Warren, P. 2006, p. 83).

The premium calculation process is essential for the private health insurance position in the market, from the attractively and affordability point of view, if we take into consideration the fact that clients are driven mainly by the purchasing power, despite the real coverage. In the same time, it should be taken into consideration the fact that the public medical statistics contain overload figures and can not create a clear picture over the real situation.

The risk is direct proportional with the number of providers and inverse proportional with the number of insured persons and is represented by the abuse/fraud cases. The abuse is encouraged by a low degree of awareness regarding the product structure, lack of IT management instruments, unavailability of medical guides and lack of a clear system in organizing the access to the health services. The fraud is generated by the encouragement of consumption by the provider, false statements, and difficult access to the medical history of the patient, malpraxis hiding, and lack of contractual articles.

Many sellers are promoting health insurers like a financial product, forgetting that the choice and the decision to buy is a more personal one, based on the quality of the medical act, the efficiency and, the most important, on trust. The training of the selling personnel is costly and time consuming and often requires a medical experience in confronting the strengths and weakness of both public and private the medical systems.

The Romanian private health insurance market has a huge potential of development, which makes many companies to consider the opportunity of entering this market. But, in order to invest in this field, someone needs a huge quantity of money, a lot of patience, a real support coming from the authorities and, not the least, a good and experienced team.

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AN ATTACK TO THE SAFE AND SECURE IMAGE OF A DESTINATION: TERRORISM AS AN ENEMY OF TOURISM

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ABSTRACT

The world has been changing very rapidly in these days and the new era has lead many changes in the world. Due to these changes, a new world order has begun and safety and security issues together with the threat of terrorism have become one of the most serious problems of this new era. In fact, the new era is called as "Age of Terrorism" by some researchers.

Tourism -as the fastest growing sector of the world economy- is very vulnerable to negative effects caused by terrorism. Today tourism consumers are more conscious about safety and security issues. These issues have become very important factors in determining a destination's image and attractiveness. Any attack targeting a destination's safe and secure image causes a sharp decline in tourism demand towards this destination. Moreover, it causes great damages on a destination's image in the long run.

Terrorism has long been targeting tourists and tourism sector of countries because these targets have been seen as excellent means in reaching the goals of terrorists. Any kind of event targeting tourists finds its place in the international media and is heard by anyone in the world immediately. Therefore, quick and effective reactions from different parts of international society are gained as terrorists want it to be.

In this study, safety and security concepts in the new era, terrorism, terrorism – tourism relations and impact of terrorism on a destination's image are examined by evaluating former studies and terror attacks targeting tourism destinations, some suggestions are made in order to improve safe and secure image of a destination.

Keywords: *Terrorism, Tourism, Safety, Security, Destination Image*

1. INTRODUCTION

International tourism is one of the world's largest industries and many small, open economies heavily rely on tourism as a major source of foreign exchange earnings. In addition to its direct benefits, such as foreign exchange earnings, tourism is also a source of foreign direct investment in many developing countries (Drakos and Kutan, 2001, 1). For developing nations, capitalizing on the burgeoning international tourism industry provides a considerable opportunity for growth and development. Tourism has boomed on the world scene, and is now arguably the largest industry on the globe (Levantis and Gani, 2000, 959).

Although tourism is a major source of foreign currency earnings, it is an industry liable to instability. Tourism flows and consequent expenditures vary between different locations and over time, being vulnerable to one-off events such as terrorism, war, levels of crime and violence at the destination point, political instability, and natural disasters. Essentially, tourism is highly dependent on peace and security (Coshall, 2005, 593).

Crises have become an integral part of business activity, and tourism is no exception. Probably no other industry in the world suffers from crisis more than tourism. This can happen in many different forms, including natural disasters, human-caused disasters, and catastrophes caused by human or technical error. All disasters can turn tourism flows away from impacted destinations, but war, terrorism, or political instability have a much greater psychological negative effect on potential tourists when planning their vacations. According to Pizam, every minute of every day a crime or a violent act occurs at a destination somewhere in the world. At the same time, it would be difficult to deny that many types of safety risks co-exist in everyone's daily lives and within tourism as well. However, an important difference exists: people are rarely in a position to change their place of living, but nothing can force them to spend a holiday in a place that they perceive as insecure (Cavlek, 2002, 479). Therefore; peace, safety, and security are the primary conditions for the normal tourism development of a destination, region, or country and thus are the basic determinants of its growth. Without them, destinations can not successfully compete on the generating markets, even if they present in their marketing campaigns the most attractive and best quality natural and built attractions (Cavlek, 2002, 478).

Despite tourism's economic strength, terrorism presents major challenges to the industry. Even its demonstrated economic success does not shield international tourism from the sinister power of terrorism. While numerous natural and human-caused disasters can significantly impact the flow of tourism, the threat of danger that accompanies terrorism tends to intimidate potential tourist more severely (Sönmez, 1998, 416).

Issues of tourist safety and risk are as engrossing as they are weighty. A literature search fueled by an interest in the relationship between tourism, terrorism and political conflict also yields studies on the topics of war and crime. The question remains, however, whether all of these works shed sufficient light on the current understanding of how international tourism can be protected from terrorism or political conflict. The terrorism and tourism literature has several foci: terrorists' motives for targeting tourists or the industry; impacts of terrorism on tourism demand; and possible solutions for tourists to help minimize their risks (Sönmez, 1998, 417). The first step in understanding why tourism and terrorism issues are interrelated depends on the logic behind terrorism and terror attacks.

2. Terrorism: An Impediment To Peace

Terrorism is an enigmatic and compelling phenomenon which draws abundant intellectual attention. In the hope of understanding and controlling terrorism, government and academic communities have exerted significant effort toward its study. The topic is so fraught with conceptual problems, that a universally accepted definition of terrorism does not exist (Sönmez and Graefe, 1998, 117). Although after September 11, efforts to make a definition of terrorism accepted by all the countries in the world have taken place, the main problem still lies in perception of terror attacks and terrorists by different countries.

Terrorism is a term used to describe violence or other harmful acts committed (or threatened) against civilians by groups or persons for political or other ideological goals. Terrorist attacks are often targeted to maximize fear and publicity. Most definitions of terrorism include only those acts which are: intended to create fear or "terror", are perpetrated for a political goal, and deliberately target "non-combatants". The terms "terrorism" and "terrorist" (someone who engages in terrorism) carry a strong negative connotation. These terms are often used as political labels to condemn violence or threat of violence by certain actors as immoral, indiscriminate, or unjustified. Those labeled "terrorists" rarely identify themselves as such, and typically use other generic terms or terms specific to their situation, such as: freedom fighter. Terrorism is a crime in all countries where such acts occur, and is defined by statute (Wikipedia, 2007).

The often quoted statement “one person’s terrorist is another person’s freedom fighter” succinctly portrays varying viewpoints and definitional problems. In Patterns of Global Terrorism, an annual report of terrorist activity published by the US Department of State, terrorism is defined as “premeditated, politically motivated violence perpetrated against civilians and unarmed military personnel by subnational groups usually intended to influence an audience” and international terrorism as “involving citizens or the territory of more than one country” (Sönmez and Graefe, 1998, 117).

Terrorists often use threats to (FEMA, 2006):

- Create fear among the public.
- Try to convince citizens that their government is powerless to prevent terrorism.
- Get immediate publicity for their causes.

Acts of terrorism include threats of terrorism; assassinations; kidnappings; hijackings; hostage takings; bomb scares and bombings; cyber attacks (computer-based); and the use of chemical, biological, nuclear and radiological weapons.

High-risk targets for acts of terrorism include military and civilian government facilities, international airports, large cities, and high-profile landmarks. Terrorists might also target large public gatherings, water and food supplies, utilities, and corporate centers. Further, terrorists are capable of spreading fear by sending explosives or chemical and biological agents through the mail.

Terrorism began to make headlines around the world in the 70s and reached its peak in the mid-80s (Sönmez and Graefe, 1998, 112). Regardless of the number of occurrences, terrorism continues to capture world attention in the 90s. Terrorist acts exacerbate public perception of danger in the world in general and at some destinations in particular. Disheartening forecasts of terrorism portray it doubling in volume while spreading geographically. The most frightening predictions of terrorism involve the use of nuclear materials to make weapons of mass destruction. It has also been suggested that the public will witness more terrorism in future than ever before, as a result of the news media’s improved ability and willingness to cover it. On a more positive note, the fight against international terrorism has increased cooperation among nations in counter-terrorism activities, law enforcement, and intelligence gathering (Sönmez and Graefe, 1998, 114).

The escalation of terrorism has been also linked to mass communications. Researchers point out that communication satellites are able to provide terrorists with instantaneous access to a global audience. Karber (1971) first proposed the communication dimension in conceptualizing terrorism. Karber’s theory outlines four basic components of the communication process within the context of terrorism: transmitter of message (terrorist), intended recipient of message (target of terrorist’s message), message (terrorist act involving individual or institutional victims), and feedback (reaction of the recipient) (Sönmez and Graefe, 1998, 118).

3. Tourism And Terrorism: Tourism As A Target Of Terrorism

Terrorism, in its international and domestic forms and as practiced by revolutionary and vigilant groups, has become a fact of life since the 1980s. The reporting of terrorist activities in tourist destinations can affect adversely the level of business in tourist locations. In extreme cases, violence can undermine a country's tourism industry for a shorter or longer period (Feichtinger et. al., 2001, 284). Therefore, it can be said that, there is a relationship between tourism and terrorism, although they both are very different from each other.

Travelers have been associated always with increasing vulnerability to various types of crime. But, throughout most of history, tourists were individual victims of crime and targets for major acts of political violence. Since the late 1960s, terror violence has increased substantially (Feichtinger et. al., 2001, 284).

Several theoretical studies offer valuable insight and help advance understanding of the unique relationship between terrorism and tourism.

Tourism and terrorism, they both cross national borders, involve citizens of different countries, and utilize travel and communications technologies. Therefore, their relationship has become the topic of numerous news reports over the years.

Random terrorist activities intimidate tourists and curtail or realign tourism flows until the public's memories of the publicized incidents fade. For some countries, however, persistent terrorism tarnishes the destination's positive image and even jeopardizes its entire tourism business.

The relationship between tourism and terrorism gained international notoriety in 1972 during the Munich Olympic Games. The Palestinian attack on Israeli athletes left eleven people dead and introduced a global television audience of nearly 800 million viewers to terrorism. Since then, international tourists have been acutely aware of this relationship. One of the most infamous acts of terrorism against tourists occurred in Egypt in 1997 when gunmen killed 71 tourists outside of Luxor. Indeed, tourists are often the specific targets of terrorist organizations. In Egypt, Aziz (1995, 92) explained tourism has come to represent capitalism and conspicuous consumption and an attack on tourists signifies ideological opposition to these western values. In other areas of the world, where tourism is a state sponsored industry, an attack on tourists can symbolize an attack on the government. Most recently, the terrorist attacks of September 11, 2001 in the United States resulted in 6.8% fewer international tourists visiting North America in the same year compared to the previous year (Lepp and Gibson, 2003, 607).

Terror is an expression of political and social dissent that clearly is an impediment to tourism and other recreational activity. International tourism as a whole has suffered due to fears of terrorism. This was made plainly evident after the 9/11 terror strikes in New York and Washington DC. People traveled less domestically and internationally, and the attacks spawned new and tightened security measures at entertainment centers, sports stadiums and other places where large numbers of people, including tourists, are likely to gather (Mitchell, 2006, 1299).

3.1 Why Terrorists Attack Or Target Tourism Centers And Tourists

Most researchers agree that terrorists have much to gain by targeting or attacking tourism destinations and tourists. It has been suggested that tourists have been disproportional victims of crimes because they are "easy targets" for criminals. Some reasons for this may be that tourists typically carry large sums of money; engage in "risky" behaviors (frequent nightclubs, consume alcohol, move through strange places, etc.); are ignorant of local languages, signs, and customs; lack local support groups and perceived to be aggressive and insensitive to local norms and customs (Pizam, et. al., 1997, 24).

Terror groups deliberately target tourists as a means of undermining the political system when tourism becomes a significant foreign exchange earner and is seen as a representation of capitalist consumption (Mitchell, 2006, 1299). Upon closer examination, several more specific objectives emerge (Sönmez, et. al., 1999, 13):

First, targeting tourists helps terrorists achieve strategic objectives. These short or long-term objectives can include using the excitement and commotion at tourist centers as a cover for their activities, destabilizing the economy, or gaining much needed media attention. Attacking tourists can not only provide terrorists with instrumental advantage by disrupting the tourism industry and assuring publicity but by gravitating toward international tourists and facilities, terrorists can also satisfy their own resource needs. Large groups of foreign-speaking and foreign-looking tourists provide camouflage and safety while offering various opportunities and choice of targets.

Because tourism represents a significant economic activity, terrorist attacks on tourists cause foreign exchange receipts to decline, thereby allowing terrorists to impose indirect costs on their governments and to gain political advantage over government officials. Tourist decisions to stay home or choose safer destinations translate into significant losses for the tourism industry of the country suffering from terrorism.

When tourism symbolizes capitalism and state-sponsored tourism represent government, attacking tourism means attacking the government.

On the other hand, terrorists target tourists to achieve ideological objectives, which can be explained in terms of clashing values, cultures, or socioeconomic levels. Travelers are targeted for their symbolic value as indirect representatives of other, perhaps hostile, governments.

Simply put, the literature demonstrates that tourism can be the message as well as the medium of communication initiated by terrorists. Tourism can inspire terrorist violence by fueling political, religious, socioeconomic, or cultural resentment and be used as a cost-effective instrument to deliver a broader message of ideological / political opposition. For terrorists, the symbolism, high profile, and news value of the international traveler are too valuable to be left unexploited.

The demand for tourism can change substantially because terrorists target tourists easily and consciously. These terror attacks absolutely involve some negative results for tourism destinations. The effects of terrorism, then, should be argued from the point of travelers and destination image of the incoming destinations.

3.2 The Effects Of Terrorism: Travelers' Responses

The economic importance of tourism is undeniable. For many countries in the developing world, tourism is a critical source of revenue generation and therefore a major component of economic development, a relationship that rewards states when positive conditions such as a strong global economy exist. But what happens when negative conditions exist, such as terrorism (Essner, 2003, 2)?

Any threats to the safety of tourists causes a decrease or total absence of activity, not only in a particular destination, but also very often in neighboring regions or countries as well (Cavlek, 2002, 479).

Tourists may be justified in expecting some degree of protection by governments and the industry. Ultimately, however, individuals are responsible for their own decisions and actions. The introduction of risk into touristic decisions has the potential to disrupt routine decision-making. It is intuitively logical for potential tourists to compare destination alternatives according to perceived benefits and costs. One cost, involves risks associated with the trip such as crime or terrorism. It is reasonable to believe that the threat of terrorism at a particular destination will cause it to be perceived as more costly than a safer destination. Another assumption is that if the destination choice is narrowed down to two alternatives which promise similar benefits, the less costly one - one that is safe from threat - is likely to be chosen (Sönmez and Graefe, 1998, 120).

Despite their low probability, risks carrying high costs – such as terrorism – appear to provoke serious consumer reaction. As a result of terrorist activities, most travelers change their foreign plans immediately. The main idea is that, destinations which are perceived as too high risk may become undesirable.

It is possible for potential tourists to acquire definite information about terrorism at or near the chosen destination, after booking a vacation. This knowledge could result from media coverage, travel advisories, or social interaction, following the final destination choice. Such information has the potential to impact the outcome of the decision (Sönmez and Graefe, 1998, 125).

It is consumer reaction to terrorist activity that fuels a tourism crisis; examining related statistics is a sobering experience. For example; in 1985, 28 million Americans went abroad and 162 were killed or injured in terrorist activities. Yet, nearly 2 million Americans changed their foreign travel plans in 1986 as a result of the previous year's events (Sönmez, et. al., 1999, 16). Similar to the events in 1985, the 1991 Persian Gulf War and airplane crashes into the World Trade Center and Pentagon on September 11, 2001, the fear of terrorism again influenced international travel flows. The given examples clearly demonstrate that travel risks alter tourist demand patterns.

3.3 Terrorism – Destination Image – Media

Although the tourism industry is quite adept at using proven marketing principles, setbacks due to negative occurrences call for something more than traditional marketing efforts. The industry must conduct recovery marketing or marketing integrated fully with crisis management activities. Because it is often the first casualty of violence, a destination image makes recovery marketing imperative. Media coverage of terrorism has the potential to shape individuals' images of destinations. It is argued that a symbiotic relationship exists between terrorists and journalists and that terrorism is both a symbolic event and a performance that is staged for the benefit of media attention (Sönmez, et. al., 1999, 16).

Image has been an important topic in tourism research during the last decades, and image is believed to be the key underlying factor in a destination site selection. The power of images is strong in today's consumer society, where touristic images are as objects of consumption and the image is one of the key factors in the travel selection process. A destination image may be defined as the perceptions, beliefs, impressions, ideas and understandings one holds of places and it is a simplified, condensed version of which the holder assumes to be a reality. On the other hand, a destination image can be viewed as the mental picture promoters are trying to instill within a target audience.

It has been recognized that popular culture and other forms of imagery have a significant impact on destination image (Mercille, 2005, 1040). The importance of the tourist destination's image is universally acknowledged, since it affects the individual's subjective perception and consequent behavior and destination choice (Gallarza, et. al., 2002, 56).

Broadcast media (especially television) provides the perfect stage for the riveting performance of terrorist incidents. Oddly and despite different motives, the media and terrorists converge to aid each other in the effort to communicate with the audience; the media achieves higher ratings and terrorists achieve their goal of publicity. Considering terrorist motives to disrupt tourism, media coverage of violence involving travelers is likely to be extremely gratifying to terrorist groups. Regardless of the motives, the time and attention afforded to terrorists clearly benefit both their organizations and the media. The losers include society as well as those destinations, which suffer as a result of the negative images such coverage spawns (Sönmez, et. al., 1999, 17).

There existed some good examples which showed how tourism destinations could have handled terrorist-caused negative destination images. Northern Ireland tried to overcome its terrorist-caused negative image by devising strategies to increase visitation (i.e., developing new tourism products / attractions) supported by heavy promotions. Recognizing that promotion alone is insufficient, others recommend maintaining good contacts with members of the international media; providing comprehensive information to international tour operators, travel agents, and the press (to evaluate travel risks in their proper context); and wisely guiding tourists away from high-risk areas.

The question that we must ask ourselves is whether these acts of terrorism should be considered as factors caused by wider social and political circumstances and therefore uncontrollable by tourism destinations, or whether the public sector and the tourism industry can take steps to prevent these acts and / or minimize their effects (Pizam, 2002, 1).

3.4 How To Recover From The Devastating Effects Of Terrorism

While we believe that the ultimate cause of terrorism is rooted in deep social and political motives, it is conceivable to suggest that through the administration of proper measures, it is possible to decrease the occurrence and minimize the damage caused by such incidences. Based on the accumulated experiences of several tourism destinations around the world, it is possible to put plans of actions, in place, to reach the above objectives (Pizam, 2002, 1).

It can be suggested that the tourism industry undertake the following activities in order to minimize the occurrence of terrorist acts that may occur at tourism destinations and quickly recover from their devastating effects (Pizam, 2002, 1-3):

- All tourism employees should be trained in security prevention and emergency operations.
- Tourists must be made aware of the possibility of terrorist acts and educated in prevention and security measures. (written or audio-visual instructions)
- Tourism trade associations should consider the establishment of national or regional security accreditation commissions that will certify tourism enterprises for meeting minimum-security measures.
- Tourism enterprises must have contingency “crisis plans”.
- Marketing strategies aimed at restoring inbound tourist flows after terrorist acts should target the less-sensitive market segments first, thus ensuring a quick recovery from the downward trend.

In addition to the above activities that should be undertaken by the private sector, it can be recommended that the public sector initiate and support the following activities (Pizam, 2002, 2):

- National authorities should improve the security and safety of all public modes of transportation and their associated terminals.
- National and local authorities should embark on a public education and training program intended to increase the awareness and vigilance of all citizens as to the potential occurrence of terrorist activities in their communities.

- Whenever possible, large tourist destinations should consider the establishment of tourist police units.
- Public tourist-promotion agencies should have contingency "crisis tourism promotion plans" to be put in operation, immediately, following a major terrorist attack.
- Governments should be involved in financing promotion of their tourist destinations after terrorist activities come to an end and restoring tourist inbound flows becomes possible.
- Governments should assist the tourism industry to recover from terrorist acts through a variety of financial incentives such as grants, loans, tax credits, etc.
- International cooperation on a governmental level seeking preventive measures to reduce the negative effects of terrorism against tourists should be promoted and institutionalized.

4. Conclusion

In the changing world terrorism has become one of the most serious threats which has great impact on the sectors of global economy. Tourism, by its very own nature is extremely fragile to threats of terrorism and also it attracts terrorists who want to create a huge impact by their terror activities. Economic importance of tourism for a destination cannot be denied and tourism is an international phenomena. Therefore, any terrorist attack targeting tourism may serve perfectly to the aims of any terrorist group.

Tourists demand safety and security strongly from a destination. Intangibility of tourism product makes the image of a destination very important. Any terror attack targeting a destination damages the destination image and results in decreases tourism demand. After a terror attack in a destination which gets an effective media coverage, it will not be easy for a destination to restore its safe and secure image in the eyes of potential and effective tourists.

The media has a very important role in creating safe and secure image for a destination. The coverage patterns of terror attacks could serve to aims of terrorist groups or to the destination. Therefore, the responsibility of the media people in creating safe and secure image in any destination is huge. The media people should cooperate with the government –local and national-, NGO's and the other stakeholders in the tourism industry in order to minimize negative effects of terrorism in a destination. They should be educated about how to deal with terrorism and there should be a consensus on the coverage patterns of terror attacks between the media and the government. An effective crisis communication should be built between the media and the other stakeholders of tourism and the media should support the other stakeholder in order to reduce the negative effects of terrorism and restore safe and secure image of the destination.

Preventive measures should be taken in order to prevent terror attacks. However, in any tourism destination which is full of tourists who want to behave freely it cannot be so easy to take some strict measures and to control all the activities. For this reason, in addition to effective activities of intelligence services and security institutions in a country, international cooperation is very important in preventing terror attacks.

After a terror attack, all the stakeholders in tourism should work together in restorative activities in order to build safe and secure image of the destination again. National and local government, NGO's, the media, tourism suppliers and local people should cooperate and by examining successful image restoration stories, they should find the best way in order to reduce negative effects of terrorism.

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RADIO FREQUENCY IDENTIFICATION TECHNOLOGY ENHANCEMENTS FOR CONGRESS ORGANIZATION

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SUMMARY

Technology implementation issues in Tourism and hospitality sector attract attention of researchers for many years. Illustrating and discussing Radio Frequency Identification (RFID) application in Hospitality sector is the primary aim of this paper. A real life case study is presented for this purpose. In the paper, first the motivation of this study discussed, and then RFID technology is briefly explained. In the third part, current application areas of RFID in Tourism and Hospitality are illustrated through a proposed categorization. In the fourth part, a real life case study is presented and discussed in detail. Paper is concluded by discussing the results and stating potential further research topics.

ABSTRACT

The hospitality and tourism sector consists of a wide range of services and a congress organization is one of the most challenging of them all. Unlike services demanded to supply the needs of vacation or leisure time, the requirements of congress organization is more challenging. As all the guests are professionals and the time congress held is usually the most important time for their business, so the host is compelled to combine the highest standards of comfort and technology.

Research shows that the number of RFID applications is increasing continuously. According to this research, the cumulative sales of RFID tags until the beginning of 2006 represent 2.4 billion. In 2005 alone 600 million tags were sold, that is 25% of the total salary. The service sector and the tourism sector especially are expected to be one of the leading sectors for RFID implementations in 2007.

In this paper we represent the possible uses of RFID technology for congress organizations, as tools for increasing effectiveness and service quality. In this way we firstly introduce the characteristics of RFID technology and the importance for the tourism sector. Then we continue with a presentation of a case study, and finalize with possible system design options and potential benefits of RFID enhanced congress systems.

Keywords: *RFID, Radio Frequency Identification, Congress, Hospitality*

1. INTRODUCTION

Today there is no single work that is isolated from technology and technology, especially tools that fulfills the demand for reaching more information with less effort has deeply affected tourism. As one of the principal application areas for technological advancements is tourism, in the literature technology implementation and integrated system design issues in tourism has been attracted attention of many researches (Buhalis, 1998) (Stephen et al. 2005) (Korzay et al., 2002).

RFID (Radio Frequency Identification) is a fairly new technology and rapidly found a wide-spread use in tourism and hospitality sector as well as others. The purpose of this study is to present the utilization of RFID technology in Hospitality sector, especially for congress organization. First a brief explanation of RFID technology is given. In the proceeding section, current application areas of RFID in Tourism and Hospitality are illustrated through a proposed categorization. Finally, a real life case study is presented and discussed in detail.

2. Radio Frequency Identification

Radio Frequency Identification (RFID) is an Auto-ID system consisting of a microchip with a coiled antenna and a reader. Data and energy are transmitted without any contact between the microchip and the reader. The reader sends out electromagnetic waves that form a magnetic field so the microchip's circuits are powered. The chip modulates the waves and sends back to the reader. The reader converts the new waves into digital data. (Fig. 1)

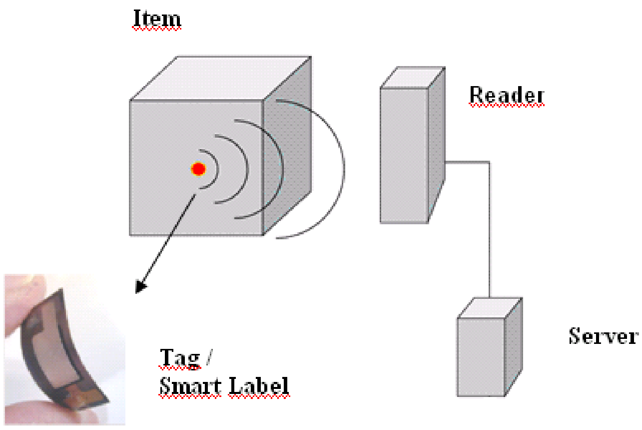
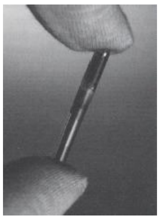


Figure 1: RFID technology

An RFID tag can have very different forms. It can be formed as a small disk which has 1 to 10 mm diameter and a centred hole to screw. To inject under the skin of animals, it can be shaped as a glass capsule having length of 12 to 32 mm. (Fig 2) It can be put in a wrist watch to use for access control and it can also be a label to stick on a product in the supermarket.(Fig 3)



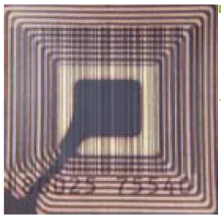


Figure 2: RFID glass capsule structure   Figure 3: RFID smart label

RFID tags have two different types in terms of energy supply: Active vs. passive tags. Active RFID tags contain a battery to provide the microchip with power. This type of tag can send a signal independently to a reader. Active tags are often used to track high value goods over a distance of up to 300 meters.

Passive tags don't have a battery. This type of tag is powered indirectly via the electromagnetic radio waves from the reader. They have a limited read range and do not require maintenance.

RFID tags can be Read-Write, Read-Only or WORM (Write-Once, Read Many) types. The data on Read-Write tags can be changed or totally overwritten by any reader. Read-Only tags are written with a code by the tag manufacturer that can never be changed. WORM tags can be rewritten once by a reader. Read-Write tags are more expensive than WORM tags. So Read-Write tags can be better used in reusable packaging systems and WORM tags can be better used in disposable packaging systems.

3. A Review Of RFID Applications In Hospitality Sector

RFID applications can be illustrated in four major subgroups based on different aims of use. The four groups are, human tracking and control, valuables and asset tracking, contactless payment systems and RFID-based information systems.

3.1 Human Tracking and Control

The first and the fundamental group of applications are mainly designed for human tracking and control. The aim of this usage group can be security, billing or even children care. Currently, almost all borders across the world are preparing for the implementation of RFID tagged passport control systems. Electronic passport, namely e- passport are in use, especially by the effect of American Visa Waiver Program (VWP). VWP allows citizens of certain countries to travel to US for tourism or business for up to 90 days without having to obtain a visa. Today, there are 27 countries involved in VWP program and the number tends to increase to include many more (UK Home Office, 2006). As an another example of human tracking, RFID tags are also currently utilized to form a better security systems in airports to face potential safety issues (Feder, 2004), (Cerino et al.,2000).

Sometimes child care in a hotel or amusement park can sometimes became more challenging than tracking people in a global level with passport. RFID systems are utilized also for infant or child tracking (O'Connor, 2005). In Legoland, Denmark a

RFID based system is employed to retrieve children who have wandered off. (Collins, 2004).

RFID tags are also used to differentiate one from another and orient the colligated systems to perform the related action. For example, in a restaurant or hotel using RFID tagged id-cards, the system can distinguish certain customers, for example VIPs, from the others and responds to their special needs easily and rapidly (Ricca, 2007). By such applications, RFID becomes a tool for customer loyalty management.

3.2 Assets and Valuables Tracking

Second group of RFID applications is assets and valuables tracking. RFID facilitates not only effortless observation of the targeted asset but also helps to plot the moving path of it. That's why asset tracking RFID systems are employed particularly for businesses with dynamic environment.

For examples, in casinos RFID tagged casino chips make it possible to observe the amount of chip in every player and track the chips while they are transported in batches between different locations or departments (Gellatly, 2005). Also especially in food and beverages services RFID systems are used to ease the frequent replenishments (Swedberg 2006), (Roberti, 2007).

In addition, beside the above mentioned use in security appliances in airports, RFID tagged luggage presents an example of asset tracking application of RFID (Fung et al., 2007).

3.3 Contactless Payment Systems

The third group of applications is RFID applications that serve the purpose of forming a system that is independent of physical form of money and using a more flexible medium of exchange. The most common application is contactless toll collection systems (Blythe ,1999) for vehicles and RFID tagged payment cards for public transportation (Hassan et al., 2006). Also, in tourism facilities, especially in hotels and in amusement parks, RFID tagged guest cards are used instead of money (Kelly, 2006).

3.4 RFID-Based Information Systems

The fourth group of applications is the most inspiring area to fully employ the unique capabilities of RFID technology. Transmitting worthy information to the targeted user is the primary function of these systems. For example, in museums RFID tagged information systems supplies required information in demanded detail to the concerned guest without the need for assistance of an expert (Raptis et al., 2005; Fuschi et al., 2005). RFID-Based information systems include not only indoor but also outdoor applications. Even a whole shopping street can be RFID tagged to transmit up-to-minute information about promotions of the store the shopper is just going by (Foroohar et al, 2004).

4. RFID In Congress Management

In this section we analyze the possibility of using RFID as a tool for effectiveness and increasing service quality in congress systems. Having developed a tracking RFID system, in the ITU RFID Research and Test Center, a sample application was deployed in a student symposium. We first explain the RFID integrated system and it's interaction with the delegates, and go on with specifying the required materials and the development process. After clarifying the related experience, we continue with foresights and potential RFID enhancements.

SAMPLE APPLICATION AND CONTEXT

ITU RFID Research and test center is Turkey's first RFID laboratory working on RFID technology and its industrial applications. One of the applications of the research center was deployed in March 2007 in ITU EMÖS symposium.

EMÖS is an annual symposium of industrial engineering students. Nearly 300 students from different cities and universities attended to EMÖS 2007. The symposium last for three days and there were four sessions for each day. In order to maintain high level of attendance, the management committee agreed to give an attendance certificate for each delegate if the enter 80% of the sessions. In order to effectively trace the entrances and RFID integrated system developed.

In the developed system, each delegate was given an identification badge with an RFID tag attached in it. The RFID tag enables the RFID readers to recognize the delegate as he/she enters the coverage area. For minimizing the errors, a portal RFID system was used. The portal and a computer were fixed in the entrance door. All the delegates were informed about the system and the certification limit. The software system was designed in order to maintain a feedback for the delegates; all the delegates could see their name on the monitor of the computer.

One of the basic problems of RFID integrated systems is miss-reading of the reader - the readers do not recognize the tag although it is in the coverage area. For this case, two personnel were allocated in the entrance in order to manually register the delegate if the system misses it. As a matter of fact, there were no such cases, since the delegates was able to see their names on the screen, if they couldn't see the names, they stopped and passed through the portal again.

THE HARDWARE, SOFTWARE AND PROCESS

The RFID integrated tracking system was composed of a Portal-RFID reader, tags, a computer and the software running in it. The Portal-RFID reader is composed of a gate shaped aluminium profile, and two Siemens UHF RFID readers attached on it. The height and the angle of the readers are very important for reading performance.

The software used in the system is developed in the RFID lab in order to maximize efficiency and empower the human-machine interaction. The monitor of the computer is placed in the passing direction of the portal so that the visitors can read their names on the screen as they pass. The portal reader can read more than one tag simultaneously so the software is designed to show last five visitors.

One of the key components of the system is of course the tags that are attached to identification badges. How to allocate the RFID tag was one of the considered problems. Various tests were accomplished in order to define the conditions for high performance reading of the portal. The preparation of the tags was accomplished as the attendance list is ready. First the badges are printed in conventional procedures and then the RFID tags are attached to the badges. In ideal conditions, RFID Tag printer can be utilized for efficiency and time saving.

POTENTIAL USAGE AND BENEFITS

Generally speaking, RFID is an identification system that works with a communication between a RFID tag and antenna. By utilizing RFID in the congress systems, the major benefit can be realized through identifying the visitors and tracing the entrances. Necklace shaped RFID tags possibly will be the most suitable for using with identification badges.

RFID based systems can be allocated in congress management in order to maintain the following possible enhancements.

- Attendance Reports
- Online Tracking system ,
- Access Control ,
- Payment system,

The case explained in the previous section is an example for automation of attendance reports generation. Such a system enables the follow the interest to sessions and subjects. Besides delegate base follow-up can be reported.

Online Tracking System is maintained by RFID antennas that are placed in different parts of the venue. As each individual move around through the location, the RFID antennas communicate with the RFID tags and save the related data. System enables anyone in the system to be traced online. With this system, one of the congress management problems – missing speaker problem can be solved.

Access Control is the system that identifies the visitor, controls the rights associated with him/her and manages the access permissions. A basic example is the special events / courses that take place with in the congress. The delegate with the right to enter the event can be identified and welcomed. The similar applications can be customized to other access controlled locations or services

RFID identification can be allocated in order to maintain automation of payment systems in the organization venue. In this system, individuals are associated with the credit card and as the get any non-free of charge service the fee is paid from individual's credit card. The payment system can be used integrated with the access control system which enables the visitors to purchase the access right if it is not in their program.

5. Conclusion

There is a global trend in RFID integration to business process for increasing service level and maintain efficiency. The major allocation of RFID implementation is expected to be in retail and logistics sectors. On the other hand service systems also have potential for RFID enhancements. In this perspective, we investigate the possibility of utilizing RFID in the congress management.

Attendance Reports, Online Tracking system, Access Control, Payment system are the possible primer applications of RFID in the congress management systems. Using these systems, system efficiency and overall satisfaction can be increased. Besides these systems can be used as a tool for analyzing the delegate behaviours and preferences which can enable better organization design and subject selections.

Security and privacy problems of RFID based systems shall be investigated and dispositions that will minimize these problems must be identified in the further studies. Besides feasibility analysis, technology selection studies can be the subject of following researches.

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Tourism, Heritage & Culture

EVOLUTION AND SURVIVAL OF THE LOCAL HERITAGE IN DON WAI RIVER MARKET: AN ANTHROPOLOGICAL STUDY

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ABSTRACT

This paper examines the evolution of Don Wai River Market in Nakhon Pathom province and the changes that have impacted on its local identity and cultural heritage. Also, it aims to study the awareness of the significance of cultural heritage and the degrees of participation and involvement in cultural heritage management and preservation among stakeholders in this local context. According to the study, the market has three important evolutionary stages from a traditional local market that has been through a period of decline resulting from modern development and finally, a revitalised market responded to an increasing demand of cultural tourism among the urban dwellers. Although the high level of tourist visitation seems at present to guarantee the market's future viability, there are nevertheless some problems that need to be resolved. These changes directly affect the unique cultural identity of this traditional local market and must be solved through the solid cooperation among all involved stakeholders, including local authorities, central government agents, local residents and the visitors, in order to manage the local cultural heritage appropriately for its sustainable existence in the future.

***Key words**: Local Cultural Heritage, Cultural Tourism, Cultural Identiy, Authenticity*

INTRODUCTION

In the past few years since tourism has been thought to be an important source of income within Thailand, we have seen many reactions from local communities seeking to exploit this trend by promoting their natural and cultural heritage for tourism development purposes. Among different types of tourism, cultural heritage tourism is regarded as a popular one among the tourists because it provides a good opportunity to learn and experience different people's ways of life in the ethnic groups or local residents in the rural community (McKercher and Du Cros, 2002). Significantly, dramatic growth of interests in cultural heritage tourism may come as a consequence of widespread consumerism culture in modern societies, especially among those urban dwellers who are usually well-educated and relatively well-off, who regard themselves as stylish people and who really want to look for perfection in their lives. Unfortunately, because these middle class find it difficult to seek intimate relationships, solidarity or even a true identity of individual in a competitive and artificial urban society, they try to substitute their lacks through consumption of both products and experiences.

Among several choices, tourism is considered first thing thought to respond needs for enjoyment, entertainment and relaxation. Since an ancient time until present, tourism has been continually used as a crucial tool by the middle class consumers who have necessary financial support and economic potential to access and consume the cultural products provided mainly for their pleasures. In this sense, most people typically think of desires for tourism as rewards for their hard works in everyday life. Moreover, as modern societies have tended to become more commercialised, anything including culture can be transformed and commodified into products provided for mass consumption (Featherstone, 1992). So, the most significance goal for the tourism industry at present is to provide different experiences for the tourists or visitors in exotic places or communities where they will be fascinated and excited by different social contexts or people apart from their familiar ones. In addition to this, the most important things for the middle class visitors are needs to search for a sense of authenticity that they scarcely feel in the modern society but might exist somewhere in the remote communities where ordinary cultural identities have been unchanged (Burns, 1999).

In many developed countries, tourism development has been thought to contribute advantages in terms of economic growth. Similarly, Thailand has also supported tourism development to generate income within the country after the end of World War II when there was rapid increasing numbers of foreign people coming to the country. In 1957, there was apparently a policy and master plan made by the government to support tourism industry and an organisation to take charge of tourism development was established (TOT: 1979); furthermore, many plans and projects to develop new tourist attractions have been approved and implemented. At that time, the local people were encouraged to develop tourist attractions located within their residential or neighbourhood areas while the government has launched concurrently a campaign to promote domestic tourism and increase visitation rates. In accordance with tourism promotion and development by the government, the Western-oriented lifestyle of Thai people is another important reinforcement for tourism growth. Tourism growth has been dependent on meeting the needs of middle class tourists and visitors as consumers who seek exotic experiences in different social settings different from the routine lives (Lea, 1988). Finally, it seems that most tourist attractions have been transformed into places readily available for middle class people consumption.

As tourism development has interacted with different cultural settings accompanied with the tourists and visitors going into tourist places, at least a relationship or encounter between the host and the guest might contribute somewhat kinds of impacts to the local fabrics including tangible and intangible cultural heritage in a community context (Burns, 1999). More often the different sets of cultures brought by the tourists lead to changes in ordinary cultural elements such as changes in the ways of life among local residents and also attitudes or methods that communities use in cultural heritage management and preservation. In this regard, Don Wai River Market is a good example to illustrate the ways of which local cultural heritage has been shaped to suit the needs of outside demand. Considering the historic background of the market, we can see a continual process of cultural transformation the place from a common local market that developed and declined over the years, but was eventually revitalised. In this process, the cultural meanings of the place were exploited as a tourist asset that appealed to the consumerist culture of the middle class visitors. This kind of changes happened to ordinary cultural identity of the local context at present then raises several challenges for appropriate cultural heritage management and preservation.

EVOLUTION OF CULTURAL HERITAGE IN DON WAI RIVER MARKET

Don Wai River Market is one of the popular local markets at present located along side of Nakhon Chaisir river in Bang Kratuk sub-district (the name means the land with loud sound of happiness and joyfulness during the festival) in Sam Pran district (which means three brave hunters) of Nakhon Pathom province in the central region of Thailand (Mitkul, 2000: 4-11). Previously, many communities and villages have been established along Nakhon Chaisri river bank. Because Nakhon Pathom has been developed and renovated since the reign of King Rama IV and King Rama V, it made Nakhon Pathom a new centre of development around this neighbourhood area, especially with the construction of railway. Nevertheless, water transportation was still popular among a lot of local residents in the community along Nakhon Chaisri River.

Moreover, as sugar manufacturing has been important to the national economic, areas around Nakhon Chaisri River were used mainly for sugar cane plantation and sugar manufacturing factory since 1855 (Sridech, 2002).

As well as the development of sugar industry, there was also an expansion of rice farming on many fields near the river. As a result of this, about two hundred canals have been dug to serve for a purpose of irrigating the rice field, plantation and fruit orchards. In addition to this, the canals themselves, almost all of which were interconnected, provided benefits the local community residents in that they could be used as means for transportation and merchandising of agricultural products. At that time, the people's ways of lives depended largely on agriculture to supply products for household consumption. Formerly, each community or village was usually located independently along the river bank away from one another because of the availability of land at that time. But from 1917 until 1933, much of the land that was used to be a forest and field was sold, occupied by the rich families and turned into the rice field. Until after 1957, modern development has been generated throughout the area and the traditional ways of lives have begun to change, particularly after new concrete roads were introduced as well as an expansion of factories. The arrival of new-comers from other regions also led to many kinds of social and cultural changes.

Following this short description, we will now divide the evolutional process through which the market has passed into stages to see what kinds of changes were made and how they have affected the local people's ways of life and the physical fabric of the market settlement.

1. The Traditional Local Market (About 1900-1967)

About one hundred years ago, a small local market was established consisting of small shops run by Chinese families. At that time, the popular products on sold were vegetables, condiments, food ingredients, agricultural tools, kerosene and many kinds of groceries which were sold mainly for residents living in Bang-Kratuk and Bang-Toey sub-district. Without a construction of concrete roads, then travelling by boats was very popular among community dwellers who paddled from their home to buy and exchange products at the market. At present, many boat piers built along the river have been the best evidence of prosperity in water transportation. The most crowded area with most residents was a compound of wooden shop-houses that were used for both residential and commercial purposes. Most residents rented a space to build their own houses attached closely with ones of other residents due to narrow spaces of rental spaces. Besides from grocery stores and food shops, there were also tailor shops and barbers that were very well-known in the nearby neighbourhood.

The most prominent symbol of the Chinese presence in Don Wai River Market is the shrine of the Chinese Goddess. Previously, the shrine was built from wood and was relocated many times until it was settled at the rear of the market. From the recent renovation in the past few years, the shrine at present was built permanently from concrete and has still acted as a collective symbol among the local dwellers. In the market itself, it has been quite common since in the past that almost shops have been run by Chinese people. In this case, a whole family may consist of a father who was a head of family and shopkeeper as well with help mainly from his sons who would run the shop after his father. Then there became a Thai wife and daughter who were responsible for such chores such as cleaning a shop-house, cooking food and so on.

In this stage, the expansion and development of the market focus mainly on groups of wooden shop-houses that were used as residential and commercial objectives and there were few numbers of outsiders living in the community as well. In fact, the market at this time could be considered as a local market where such kinds of products were sold and bargained mostly for the local residents and neighbourhood areas. Indeed, sense of cultural authenticity existed everywhere in people's daily lives while less changes were generated from outside. The local residents regarded the whole community as part of their lives because they lived and worked with it. This condition had continued for many years until the market entered into the next evolutionary stage of decline.

2. THE PERIOD OF DECLINE (1967-1996)

There was a moment in time when Don Wai River Market fell into decline and when most shop-houses were abandoned, closed or used for residential purpose only. This declination went on gradually when several shops were closed. Many merchants and shopkeepers who used to open a shop moved to do their business outside the community. For an explanation of what caused to this decline, it is necessary to consider the great shift in mode of transportation away from Nakhon Chaisri River and to the newly built concrete roads. As a result of this, many people tended to move their home from the river bank to the new roads and then the market began to decline. In fact, this was a common phenomena happening at the same time with a lot of local market along the river bank. Nevertheless, declination of the market might not come from change in mode of transportation alone, but this also originated from various causes such as changes in family structure.

In this case, changes happening among Chinese families in Thailand might be various and due to many reasons. Obviously, it seems to be that a traditional role of father as head of the family has been declining in recent years as structures and values of many families have become more westernised. Perhaps a son may not able to maintain a leading role in the family successfully as his father had done. So, some conflicts or dispute such as financial management or decision making in business planning among family members in some families may occur afterward. Furthermore, as the community have had more interactions with the outsiders and modern trade has begun to replace the traditional trade and ethics of the local community, most people in new generations may usually shift from the household business to work in the modern business sector in the city instead. In fact, the parents in pioneer generations are willing very much in supporting their children to undergo a formal education system and want to see their children working in professional career such as physicians, lawyers, soldiers or government officers rather than running his / her business; as a result of this, causing some household business to be declined.

In addition to a shift in attitude among the local residents in Don Wai River Market that affected to ways of lives or intangible cultural heritage, changes also happened with tangible heritage or the cultural fabrics of the market. Due to a decline in the market, traditional wooden shop-houses, piers and bazaars were abandoned and at that time there was no collective community cooperation in cultural heritage management and preservation, so the local precincts were left unused or used for living only. More residents went to trade at other markets such as Rai Khing Market which was more popular among the outside visitors due to a sacred Rai Khing Buddha image at Rai Khing Temple nearby. However, Don Wai River Market was still fortunate and revitalised again in the third stage of market development in which we can observe much progress about it.

3. A GREAT SHIFT TO THE HERITAGE MARKET FOR TOURISM (1996-PRESENT)

After suffering decline for a period of time, Don Wai River Market finally recovered again when Mr. Buncha Vuttisugkha was elected as a director of Bank Kratuk Tambon (sub-district) Administrative Organisation during 1995 to 1999. He is reputed as a person who recognised the existence of significant cultural heritage assets in Don Wai River Market. He pointed out that with the context of local market where famous local products such as Chinese-style duck and Thai desserts have been made can be the remarkable aspect of the market which could attract a lot of tourists. Then, he called for cooperation among shopkeepers in the market in a plan for revitalization the market. As a result of this, many of them came back again to reopen their shops with an effort to promote the cultural market for heritage tourism. Moreover, after General Opas Bhothipat, who was a famous culinary guide columnist, wrote about delicious duck, exotic Thai desserts and beautiful of riverside local market in his column, Don Wai River Market was known publicly afterward and then thousands of visitors came in.

To promote heritage tourism in the market, its image has been needed to fit with the concept of living heritage. What has been changed is a style of trading from common groceries into local and exotic food and desserts accompanying with an image of the traditional market to attract the urban visitors. The revitalisation of the market was aimed at the urban visitors who want to look for different shopping experiences different from common things found in the supermarket every day. In addition to fascinating shopping experience that has been provided, there was also an involvement of short excursion such as cruising along the river bank to provide authentic experiences in cultural perception among the visitors as well. In this case, what makes popularity to Don Wai River Market might stem from its reputation as a source of favourite local products such as food and desserts and associated with authentic locality experiences. Moreover, as the market has begun to expand rapidly, products from other provinces can also be found there at present too.

In this more prosperous stage, there are many supporting agent that have contributed much in promoting the market; for example, mass media, local leaders, government authorities and Tourism Authority of Thailand. The market has now been promoted in several newspapers, magazines, tourism journals, television programmes and on the Internet so that it has become very well-known among many people and its products are transferred to retailers in Bangkok and nearby provinces. Besides, a development of administration system in the market by cooperation of entrepreneurs such as an agreement on shops zoning according to types of products. For example, the areas in groups of traditional wooden shop-houses are allocated for authentic local products only such as Thai desserts or favourite local food. Moreover, this also includes the ways to facilitate the visitors such as determination on reasonable prices of products, control on products quality and hygiene and a provision of car park which is now expanding very much because of an increasing number of visitors especially on weekends and public holidays.

In order to achieve a goal in transformation of cultural products of the community that might suit with the needs of outside visitors, sets of cultural meanings have been selected and presented the new appearance of the market as follows:

1. The market as a source of delicious and unique Thai food and desserts;
2. The cultural meanings of the market as ‘old’, ‘traditional’ and local ways of lives that are represented through notions of ‘old’, ‘original’ and others attached with the cultural product of the market and other activities including cruising along the river or buying authentic local-made products;

3. Calm and tranquil atmosphere of the river side community that facilitates activities relating with relaxation and enjoyment;
4. Religious activities that adds another important activity such as making merit at the temple for visitors rather than shopping at the market only

With the revitalisation of Don Wai River Market, we can observe many agents involved in the development planning, including government agents, mass media and the local residents themselves. The effort to transform this ordinary market into a tourist place also resulted in such plans and activities carried out to facilitate the outside visitors coming to the market; for example, a provision of public toilets, parking lots, public phone telephones. The market itself was expanded in size in response to the increasing needs of visitors. Since the market has been promoted, various kinds of changes can be observed in the community. Previously, the area in Don Wai community was used primarily for such local activities such as rice fields, fruit orchards or boat piers for commercial or transportation purposes. Until the industrialised period, the community was still served as an area for production, but at this time its main products are mainly machines that required advanced technology in a manufacturing process.

When the market was promoted for tourism development, another shift in area usage was changed again from rice fields or factories into shops, stalls and bazaars to meet the visitors' needs. So, a presence of the market indicates that it has been regarded as the centre of tourism and product consumption in Nakhon Pathom so far. From this point of view, four cultural elements in the community as stated before were selected and revitalised to create new cultural meanings of the market as a place available for buying local food and desserts, finding exotic experiences for urban visitors who want to escape from boring city lives, relaxing in a tranquil and natural atmosphere and blessed with good luck from making merit as well. Moreover, the new cultural meaning of the market is created to respond with consumerism culture obsessing most middle class visitors. Despite this, the market tries to present its cultural identity as a traditional local market where the sense of cultural authenticity in terms of ordinary ways of life remains unchanged. This is the most important thing to draw attention from the visitors. Meanwhile, it can be observed that this cultural place has been undergone a systematic management from influences of urbanisation and consumerism culture in many ways.

In this regard, it seems that the administration system and systematic spatial management of Don Wai River Market are quite unusual things for any other common local markets. For example, the provision of car park for visitors, zoning of shops and stalls and forms of products displaying to suit with needs of middle class consumers such as wrapped vegetables or fruits like those sold at the supermarkets or availability of courtly Thai desserts that creates a great paradox to an authentic cultural meaning of the market as local community. In this sense, this revitalised market has become a melting pot of cultural meanings given to such cultural products in the socio-cultural context. So, the market has been given much complicated meaning according to an interpretation by the individuals associated with much emphasis on cultural identity of the place as locally generated that happens everywhere within the sphere of the market.

CONCLUSION

In conclusion; despite the market has faced vast changes for many times according to each evolutionary stage from a common agricultural community to a popular cultural tourist attraction at present with new sets of cultural meanings responded with present consumerism society, but at least a one true thing that has never been changed and also existed permanently is a presence of the 'place'. In fact, changes merely happen with the surface cultural meaning of the place in terms of its function and meanings according to interpretation by involving stakeholders by the period of time. Besides, a transformation of Don Wai Community into a heritage place for tourism to respond with middle class visitors has originated from the efforts of local residents, especially local leaders, who saw a good chance to develop cultural heritage within the community into cultural capital that might eventually bringing back benefits to the residents.

Meanwhile, revitalisation of the market has also been accompanied by the rising popularity in cultural heritage tourism among the urban and middle class consumers with nostalgia for a sense of authentic past and locality. These people try to escape from their urban constraints and look for different and exotic experiences or sets of culture. As a result of this, Don Wai River Market has been thought a worthwhile tourist attraction for the visitors through a presentation four cultural elements in the community fabrics as stated before. The achievement of this local market appears to have come primarily from the community itself and also from promotion made by the mass media with less assistance from the government authority in the early period. Thus, at least the community has shown strong effort and cooperation to develop itself and generate income to its resident beforehand a policy of government, which should be regarded as a good example for other communities in terms of developing their cultural capital of their own.

However, the government role in supporting cultural heritage management and preservation is still necessary for the local community. In this sense, this indicates that government authority should be more active with the long-term sustainable cultural heritage preservation rather than promoting the place to be well known or attracting lots of visitors without carefully analysis of the impacts that modern culture can have on the whole community. So, although seeming quite successful in many ways, there will be several emerging challenges needed to be solved for Don Wai River Market and its residents. Among these challenges, the most important concern is how the community can maintain and preserve its unique cultural identity and cultural authenticity of being an authentic local market and community amidst invasive modernisation and urbanisation. In fact, the ways of life in the community have been so modernised that the residents no longer live their lives in a very different manner from those living in the cities, except for some areas of cultural meanings that are restricted for cultural consumption from tourism development.

In addition to this, effort and cooperation to preserve cultural heritage is very vital in terms of existence for the market and community too. As we know that there are increasing numbers of other local communities in the nearby neighbouring areas that have developed themselves for heritage tourism purposes. This situation might lead to competition of cultural heritage presentation between local communities in order to draw visitors in; moreover, it can be implied that cultural heritage would be more heavily used or exploited. At the mean time, what we notice in Don Wai River Market are some kinds of negative changes that would decrease the sense of cultural authenticity and cultural identity of the place, such as the invasion of strange products coming from outside or the emerging modernised trend happening at the market including an establishment of new commercial buildings. If this continues and the fussy visitors think that authenticity no longer exists at this market, the will have the right to focus their interests on other places that can better fulfil their needs.

Consequently, so as to guarantee a more certain future for Don Wai River Market and its community, it is essential to gain mutual cooperation from every stakeholder, including the local authority, local leaders, local active groups and also all local residents. This is the time for everyone has to think whether the unidirectional growth of the market should be controlled or not and how to plan for the future without merely focusing on short-term benefits as they appear to be doing at present. Moreover, the community members have to decide which is the most appropriate way of representing culture for the visitors and how much this presentation is representative of their core cultural values. At least the revitalisation of Don Wai River Market for tourism purposes has been beneficial in the sense that local cultural heritage within the community context has been revived, developed and accepted in its existence amidst changes caused from rapid modernisation and urbanisation. As a result of this, cooperation among community members in systematic cultural heritage management and preservation is needed in order to guarantee the sustainable existence of this valuable cultural heritage in the future.

In order to achieve effective objectives of sustainable cultural heritage management and preservation of Don Wai River Market, it is very important to call for awareness and cooperation among every involving stakeholder with the market and community as listed below:

1. The local organisations such as local authority, school, temple and local active groups or leaders should maintain their efficient roles in cultural heritage management of the place including more rigid control about further expansion of the market in the future and suitable selection on type of products sold at the market that can be compatible with the ordinary cultural fabric, quality and reasonable price control and also other emerging issues such as garbage, theft and congested traffic at the weekend by cooperating with the relating agents such as the police station to cope with these problems. Moreover, it should be emphasised that these active groups ought to be the middlemen who call for cooperation and generate integrity among the vendors including the old-timers or the new-comers and the residents in the community for cultural heritage preservation.

2. The central government should have more participative role on the community development programme including cultural heritage management and preservation, not only just rendering the budget alone. In addition to assistance in term of promoting the place and policy determination, the central government authority can also arrange any kinds of useful programmes or activities such as training courses or workshops aimed at empowering community strength and educating the community residents on what should be manipulated to sustain the local cultural heritage in the most appropriate ways. Besides, an educational programme for the tourists such as the cultural interpretation centre of the community must be useful to generate awareness on local cultural significance of the place.

3. The local community residents can also have active role in cultural heritage management by cooperation and participation with the local organisation in any useful activities such as maintenance and preservation of the market precincts, suitable control of environmental features in the community. In fact, it has been obviously seen that the local residents have had much awareness on significance of cultural heritage of their, especially when most vendors came back to reopen their shops in order to revitalise the market after a period of decline. Above all, it might be kept in mind among the residents that preservation of unique cultural identity of the community to guarantee sustainable existence of cultural heritage is very important too.

4. For the tourists, it should be remarked that paying a visit to the tourist attractions might not end with pleasure only; indeed, it is quite necessary for them too to have recognition or awareness on significance of local cultural heritage. Although this notion might be difficult to achieve, at least the best thing to do for the tourist when they come into the local community is avoidance of any kind of disturbance the cultural

fabric such as leaving the community with a great deal of waste, which is one of challenging problem in Don Wai River Market at present.

Eventually, as the modern societies have entered into an intensive sphere of consumerism culture where exotic experiences and authenticity fulfilment become a critical concern for most discontent consumer, cultural heritage will be reinterpreted and given new meanings or functions to suit the never-ending needs for cultural meaning consumption.

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Tour Guides' Intercultural Education and Performance – The Case of Portugal

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Summary

The concept of cultural tourism expresses a long process of historical development and change (ICOMOS, 1999). This subject has been studied from the demand perspective, giving attention to the needs of the cultural tourist, trying to understand how these tourists are attracted to destinations and which products they need. From the point of view of supply, studies try to explain what actually cultural tourism is, how it changes in space and time and which are the consequences of tourism for the host community. The supply goes through a never ending process of adaptation to the cultural tourist, which has consequences on host communities.

Between the tourist and the host community there is the tour guide, an important facilitator of cultural tourism. For those who provide tourist information, culture only has a meaning if it is actually inter-culture, i.e., if there is a real understanding of both the tourist and the country visited, followed by an exchange of cultures and then by a cultural change, consequently, an acculturation (avoiding cultural conflict). To produce acculturation, the tour guide must develop the correct attitude and personal skills to share the knowledge with the visitor, avoiding all cultural barriers and benefiting both the tourist and the host community. To a great extent, the success of a trip depends actually on the guide's capacity to welcome, act as "go-between" i.e. mediate cultural meaning.

This paper deals with guides' intercultural education and performance. What is the role of the guide as a mediator, animator and facilitator of cultural tourism? Which are the personal skills guides have to develop to do their job correctly? How do courses actually prepare guides for their job? These are some of the questions we will try to answer in this paper, firstly, by introducing a theoretical part dedicated to some relevant concepts, as well as to literature review, and secondly, by analysing the importance that it is given to this matter in Portuguese tourism higher schools, inquiring teachers, students and professional guides.

Conclusions will evaluate the quality of tour guides' intercultural education in Portugal; identify the intercultural characteristics guides develop in their personality and assess the intercultural role of the guide.

Keywords: *Tour guiding; Tour guides' performance; Intercultural skills; Portugal.*

1. Introduction

Tourism is, in its essence, an intercultural phenomenon. In the intercultural relation between the site and the tourist, tour guides have the power of choosing and interpreting the information that is given to the tourist. But was the guide well prepared to do this important job? If so how should be his/her attitude? Is the guide a mediator between the site and the tourist? Or is s/he a cultural animator of the tourist and of the spot?

Several authors have written about tour guides, their role, performance and discourse, from Cohen (1985) to Salazar (2006), but none of them adopted an intercultural approach when analysing their professional skills. But tour guides are the essential interface between the host destination and the visitors. In fact, they are front-line employees who are very much responsible for the overall impression and satisfaction with the tour services offered by a destination (Ap. and Wong, 2001). Also Geva and Goldman (1991) found that the performance of a tour guide is very important to the success of a tour.

According to the accepted definition given by the International Association of Tour Managers and the European Federation of Tourist Guide Associations (FEG) a tour guide is a person who – "Guide[s] groups or individual visitors from abroad or from the home country around the monuments, sites and museums of a city or region; to interpret in an inspiring and entertaining manner, in the language of the visitor's choice, the cultural and natural heritage and environment" (FEG).

Key areas of the tour guide's job are interpretation of cultural and natural heritage in an inspiring and entertaining manner, using the language (and culture) of the visitor. But the job of tour guiding includes many different tasks. Pond (1993) describes the role of a tour guide as a leader capable of assuming responsibility; an educator to help the guest understand the places they visit; an ambassador who extends hospitality and presents the destination in a way that makes visitors want to return; a host who can create a comfortable environment for the guest; and a facilitator who knows how and when to fulfil the previous four roles.

The main purpose of this paper is to examine the intercultural skills developed by tour guides in school and while working. More specifically, objectives of the paper are:

- To examine the quality of intercultural tour guides education and performance in Portugal;
- To identify the intercultural skills guides develop in their personality;
- To assess the intercultural role of the guide.

According to our findings tour guides intercultural competences go through a development process that starts in higher school and improves especially with their work. Guides use their intercultural skills mainly as mediators, besides providing a significant animation to cultural and natural heritage.

2. From Cultural To Intercultural Tourism

Tourism is a privileged activity for the exchange of ideas and for the developing of tolerance, based on an ethic principle: "The warm reception that is due to the other" (Trautmann, 1994). That's why culture is the essence of tourism, whereas economy is only its appearance.

Culture is one of the most important motivations for travelling and for tourist activities. These activities are means of cultural learning, multicultural relation and intercultural education.

One of the scopes of cultural tourism is the correct administration of natural and cultural heritage, in order to show its significance and its need for preservation, both to the visitors and to the host community. This kind of heritage is authentic but also dynamic, changing with the passing time. That's why it is such an important tourist attraction nowadays, but it can be also a source of conflict, since tourists and hosts have often opposite interests. Therefore, heritage has to be accessible but respected, promoted but enjoyed in a sustainable way, understood and loved in a long term both by tourists and host communities.

In this scenario, investigation in the area of cultural tourism becomes very significant, namely with the layout of programmes that plan, develop, evaluate and interpret cultural heritage. Their aim is sustainable development benefiting the local community, as a true object of cultural tourism. On the other hand, they should turn the visit of the foreigner into an unforgettable experience.

But each and every tourist carries a model of conduct, a code of values and behaviours which are different from those of the visited country, so, they will obviously interfere in social life. The relationship between the tourist and the host is a hierarchic one, in which the visitor is usually in a superior level comparing to the visited one, who performs the social role of a service provider. Visitors will always try to exhibit their financial power and their superiority over the natives.

However, when cultures are in contact, social forces interfere directly on the behaviour of both visitors and hosts and cultural change occurs. There is always change in a higher or lower degree, through teaching and learning, values acknowledgement, different codes adoption. Although ephemeral, cultural contact will always produce some kind of cultural exchange.

This is maybe the most important social advantage of tourism: to see and to try to expose visitors to other political, economic or religious systems, so, the patterns of culture of both host and guest will never be the same. In its own a way, tourism is an acculturation system, of multicultural relation and of intercultural education.

Intercultural tourism creates knowledge and stimulates heritage preservation. It helps clarifying the meaning of identity, within an identity background. Cultural integration will tend to increase intercultural syncretism. Specific identity referential will gradually and globally be lost in favour of wider intercultural references.

In cultural integration and in intercultural references production the guide has a privileged role, with his/her know-how, called by Jafari (1982) *cultural mix* – the multi-directional interaction between: a) the imported culture, i.e. the native culture of the tourist; b) the tourist culture, i. e. the behaviour patterns exhibited by the tourist during a trip; c) and the local culture, seen as the culture of the host country. The correct attitude of the tour guide in presence of this *cultural mix* will lead to the establishment of contact, to cultural change and finally to acculturation, benefiting the host community. The wrong attitude will lead to social friction and cultural conflict.

That is why special attention must be given to tourist information, passing on these values and training properly tour guides, preferring those that belong to the host community, in view of the fact that they are directly involved with the culture of the place.

2.2. Tour Guides' Performance and Intercultural Tourism

Very little research on the role of the tour guide has been made. Tour guides have several different roles: facilitator, pathfinder, mediator and cultural animator (Cohen, 1985). They always know more about the place than the tourist. And knowledge gives them power and control!

Cohen (1985) wanders about this role of cultural intermediary attributed to tour guides and he highlights four main elements of their communicative component: selection, information, interpretation or fabrication.

In other words, guides have to select the object of their discourse, from which comes their power to manipulate, to show, or to hide what they want. The selected information (said or unspoken) can be passed on in a more or less correct way. But it will always have a great impact in the tourist perception about the country.

The main role of the tour guide is interpretation, which will produce some effect whenever the guide speaks in such a way that he/she is heard by the tourist, putting him/her in communication with the spot and the local culture.

Repeated interpretation contributes to place sacralisation, whereas incorrect information which is not based in facts and real data, but in imagination and fiction, will produce fabrication. Thus, a good interpretation of the tour guide is functional to the country and the local people, whereas fabrication is dysfunctional and gives a bad image of the tourist spot.

The tour guide must be honest and he/she must have developed a genuine communicative and intercultural personality. He has to be deeply acquainted with the culture of the visitor in all its perspectives and different expressions. The guides' education assumes an essential significance, particularly in social-linguistics since he/she has to clearly understand the social context of the communicative event.

As argued above, tour guides are also fundamental in tourism spots sacralisation (Fine, 1985). Through their speech and their performance they can either ruin or convert a common place into a valid tourist and cultural attraction. According to McCannell (1976), this process takes place in different phases:

1) The revelation of the historic and cultural relevance of the place;
2) Its symbolic rise;
3) The creation of the feeling of sharing with the tourists;
4) Its sacralisation.

This is what happens, for instance, with an unknown painting which is expressively explained to the tourist, or with an apparently barren landscape which the guide reveals to be rich in fauna through an eloquent description.

In Katz's (1985) opinion, tour guides are also teachers. Therefore, if they want to successfully perform their job they must have assimilated the following competences:

- Declarative Knowledge - includes the knowledge of the world; socio-cultural knowledge, as knowledge of the society and the culture of the country where a given language is spoken, especially its everyday life, living conditions, interpersonal relations, values, beliefs and body language; and intercultural awareness, as the capacity of identifying the distinctive traces, similarities and differences between the original country and the one of the tourist (a great importance is given to intercultural awareness through the interaction competence).
- Know-how (savoir-faire) - is the capacity of establishing a relationship between the foreign culture and our own country's culture; the cultural sensibility and the capacity of using a series of strategies to contact with people who have a different culture; the capacity of acting as a cultural mediator and of acting in an effective way in situations of intercultural misunderstanding or conflict. For instance, gesture that can be misunderstood, such as: holding the lobe of one's ear between thumb and forefinger and moving it back and for - in Italy and in Portugal this gesture has a different meaning: it means gay and good, respectively.
- Existential competence (savoir-être) it is about some aspects of the individuals' personality, the attitudes (openness towards the other, willingness to relativise one's own cultural viewpoint, overcome stereotypes, the motivations, etc. For instance: how to behave in the school when Muslim colleagues wear a *chador*?
- Ability to learn (savoir-apprendre) it is the ability to observe and participate in new experiences and to incorporate new knowledge into existing knowledge modifying

the latter when necessary; to slowly achieve autonomy, in constant learning and up-dating knowledge along our life and our professional carrier (A.A.V.V., 2001).

2.3. Education in Portuguese Tourism Higher Institutes

The existence of a European Higher Education and University space, as a consequence of the so called "Bologna Process", aims to develop mobility of students and teachers, as well as mobility and increasing work opportunities for graduate students. For that reason, higher school and university *curricula* have to be harmonized, balanced and comparable in the European Union (A.A.V.V., 2005).

An increasing number of Tourism courses have been designed in European Universities and consequently a higher number of students has emerged, because Tourism still represents for young people a job opportunity. Actually, tourism is one of the most dynamic and fastest developing sectors and it is considered to be strategic for the Portuguese economy.

Therefore, a relationship between tradition and constant innovation is expected in the tourism business, based on new and better methodologies, new and better competences of professionals and new and better education and qualifications. To improve education and qualifications in university and higher education in general, new professional traits have to be defined.

2.3.1. Tour guides' education

Tour guides' most significant traits should be the capacity of communicating and interpreting the tourist territory and to manage both group and individual tours. And those are skills which are not easy to build up and train.

In Portugal there are six higher education institutions which offer national tour guide courses for tourism students[5]. All of them are three years under-graduation courses, some presenting optional subjects in the 3rd year for those who want to become tour guides. At the end, all students receive a Higher Diploma in Tourist Information, but still they must be submitted to a public examination that confirms their professional skills.

This examination is jointly carried out by three institutions: the National Board for Tourism Education (INFTUR); a representative of the National Travel Agents Association (APAVT); and representative of the Tour Guides Union (SNATTI). The examination is also carried out by language teachers of the school where the student completed the course.

In order to overcome this final examination, most schools offer curricula in which the most relevant subjects are related to geography, history, culture, foreign languages and tour guide practicing. But the course includes many other contents such as ethnology, itineraries, gastronomy, etc.

We asked students and teachers about their intercultural competences and the importance of these competences to the future professional performance of guides. We inquired guides about the same matters and in the next chapter we will analyse the answers that we obtained.

3. Methodology

This study adopted a qualitative and descriptive case study approach (Yin, 1989), due to its exploratory nature, to the limited availability of information on this topic and to the limited number of questionnaires used. We started by the review and

[5] Unlike the other countries Portugal has a system of national tour guides who work in the whole country. There are regional guides in the Algarve, in Madeira Island and in the Azores.

analyses of literature related to (inter)cultural tourism and tour guides and proceeded with data collection based on the questionnaires.

These questionnaires were carried out in Portugal, during the month of March. Seven lecturers, eleven students (of a higher institute where the course of tour guides can be done) and thirteen professional tour guides were inquired. Collected data were then analysed, categorized, selected and evaluated.

The categories established were as follows:

- Professional intercultural behaviour of tour guides is based on:
  - Intercultural Education
  - Intercultural Performance

We defined as being the specific aims of this paper to:

- Evaluate the tour guides' intercultural education in Portugal;
- Identify the intercultural competences guides develop in their personality;
- Monitorise the role of the guide as mediator, animator and/or facilitator of cultural tourism.

Data of the questionnaires were compared and analysed. Then, final conclusions[6] were achieved. One of the limitations of the methodology adopted is that the findings are not representative and, therefore, they need to be interpreted with caution.

3.1. SAMPLE

In the beginning we planned to carry out 20 questionnaires of each kind:

- Lectureres of tourism
- Students of tourism
- Professional tour guides

Only 7 professors and 11 students completed the questionnaire. As far as tour guides is concerned 13 people delivered their answers.

Professors who were asked to complete the questionnaire teach different subjects, from chemistry and computers, to Portuguese culture and foreign languages.

Students who filled up the questionnaires attend presently the 2nd and 3rd year of an under graduation course to become tour guides. They are all students at ESHTE, the Tourism Higher Institute in Estoril, near Lisbon.

Questionnaires were all filled out during the month of March 2007.

Guides were asked to complete the questionnaire in Sintra, in the surroundings of Lisbon, during a stop in a tour.

3.2. QUESTIONNAIRES

Questionnaires were designed to analyse two aspects of the tour guides' intercultural education and performance:

- Intercultural competences developed during the education process;

[6] It should be said that these questionnaires will also be used as a base to build up the questions for the final inquires and interviews for a Ph. D. thesis about the role of tour guides in intercultural tourism.

- Intercultural competences developed after the education process.

The structure of the three questionnaires was similar, in order to allow comparisons between them. Six questions were open and five were closed.

3.2.1. Questionnaire to teachers (see table 1)

Teachers use case studies and often compare habits in different countries, so that students become aware of cultural relativism and increase the “know-how” intercultural competence. In their opinion, students are above all taught how to be good leaders and how to adapt to different people and odd situations.

Language skills help guides accomplishing their job. Actually, teachers consider Languages as being the most important subject in school, followed by History and Professional Techniques. Working as guides, students will become mainly mediators, though seen as Portuguese culture animators, who must deeply know the tourists’ culture in order to explain their own culture.

3.2.2. Questionnaire to students (see table 2)

It seems that internship, languages and especially Erasmus students contribute a lot for the development of intercultural skills in school. Students feel they acquire an intercultural competence based on “Declarative Knowledge”, i.e. the knowledge of the world and intercultural awareness. Besides, students also say they develop a deep sense of responsibility.

To travel and to be open minded are important factors for the existence of an intercultural attitude but, generally speaking, information from books, Internet and media are also relevant. When they will become guides they will play the role of mediators, who will establish contact between tourists and locals.

3.2.3. Questionnaire to tour guides (see table 3)

According to guides, in higher education, Professional Techniques, History and Languages were the most important subjects. But they argue that most skills were developed while working. In their job, guides usually compare the History and the society of their country with the tourists’ country.

Tour guides also state they have particularly developed the “Existential Competence” and the “Know-how competence” while working but not much in school. These competences allow them to have an intercultural attitude in their (main) role of mediators between the tourist and the place visited.

4. CONCLUSION

After analysing and crossing data on the three groups interviewed - teachers, students and guides - we found that students consider very important their internship, Erasmus colleagues and Languages classes in the development of their intercultural skills, whereas teachers and guides say the more important contributions come from Languages, History and Professional Techniques[7].

Probably these last two groups are forgetting that nowadays higher school is not only “subjects”, but also constant contact with different realities through foreign colleagues, media, Internet and work (internship). These seem to be significant new

[7] When the guides that were interviewed completed schooling there were no Erasmus students, nor internship.

factors of development. It is interesting to notice that all groups are aware of the role foreign languages play in the development of intercultural competences.

As far as these competences are concerned, we perceived that students develop their knowledge of the world and intercultural awareness in the first place. Teachers affirm they give special attention to the “Know-how” competence, which is developed in a second stage, by the end of the course, whereas guides say they develop especially the “Existential competence” while they are working, consequently in a third phase. Therefore, it seems that an evolution in the development of intercultural competences can be perceived, from “Declarative knowledge” to the “Existential competence”. The intercultural attitude seems to be completely assimilated by guides, who declare they always keep on learning with tourists (Ability to learn).

Tour guides’ intercultural education takes place mainly while they are working, meaning that higher school is seen as a secondary or less significant source of information. However, the process of intercultural skills development can be systematically divided into several stages:

1. Future guides start by developing the “Declarative Knowledge” in school. In higher school, they increase their language skills; they interact with foreign students; and with tourists in their internship expanding their intercultural awareness.
2. Teachers stress the “Know-how” competence, which they try to develop and probably they reach their aim by the end of higher school, because guides confirm that they have this competence.
3. Later, while working as guides, the “Existential competence” becomes the most developed one. This competence is obviously not easy to attain, since it becomes part of one’s personality.
4. Finally, according to what guides declared, they keep on learning with the tourists in a never ending process, achieving the last competence – “Ability to learn.”

Tour guides highly contribute to the acculturation system of tourism through their intercultural education and multicultural relation. There is always change in a higher or lower degree both in tourists and in hosts, through values acknowledgement and different codes adoption. The correct attitude and approach of the tour guide in presence of the tourist’s cultural mix will benefit the host community.

A guide plays overall the role of mediator, according to the opinion of teachers, students and professionals. But it seems recommendable to give some thought to this detail, because these professionals, as we explained along this paper, have other professional roles (animator, facilitator, pathfinder, teacher, etc.), which are either becoming less important or even disappearing.

Acknowledged the limitations of this study, Portuguese guides seem to be generally well prepared for their job and they are obviously conscious of their intercultural competences and attitudes.

APPENDICES:

- Table 1 – Questionnaire to teachers
- Table 2 – Questionnaire to Students
- Table 3 – Questionnaire to Tour Guides

Table 1: Questionnaire to Teachers

	Intercultural attitude while teaching	*Which Intercultural Skills are developed*	*How Intercultural Skills were developed*	*Teacher's Intercultural Attitude*	*Professional Skills developed*	*Intercultural Subjects*	*Guide's Role*
Intercultural Education			2.3. Texts – 1 Games – 1 Exercises – 1 **Case studies – 3** **Comparisons – 2** Body language – 1 Taboos – 1 **Cultural relativism – 2** Subjects included in programme – 1 Respect differences – 1 Describing situations – 1 Commenting prejudices – 1 Criticising stereotypes - 1		4. **Language skills – 3** Interpersonal skills – 2 History -1 History of Art – 1 Culture – 2 **Leadership – 5** Heritage interpretation – 1 Comparisons between countries – 1 **Adaptation skills – 3** Mental flexibility – 1 Multidisciplinary and global curiosity – 1 Scientific skills – 1 Friendliness - 1	5. **Languages – 7** **Portuguese Culture – 3** Sociology – 1 **European History and Culture – 3** International Itineraries – 1 International Relations – 1 Interpersonal Relations – 2 Events organisation – 1 History of art – 1 **Professional Tech. – 3** Training - 1	
Intercultural Performance	1. Yes – 7 No - 1 1.1 Texts – 1 Games – 1 Case studies – 1 **Establishing Comparisons – 3** Information – 1 Speech analysis and contextualisation – 1 Multicultural meaning of Portuguese art - 1	2.1. Yes – 7 No - 0 2.2. a) 4, 4, 4, 1, 3, 1, 3 = 20 b) 3, 3, 1, 4, 2, 2, 1, 2 = 18 **c) 1, 1, 2, 2, 1, 4, 4 = 15** d) 2, 2, 3, 3, 4, 3, 2, 1 = 20	2.3.	3. Yes – 7 No – 1 3.1 Understanding stereotypes – 1 Destroying prejudices – 1 **Comparing history and Culture – 4** Understanding the student's social and cultural background – 1 Adapting the speech – 1 Respect differences – 1 Giving theoretical and practical examples – 1			6. **Mediator – 7** Animator – 2 Facilitator – 1 Other – 3 6.1 Tourists see the country through the eyes of guides – 1 Guide must be conscious of his/her public – 1 **Portuguese Culture animator, knowing the**

							other's culture – 4 Host – 1 Hotel assistant - 1

Table 2: Questionnaire to Students

	Intercultural Attitude developed while studying	*Acquired Intercultural Skills*	*How Intercultural Skills were developed*	*Intercultural Attitude*	*Professional Skills developed in School*	*Intercultural Subjects*	*Guide's Role*
Intercultural Education			2.3. **Training – 4** Lessons – 1 **Language teachers – 3** Teachers – 1 **Foreign students – 4** Colleagues – 1		4. **Responsibility – 3** Replying – 2 Relating ideas – 2 Learning about everyday life – 1 Language excellence – 2 Knowledge of History - 1 No innovation – 1 Problem solving – 1 Competition - 1 **None - 5**	5. **Languages – 10** **Prof. Tech. – 9** Portuguese Culture – 2 European History and Culture – 1	
Intercultural Performance	1. **Yes – 11** No - 0 1.1. **Establishing relations between the culture of the 2 countries – 3** Establishing contact with other cultures – 1 Giving and receiving information from other people– 1 Foreigner living in Portugal – 1 Helping tourists – 1 **Interaction with Erasmus students – 5** Searching for information about the other's culture – 1	2.1. **Yes – 11** No - 0 2.2. a) **1, 1, 1, 2, 1, 3, 4, 3, 1, 2 = 19** b) 2, 3, 4, 1, 2, 1, 1, 2, 3, 4 = 23 c) 3, 4, 2, 3, 4, 4, 2, 4, 2, 1 = 29 d) 4, 2, 3, 4, 3, 2, 3, 1, 4, 3 = 29	2.3. Personal Effort – 1 Family background – 1 Language fluency – 1 **Travelling – 2** **Open minded – 2** Humanism – 1 Reading – 1 T.V. - 1	3. **Yes – 11** No – 0 3.1. **Relationship with Erasmus students – 5** Relationship with other groups – 1 Accepting differences – 1 Criticise both countries – 1 **Searching for information about the other's culture – 3** Job's choice – 1			6. **Mediator – 11** Animator – 0 **6.1. Guide establishes contact between tourists and locals – 2** Guide represents the country – 1 Attenuating cultural differences – 1 Guides cannot be critical! – 1 Guides inform to integrate tourists – 1

							Heritage and culture interpretation – 1

Table 3: Questionnaire to Tour Guides

	Intercultural Change while working	*Acquired Intercultural Skills*	*How Intercultural Skills were developed*	*Intercultural Attitude*	*Intercultural Education*	*Intercultural Subjects*	*Guide's Role*
Intercultural Education			2.3. In school - 3		4. **In school – 7** Not much – 3 No - 3	5. **Languages - 4** Geography – 1 Itineraries – 2 **History – 4** **Prof. Tech.– 6** Int. to Tourism – 1 Compared Cultures – 1 Sociology – 2 Public Relations – 1	
Intercultural Performance	1. **Yes – 13** No – 0 1.1. **Establishing relations between the history of the 2 countries - 4** Establishing relations between the culture of the 2 countries – 3 **Establishing relations between the society of the 2 countries – 4** Learning about the tourists traditions and heritage – 3 Sharing knowledge – 2 Showing everyday life - 1	2.1. **Yes – 13** No – 0 2.2. a) 4, 4, 3, 2, 2, 4, 4, 4, 4, 4, 4, 1 = 40 b) 3, 3, 1, 3, 4, 2, 2, 2, 3, 3, 2, 4 = 32 c) 1, 2, 2, 4, 1, 3, 3, 3, 2, 1, 1, 3 = **26** **d) 2, 1, 4, 1, 3, 1, 1, 1, 1, 2, 3, 2 = 22**	2.3. **Working – 13** Travelling – 1 Maturing with age -1 Personal interests - 1	3. **Yes – 13** 3.1 **Comparing countries in the past and present - 7** Exchanging opinions -1 Making friends – 1 Adapting the speech to the group – 2 Trying to understand the tourists and their differences- 3			6. **Mediator – 13** Animator – 5 6.1. **Complementary - 4** Contributing to tourist integration - 2 Making tourist want to come back - 1 **Animation is considered less important - 3**

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THE IMPACT OF THE NORTH YORK MOORS NATIONAL PARK MOORSBUS ON LOCAL BUSINESSES.

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SUMMARY:
Impact of a subsidised bus network in the **North Yorkshire Moors** National Park, UK. This paper considers the impact of the **bus** on the **environment** and on local, rural communities. In particular, it focuses on the effect on **rural businesses** in the area.

ABSTRACT:
Like many tourist areas around the world the North York Moors National Park suffers from traffic problems. To persuade visitors to switch from their cars the Park authority introduced Moorsbus, a subsidised network of buses which operate throughout the peak tourist period. The objective of Moorsbus is to reduce the environmental impact and to help stimulate rural communities. This study focuses on the impact of the operation on local businesses and suggests some ways forward which might help solve this intransigent problem facing the modern tourist industry.

1. INTRODUCTION:

The concept of the National Park was first raised by the poet William Wordsworth in 1810 with regard to the Lake District when he published his *Guide to the Lakes* in which he expressed the opinion that the area should be,

'a kind a national property in which every man has a right and interest who has an eye to perceive and a heart to enjoy' (Lake District National Park Authority, 2001).

However, America saw the establishment of the first National Park, Yellowstone in 1872 and it was to be more than half a century before the concept crossed the Atlantic to the UK.

The idea of the National Park being that the countryside should be protected from the threat resulting from rapid population growth and industrialisation. In 1750 the United Kingdom's (UK) population was 5.5m, by 1800 this had increased to 11m, by 1900 to 37m and in 1950 56m since then it has levelled off to the present 60m. Protecting the countryside became a pressing issue in the UK from the mid nineteenth century following the industrial revolution a century earlier. This concern for the environment was first put forward in the UK by John Ruskin who was a contemporary of John Muir (the driving force behind the Yosemite National Park) and Wordworth's successor as an advocate of Lake District preservation (Sarre, Smith and Morris, 1991). The eventual result of this concern was the formation of 4 National Parks (NPs) in England and Wales in 1951 following the Dower Report (1945). There are now 12 National Parks in England and Wales and over a 1000 worldwide.

In more recent years it is perhaps the expansion in car ownership which has brought the countryside and NPs within reach of both day trippers and commuters that provides one of the greatest threats to the environment. As a consequence National Parks have been facing pressure to promote alternative methods of access.

The North York Moors National Park (NYM) is on the East coast of Northern England and covers an area of 1436 km^2 (554 square miles). It is quite a low lying area of moorland, its highest point being Round Hill on Urra Moor only 409m above sea level. The area is dotted with a number of small villages based on a traditional sheep farming, agricultural based economy although now an increasing proportion of employment is concerned with the tourist industry. The resident population is around 25 000 which is boosted by 10 million visitor days per year. This means that on average half those in the park are tourists.

Visitors to the NYM are often day visitors from the nearby urban conurbations: Teesside on the Northern boundary; Humberside to the South East; and Leeds to the South West. Over recent decades the NYM has experienced an increasing traffic problem like rural tourist destinations elsewhere in the UK. In response to the negative environmental impacts of traffic on a quiet countryside infrastructure NYM has promoted Moorsbus, a subsidised bus network, in an attempt to persuade drivers to switch from their cars during the peak tourist times and also to facilitate visits from less affluent groups of urban residents. Of course the Moorsbus is not unique in this regard, see Table 1, although it was one of the earliest examples being established in 1994.

Table 1: Public Transport facilities provided in UK National Parks

National Park	Bus Service	Rail Service
Brecon Beacons	Beacons Bus	Brecon Mountain Railway
The Broads	Broadshopper	
Cairngorms		Strathspey Steam Railway
Dartmoor	Transmoor Link	Dartmoor Railway
Exmoor		West Somerset Railway
Lake District		Lakeside and Haverthwaite Ravenglass and Eskdale
Loch Lomond & The Trossachs		West Highland Line
New Forest	(car free network)	
North York Moors	Moorsbus Yorkshire Coastliner	North Yorkshire Moors Railway Esk Valley Line
Northumberland	Hadrian's Wall Bus Kielder Bus	
Peak District	Transpeak PeakBus	Hope Valley Line Peak Rail
Pembrokeshire Coast	Pembrokeshire Greenways Celtic Coaster	
Snowdonia	Sherpa	Conway Valley Line Ffestiniog Railway Cambian Coast Line
Yorkshire Dales	Dalesbus	Settle-Carlisle

Dales Rail

Source: "Walk", 2005, Summer, pp58 – 59.

The objectives of most of these services are the same: to preserve the local communities; to preserve the environment; and, enhance local business. Although some services are all year round all increase service density in the summer months from Easter to the end of September and most only operate during that period. The most comprehensive network is that of the NYM Moorsbus and hence it offers a good subject for detailed investigation.

The aim of this study was to examine the benefits which accrue from the service and to measure these against the costs of subsidising the network. The methods of collecting data for this project include: face to face interviews, participant observation (Gillham, 2000), a business survey and the use of published data from a variety of sources including the NYM and the Lake District National Park Authority (LDNPA). The main focus of this paper will be the results of the business survey.

2. Body:

2.1 Background to Moorsbus:

The concept of public transport providing alternative access to National Parks has been in operation at some level for over twenty years but took its present form following the bus deregulation legislation of 1986 which saw substantial change in the UK bus industry, Bussell and Suthers (1999). It is overseen by NYM who claim to hold great store by user comments, carrying out regular surveys on the buses. It fits well with the NPA (National Park Authority) philosophy of a Greater National Park concept and is a key element in the NYM best value reports, NYM (2006) and other National Park publications such as Reeves (2006). The Moorsbus is inclusive and tries to encourage those who live close to the NYM to use its facilities especially those from nearby urban conurbations. Although our participant observation suggests that such journeys would be arduous at best, to catch the Moorsbus from Hartlepool, walk in the hills and return all in one day is almost impossible.

The Moorsbus currently costs over €375 000 per year to operate. Most recent tender costs being €386 000 along with a publicity budget of €27 000, CNP (2006). The service operates at a loss with each journey being subsidised to the tune of €9.40. This is partly funded through the NYCC (North Yorkshire County Council) bus subsidy budget and partly by other national funding schemes. The original service operated on Sundays plus two days per week extended to all days during the school summer holidays. It currently runs from Easter to the end of September with increased density during the school summer holidays. This increase in service is shown in Table 2, below:

Table 2 Moorsbus Usage

Year	Total Passengers	Operating Days	Passengers Per Day
1998	13 603	27	368
2001	28 235	64	441
2004	41 296	141	293

Source: “State of the Park”, NYM, 2003; interviews.

Note: These figures must be considered with care as the structure of the service in terms of network density and frequency has changed continuously.

The original scheme involved West Yorkshire and United bus companies running services into the moors. At that time the NYM made a nominal contribution of €750 towards marketing the services. These were early registered commercial services.

In 1992 the basis on which contracts and timetables could be set was changed. Funding could be justified by social inclusion and subsidies became available. This applied particularly to Teesside where car ownership was low but also applied to York, West Yorkshire and later to Humberside.

Hence the service expanded progressively to achieve the following:

- Persuade people out of their cars
- Extend routes to areas of low car ownership (or high car ownership?)
- Target holidaymakers in Whitby
- Provide a service for local communities
    - 1949 Access to Countryside Act
    - Conservation and recreation for these villages as local communities’ social and economic needs are paramount
    - 1995 Environment Act implied that local communities should be supported within expenditure limits.

The NYMNP draw up a Management Plan every 5 years and this is supplemented by regular ‘Best Value’ audits. Inevitably any changes to transport arrangements potentially leads to conflicts of interest between locals and incomers. The bus being seen as a lifeline for small local communities which enables residents without cars to visit relatives and provides OAPs with independence.

2.2 MEASURING PERFORMANCE:

For all subsidised bus operations of this nature it is imperative that subsidy levels are justified. This leads to massive data collection and analysis. Generally based on consumer satisfaction some attempt is made to consider the impact on car journeys or car journeys saved. The idea of using ‘carrots’ and ‘sticks’ to persuade or force passengers onto public transport was suggested by Bussell and Suthers (1999). A notable case study in this regard is that of Holding and Kreutner (1998), relating to a NP on the border of South East Germany and the Czech Republic. The case enabled Holding and Kreutner to compare both ‘carrot’ and ‘stick’ transport strategies. One route was closed so visitors were forced to ‘park and ride’ the other offered an optional park and ride service. In this instance the ‘carrot & stick’ approach was clearly more successful. Visitors were happy to accept the switch to a bus so long as waiting times were minimised by a regular network operating to timetable. They appreciated the environmental benefits and were in favour of further road closures. In fact the weather was a greater concern than the inconvenience of the bus. Locals were less favourably inclined to the road closures and of course they can vote and hence hold greater sway with policy making local politicians. There are clearly questions about whether the reaction would be the same in the UK. Perhaps the time has come for UK NP authorities to be more ambitious, introduce more 'sticks' in the form of car park charges, road pricing and selective road closure? Certainly a balance needs to be drawn.

Downward and Lumsden (2004) are similarly critical of the lack of progress in achieving a transport solution in NPs. They highlight the conflict in objectives of stimulating rural tourism and reducing traffic. Three transport management tools available being restriction ('sticks'), encouragement of environmentally friendly modes ('carrots') and education measures. There are many examples of 'carrots' similar to the Moorsbus but authorities seem reluctant to introduce 'sticks'. Downward and Lumsden suggest that segments react differently to 'sticks': locals are not generally keen and local businesses feel that car visitors spend more and should therefore not be discouraged. Downward and Lumsden carried out a major survey of visitors to NYM to test whether car visitors do spend more than those arriving by bus. The result of their analysis was that car visitors do spend significantly more, perhaps almost twice as much as bus visitors. The main item of expenditure was food, which accounted for 34% of spending by the 1020 subjects in the survey. Downward and Lumsden suggest that for a 'carrot and stick' strategy to become more acceptable to locals bus operators must adjust their operations to encourage increased spending. They suggest that bus timetables should be adjusted to enable passengers to stay longer and that they should be directed towards local businesses. Our participant observation also supports this view. Although we spent a full day in the NYM our opportunities too eat and shop were restricted due to the timing of the bus service. We also encountered problems due to a printing error on the published timetable.

One way in which the NYM attempts to direct passengers towards local businesses is by advertising special discounts at various businesses on the routes. These are advertised in the Moorsbus literature and on the tickets. One would therefore expect that these 'frontline businesses' would be the ones to benefit most from Moorsbus passengers. This section of the paper considers the results of a survey of these businesses. There are twenty businesses which feature on the Moorsbus literature. They were all sent a short postal questionnaire which was followed up with a telephone call to those who did not reply. Seventeen businesses replied and ten agreed to further in-depth interviews. The results of the questionnaire are detailed below in Table 3.

Table 3: Summary of Results of Business Survey

Records of Moorsbus customers	53%
Moorsbus leads to increase in customers	24%
Moorsbus leads to increase in profits	18%
Moorsbus is good for the local community	77%

Source: Business Survey, 2005

Only just over half of the businesses responding kept accurate records of those customers using vouchers. One respondent stated,

'there are so few its not worth recording'.

However, most respondents were able to give an opinion on whether the link with the Moorsbus was leading to an increase in customers or profits. As we can see the general results are not encouraging with less than a quarter of respondents experiencing an increase in either customers or profits. One respondent summed up the problem as follows:

'most people who use the Moorsbus are walkers who come to appreciate the beauty of the moors and enjoy the countryside – not necessarily to spend money'.

Clearly, such comments support the findings of previous studies Downward and Lumsden (2004) and our own participant observations.

It was also a concern that a majority of businesses felt that customer numbers from Moorsbus had declined in the last five years. Although this was only a small survey of a few 'frontline businesses' it provides a gloomy picture from businesses one would expect to feel the greatest impact from Moorsbus.

However, despite little support for the view that businesses directly benefited from the operation of the Moorsbus business respondents did overwhelmingly express the view that the Moorsbus did benefit the local community and the area in general. Respondents were asked to list the perceived general benefits of the Moorsbus to the area and the local community. In the table below we set out the factors most frequently mentioned by the business respondents.

Table 4: General Benefits of the Moorsbus

Factors mentioned	**Number of responses**	**%**
Provides affordable transport	7	41
Improves access to countryside	5	29
Reduces congestion	4	24
Improves the environment	3	18
Provides an appreciation of nature	1	6

Source: Business Survey, 2005

As we can see from the above table the key perceived benefit of the operation of the Moorsbus was that it provided affordable transport for both local people and tourists. All the business respondents agreed that the service provided excellent value for money at €4.50 for a day ticket. To quote one of the respondents on this issue,

'Local people and visitors gain benefits from this network of transport by the availability and quality of the service…it is also good value for money.'

A number of our respondents also mentioned that the Moorsbus did provide access to the countryside for those without cars and low income groups which links in with objectives of the NYM Transport Plan outlined above.

We also found that business respondents were aware of the environmental benefits of the operation of the Moorsbus. Again this response is well summed up by the following quote:

'A reduction in car use can only be beneficial to the North York Moors and local population and environmentally.'

Another respondent added,

'During the daffodil season in Farndale it helps to relieve congestion on narrow roads up the valley.'

3. CONCLUSIONS:

NYM carry out extensive user surveys which show that users are satisfied with the service and they also show that there has been a massive increase in users of the service with a current saving of a million car miles in the NP per year. Nevertheless the cost is high. A subsidy level of over €9 per journey has meant that the service is under pressure, from NYCC in particular, to operate more efficiently and reduce subsidy levels. The surveys also show that the service is most widely used by the greying middle classes rather than widening the horizons of working class families from the nearby urban conurbations. A view we can again confirm from our participant observation.

Although the service commands a great deal of support from local residents this is not translated into economic benefits as perceived by local business. However, we should point out that even though local businesses do not perceive any great direct financial benefit they do generally support the service and see wider general benefits in terms of social inclusion and environmental gains which help to justify some subsidy to the service. We feel that the service is in need of a review to ensure that the benefits can be maximised and costs minimised. The use of some 'stick' policies (such as restrictions on car use in the NYM or payment to enter the Park) may need to be introduced and the operation of the service should become focused more on benefiting local business with more attention placed on casting the net wider, providing services which will enable those from nearby urban conurbations to travel quickly to the heart of the park, enjoy the facilities and travel quickly back. Other ideas that emerged from our survey were the need to have extended stops at popular places on the route to allow bus travellers to make more use of local facilities before carrying on their journey, improved signage at key stops to make visitors more aware of the service and a general improvement in the reliability of the service and the information provided.

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HOW CULTURAL HERITAGE IS CONSUMED BY TOURISTS - A CASE STUDY OF THE HORYU-JI TEMPLE

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ABSTRACT

This paper aims to investigate how cultural heritage in Japan is consumed by tourists through a case study of Horyu-ji temple. Horyu-ji is part of the first cultural World Heritage Site (WHS) in Japan, which was designated in 1993. Horyu-ji is a Buddhist temple built in 607 and owns more than 2.000 Buddhist art treasures. Japan has ten cultural World Heritage Sites as of December 2006; however, there are few studies which look at these sites in terms of tourism. This fact is the main motivation for this research. The research adopted a combination of three methods: visitation, observation and interviews. The researcher examined the current condition of tourism through visitation to the site, observed tourists' behaviour at/near the site and interviewed local people who were engaged in tourism-related businesses at/near the site. The findings of the research tell the following issues. The types and the number of tourists have changed since WHS designation: a small number of tourists who well understood the site visited there before the designation, whilst a large number of tourists who mainly aim to just visit the site have begun to visit there after the designation. In general, tourists seemed to be quite keen to bring something tangible back as a testimony of their visits rather than to appreciate the site itself with intangible memories. Consequently, the Horyu-ji temple has suffered from a dilemma, because it is originally a sacred place for followers, but is now a cultural attraction for tourists.

Keywords: *cultural heritage, Japan, mass tourists, tourism industry, the designation of a World Heritage Site*

1 INTRODUCTION

1.1 AIM

This research aims to investigate how cultural heritage has been consumed by tourists and tourism industry through a case study of the Horyu-ji temple, Nara, Japan.

1.2 DESCRIPTION

The Horyu-ji temple is part of the first cultural World Heritage Site in Japan which was designated as "Buddhist Monuments in the Horyu-ji Area" in 1993 (UNESCO World Heritage Centre, 2007). The area has two Buddhist temples: one is Horyu-ji and the other is Hoki-ji (Hoki-ji, 2003). Horyu-ji was built by Prince Shotoku in 607 and is assumed as the oldest existent wooden structures in the world (Horyu-ji, 2007; Ikaruga Tourism Association, 1999, 2003). Horyu-ji owns more than 2.300 important cultural and historical structures and articles. Of these, nearly 190 are designated as National Treasures (Kokuho) or Important Cultural Properties (Jyuyo Bunka-zai). Valuable structures and cultural heritages are scattered throughout its vast precinct (Ikaruga Tourism Association, 2003). Hoki-ji was built in 706. Its precinct is not so large; however, it also has some valuable structures (Hoki-ji, 2003).

1.3 Rationale

Japan has ten cultural World Heritage Sites as of December 2006; however, there are few studies which look at these sites in terms of tourism. This fact is the main motivation for this research. Of these, the Horyu-ji temple and the Horyu-ji area were selected as the objects of the research. This is because the researcher thought that there have been many changes in tourism in Horyu-ji and the Horyu-ji area, because more than 10 years have passed since the designation of a World Heritage Site.

2 Methodogy

The research adopted a combination of three methods: visitation, observation and interviews. The researcher examined the current condition of tourism through visitation to the site, observed tourists' behaviour at/near the site and interviewed local people who were engaged in tourism-related businesses at/near the site. The fieldwork was mainly conducted in April 2003. Visitation to the site and observation of tourists and visitors were solely conducted by the researcher and interviews were conducted with three local people in the Horyu-ji area. The site was re-visited in December 2006 and some information was updated.

3 Results

3.1 Results from Visitation

15 businesses were confirmed along the entrance path to Horyu-ji. These were restaurants, car parks and souvenir shops. These souvenir shops are not allowed to sell religious souvenir such as talismans and amulets and only sell secular souvenirs, using only the name of "Horyu-ji". On the other hand, two souvenir shops, which are officially approved by Horyu-ji, are located in the precinct. They sell both religious and secular souvenirs. In the precinct, there are some resting places for visitors and they have some vending selling soft drink. Visitors need to pay 6.28 Euro in order to enter the precinct of Horyu-ji. If they also want to see a special exhibition, they need to pay an extra fee. That is why many visitors did not seem to see the special exhibition. As Horyu-ji is wooden structures, it is very difficult to avoid wear and tear. Wear and tear was observed everywhere, especially wooden pillars in the buildings.

3.2 Results from Observation

There were a large number of Japanese student groups who visited there with a school trip. The proportion of overseas tourists seemed to be very small. In the researcher's view, tourists seem to "devour" Horyu-ji. They were taking photographs anywhere even at the places where they are not to allow. Many of the tourists seemed not to care about the long queue after them and were looking at something special for them for a long time. Vandalism and theft is also a problem for Horyu-ji. In fact, the researcher watched that a tourist was picking a flower from the garden in the precinct. The precinct also works as a play spot for children. Even if they were playing there with their parents, they sometimes caused problems to other tourists.

3.3 Results from Interviews

According to the interviews with local people, the designation of a World Heritage Site has enhanced commoditisation of Horyu-ji and commercialisation of neighbouring shops. Consequently, Horyu-ji seem to have somewhat lost its sacred atmosphere and the quality of the service and the products at neighbouring shops has deteriorated. Changes have also occurred in the inclination of tourists to Horyu-ji. Compared with after the designation of a World Heritage Site, there were a small number of tourists to the Horyu-ji area before the designation, but, in general, they seemed to understand and respect the Horyu-ji very well. After the designation of a World Heritage Site, the number of tourists to the Horyu-ji area has increased; however, overall, their main purpose seems to just visit the site with less respect for the area.

4 DISCUSSIONS

4.1 AUTHENTICITY AND HISTORY OF THE HORYU-JI AREA

Horyu-ji consists of the Western Precinct (*Saiin Garan*) which is arranged around the Five-story Pagoda (*Goju-no-To*) and the Main Hall (*Kondo*), and the Eastern Precinct (*Toin Garan*) which is arranged around the Hall of Visions (*Yumedono*) (Horyu-ji, 2007). The site (187.000-square-meter) is full of irreplaceable cultural treasures which are bequeathed across the centuries to future generations since 7th century (Horyu-ji, 2007). As stated in 2.2, Horyu-ji owns numerous important cultural and historical structures and articles, including National Treasures (*Kokuho*) and Important Cultural Properties (*Jyuyo Bunka-zai*). Hoki-ji consists of the Three-story Pagoda (*Sanjyu-no-To*), Lecture Hall (*Kodo*) and Syoten Hall (*Syotendo*) (Hoki-ji, 2003). Three-story Pagoda is designated as National Treasure and two statues of Buddha are designated as Important Cultural Properties (Hoki-ji, 2003).

Considering these facts, it can be said that peculiarity of the Horyu-ji area comes from its long history and authenticity. These two factors have strongly attracted tourists and tourists hope to visit the Horyu-ji area in order to see various cultural heritages. How do tourists see various components in a cultural heritage site? Concerned with this question, Urry (2002) suggests a concept of “tourist gaze”. The concept of “tourist gaze” indicates that there are systematic ways of “seeing” what people look at as tourists (Urry, 2002). Urry (2002) also states that tourist sites can be classified in terms of three dichotomies: whether they are an object of the romantic or collective gaze; whether they are historical or modern; and whether they are presented as authentic or inauthentic. However, it is not easy to decide a site has what kinds of nature. Especially, it is often very difficult to decide whether a site is authentic or inauthentic (Urry, 2002). Nevertheless, it is useful to summarise the differences among tourist sites, using these three dichotomies (Urry, 2002). The Horyu-ji area can be regarded as an object of the collective gaze: it is historical and authentic. In case of the Horyu-ji area, of these three dichotomies, being authentic or not would be the most important dichotomy at least for eager tourists. That is because the as Horyu-ji area is a cultural World Heritage Site, tourists, especially eager tourists, would expect to see something authentic when they visit there. In case of “Gusuku Sites and Related Properties of the Kingdom of Ryukyu” in Okinawa, Japan, the main building of Syuri-jyo castle is excluded from a cultural World Heritage Site, although the main building is the symbol of the site and very popular among tourists. That is because the main building of Syuri-jyo castle was fully restored in 1992, before the designation of a World Heritage Site. Therefore, it can be concluded that authenticity is one of the important factors to be inscribed as a World Heritage Site and the vital factor for attracting more eager tourists. In fact, almost all authentic cultural heritages are also historic. Hence being historic (history) is also a vital factor in order to attract more eager tourists.

4.2 TOURISTS IN THE HORYU-JI AREA

Before the Horyu-ji area, including Horyu-ji and Hoki-ji, was inscribed as a cultural World Heritage Site, These temples, especially Horyu-ji, had already attracted many tourists for a long time. Many of them were domestic tourists and a few of them were overseas tourists (Murata, 2003). Overseas tourists mainly came from developed western countries such as the UK, France, Germany and Italy (Matsutani, 2003; Murata, 2003). After the Horyu-ji area was inscribed as a World Cultural Heritage Site in December 1993, the number of tourists increased 20% in 1994, especially domestic tourists (Matsutani, 2003; Murata, 2003). However, this effect had lasted only for one year (during 1994) (Murata, 2003; Shimura, 2003). The main factor was Hanshin-Awaji Big Earthquake broken out in January 1995 (Murata, 2003). Because of the earthquake, many people lived in Kansai area including Nara could not afford to have trips to the Horyu-ji area. In addition, not only prospective Japanese tourists but also prospective overseas tourists abstained from trips to the Kansai area including the Horyu-ji area with the earthquake. Therefore, the number of tourists who visit the Horyu-ji area returned to the previous level in 1995 (Murata, 2003). Since 1996, the number of tourists a year had increased again and then has been almost same until 2002 (Murata, 2003). Compared with before the designation of a World Heritage Site, the number of tourists has somewhat increased, but, overall, the level of tourists' understanding of the Horyu-ji area seem to have somewhat decreased (Murata, 2003). The proportion of overseas tourists has increased little by little every year. Especially, the number of tourists from Korea has increased rapidly in recent years (Matsutani, 2003; Murata, 2003; Shimura, 2003). The effect of World Cup: Korea and Japan 2002 would enhance Korean people's interest in Japan. The number of Chinese tourists has also increased in recent years (Murata, 2003). Compared with before the designation of a World Heritage Site, the number of tourists has somewhat increased

Roughly speaking, the main form of tourists who visit the Horyu-ji area is as groups (Murata, 2003; Shimura, 2003). This inclination especially applies to domestic tourists (Murata, 2003). In fact, more than 70% domestic tourists who visit the Horyu-ji area are young students with school excursions (Murata, 2003; Shimura, 2003). In general, these groups are very huge as usually a group consists of more than 100 students and teachers who are in charge of the group. More than 20% domestic tourists are people who take part in a package tour that various tour operators organise independently. Because of excessive competition among tour operators, the price of package tours has been very low in recent years. This trend represents that local enterprises and communities can not obtain fair benefits. In such a case, each tour operator sets a minimum number of tourists for carrying out a package tour in order to avoid a deficit. Hence package tours usually consist of more than 10 to 15 tourists. Furthermore, many groups visit a site at the same time. Consequently, these intensive and huge visits would cause various kinds of problems in conservation of Horyu-ji. Less than 10% domestic tourists visit the Horyu-ji area individually. Most overseas tourists also visit there with this form (Murata, 2003).

What are the suitable categories for these three kinds of tourists? The typologies of tourists, which have been examined in previous tourism studies, should be reviewed in order to categorise these three kinds of tourists to the Horyu-ji area. There are various typologies which are advocated by different researchers. Cohen (1974) advocates four categories in the typology of tourists: "drifter", "explorer", "individual mass tourist" and "organised mass tourist". In the researcher's view, young students who visit the Horyu-ji area with school excursions and tourists who take part in a package tour can be categorised as "organised mass tourist" and tourists who visit there individually can be regarded as "individual mass tourist". On the other hand, Smith (1977) advocates seven categories in the typology of tourists which has been developed based on Cohen's typology. The seven categories are "explorers", "elite tourists", "off-beat tourists", "unusual tourists", "incipient tourists", "mass tourists" and "charter tourists" (Smith, 1977). In the researcher's view, the young students who visit the

Horyu-ji area with school excursions can be classified into "charter tourists", tourists who participate in a package tour can be categorised as "mass tourists" and tourists who visit there individually can be regarded as "unusual tourists".

Through examinations above, one key word emerges and it is "mass". Burns (1999) states that one of the most universal terms in the phenomenon of contemporary tourism is the expression "mass". Mass tourism originates from English seaside resorts and has developed as a global industry (Urry, 2002). This form of tourism matches the nature of Japanese public very much. Generally speaking, Japanese people like to act as a group and feel sometimes lonely when they are alone. Moreover, for most Japanese people, to act in a same or similar manner to other people is a significant factor to be relieved. In Japan, these tendencies are more common among old people than young people. Hence, many of participants in a package tour are old people. Regarding school excursions, some schools have changed their destinations from domestic sites to foreign sites. Hence, tourism in the Horyu-ji area needs to diversify types of tourists and attract more individual tourists in order to conserve their cultural heritage and to obtain fair benefits for local people from tourism.

4.3 Tourism in the Horyu-ji Area

Some attempts by Horyu-ji which aim to obtain more revenue have rapidly developed since the designation of a World Cultural Heritage Site in 1993. Firstly, the entrance fee was raised from 4.44 Euro to 6.28 Euro for an adult (Shimura, 2003). Secondly, many kinds of souvenir have been newly made: in addition to religious and/or traditional souvenirs (talismans, amulets, postcards and brochures), new souvenirs (dockets with silhouettes of Horyu-ji, incense sticks and guidebooks in English) have been developed (Murata, 2003). Especially, dockets are very popular among domestic tourists and incense sticks are quite popular among overseas tourists who have a high interest in Japanese culture (Murata, 2003). Thirdly, as Horyu-ji owns innumerable cultural treasures, they can organise various special exhibitions for tourists. The number of special exhibitions has increased steadily in recent years and they have attracted many knowledgeable tourists (Murata, 2003). For example, "Horyu-ji Treasure Exhibition" (*Horyu-ji Hiho-ten*) was held from March to June in 2003 (Ikaruga, 2003) and such special exhibitions have regularly hold at least until the end of 2006.

Not only Horyu-ji but also various businesses along the approach to Horyu-ji have attracted many tourists and all of them have been very keen to maximise their benefit from tourists (Shimura, 2003). There are more than ten shops along the both sides of the approach. Many shops have two functions: restaurants which sell local foods and souvenir shops. Formerly, each shop had its own character (Shimura, 2003); however, as mass tourism has developed, many shops have lost their own features. That is because they have tried to attract more mass tourists and obtain constant benefits from them (Shimura, 2003). They set up large parking areas for sightseeing buses, started to sell many standardised souvenirs and began to serve ready meals to mass tourists (Shimura, 2003). Shimura (2003) states that she feels sad that many shops only think how to maximise their benefit and have already lost their pride and minds as retailers. Now many shops pay much money to publishers in order to ask the publishers to put their shops on guidebooks. Shimura and other people who worry about the current situation of tourism think that in the current situation, the more time goes, the more tourists aware corruption of many shops and the number of tourists would decreased steadily in the near future.

5 CONCLUSION

On the whole, the expansion of mass tourism has consumed the Horyu-ji area. Of all the problems it can cause, congestion is one of the most serious problems, because cultural heritages and facilities in the Horyu-ji area have been seriously exhausted by congestion. Japanese people's nature is also concerned with the consumption of the Horyu-ji area. The nature is that most Japanese people want to relive their visits after they return to home. Almost all domestic tourists want to change their experience into not only memories but also something visible. In other words, they want to change intangible things into tangible ones. Although most tourists spent much time in front of each display, what many of them were doing is to take photographs, to record it with a video camera, or just gazing it without reading interpretation. Unfortunately some domestic tourists and a few overseas tourists break rules to realise their aim. Some of them even steal souvenirs from shops (Murata, 2003). Some inconsiderable and heartless tourists also use the Horyu-ji area as a children's playground. As some children run through among other tourists, sometimes old tourists are very surprised at them and lose their balance. They also break branches from trees and pick flowers. Whatever they do, their parents seldom scold and stop them. These families apparently lack common sense (Murata, 2003). Vandalism has also been done by some immoral tourists. They write some words and/or draw something on pillars or other parts of structures. They also chisel wooden pillars to curve something.

In conclusion, tourists to the Horyu-ji area have changed since the designation of a World Heritage Site. The number of tourists before the designation of a World Heritage Site was smaller than after the designation. However, overall, tourists before the designation understood and respected the Horyu-ji area better than those after the designation. The main purpose of the current tourists seems to be just visiting the area. In general, they seem to be very keen to take something tangible for as testimonies of their visits rather than understand and appreciate the area with respect and intangible memories. The development of mass tourism can be regarded as one of the factors which have caused this situation. In the researcher's view, the designation of a World Heritage Site has also contributed to this situation: the brand as a World Heritage Site seem to have increased the number of tourists who just want to visit the Horyu-ji area because the area is famous. In short, Horyu-ji has a dilemma. Originally, it was built as a sacred place for followers. As times passed by, Japanese people have been getting secular and secular, but many of them still have some respect when they visit sacred places such as Shinto shrines and Buddhist temples. Unfortunately, however, Horyu-ji seems to have become a cultural attraction for the public.

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LOCAL FESTIVAL TOURISM AND INTERACTION OF VOCATIONAL SCHOOLS STUDENTS IN THAT LOCALITY

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Keywords: *Festival tourism, local organizations, Buldan, Honaz, Çivril*

1. INTRODUCTION

Local festivals are activities that are arranged periodically in order to advertise, to preserve and lead the artistry, cultural, touristic and economic presence of the environment. At least ten festivals organized in Denizli and around Denizli in a year. General aims of the festivals are to advertise local products by artistic activities and keep their cultures alive.

Literature of our study consists of two bases. First one is about advantages, importance, kinds of festival tourism and itself. The other one is about the vicinity that has vocational school and information about economic and cultural presence of the area.

Aim of the research is to determine the contribution of the festival tourism to vocational school students in that area and contribution of students to festivals in the same area. The population of our research consists of the students that study in 3 vocational schools of Pamukkale University that are situated in towns (Honaz, Buldan, Çivril). At least one festival organized in every year in these towns. Likert scale is used in the conversation forms. In analyses frequency distribution, factor analyzes, and correlation analyzes is used.

2. FESTIVAL TOURISM

Festival tourism is defined here as a phenomenon in which people from outside a festival locale visit during the festival period. The claim that such tourism generates income is axiomatic but understanding its true economic impact on localities is more complex. This paper explores how festivals interact with local economies and their communities, and uses a model developed by the environment charity Forum for the Future, to analyze how far the activities generated by festivals contribute to the principles of sustainable local economic development (O'Sullivan, 2002: 325-326).

3. ÇIVRIL, HONAZ AND BULDAN DISTRICT ECONOMIC AND SOCIAL STRUCTURE

3.1. ÇIVRIL

Çivril is one of the biggest districts of the Denizli province. The altitude is 840m and it is situated on the Denizli-Uşak motorway. Çivril is located 96 km from Denizli and 57 km from Uşak. District centre is on the north of a plain which is called the same as the district. The most important river of Aegean region is Büyük Menderes and passes through Çivril Plain.

Before 1960 the economy of Çivril was based on cereals, viniculture and poppy. Today in the economy of district besides every kind of agricultural products and stockbreeding, viniculture, vegetables and tasty apples are the basic sources of income. Peaches, cherry, black cherry is also grown here. This town is especially known for its tasty apples. Every year on the third week of September Apple and Cultural Festival is organized here.

3.2. HONAZ

Honaz (known in antiquity as Colossae) is a town and a district of Denizli Province in the Aegean region of Turkey. It covers an area of 504 km², and the population is about 25,000. Honaz town located on the north skirts of Honaz Mountain the highest mountain (2571m) of Aegean region. It is 24 km to Denizli.

Social life in Honaz was the same as in any typical Anatolian town. After the establishment of Vocational School here, there is an increase in the social establishments. Today the economy of Honaz is centred on growing cherries, 80% of the crop being exported from Turkey, generating up to 35 million dollars of income per annum. There is an annual cherry festival in every June in the town. Tomatoes, grapes and other fruits and vegetables are grown too. Important number of people works in textile factories. Bloc travertine workmanship is in the second row. Grape, cherry, textile and travertine affected social life positively in Honaz.

3.3. BULDAN

Buldan is a town and a district of Denizli Province of Turkey. The population (2000 census) is 36,926 of which 13,946 live in the town of Buldan. It is a pretty hilltop area, with hillsides covered with pomegranates, figs, vines and blackberries. The altitude is 617m. There are lovely views from the high meadows. However this area is prone to earthquakes.

The two important specialties of town is domestic workshop-family originated and private property ownership. Textile industry is as old as town history. The roots of hand weaving that are taken up to 2nd. Century B.C. connected to Roman term weaving in Tripolis. Local organizations in the region play an important role in advertising and spreading hand weaving. In Buldan that is approved as capital of weaving, every year in June Buldan Weaving, Culture and Handicrafts festival is organized.

4. APPLICATION

4.1. METHODOLOGY OF RESEARCH

Aim of the research is to determine the contribution of festival tourism in Çivril, Honaz and Buldan to vocational school students and vocational school students' contribution to local festivals.

In the assumption of research, relation level of cities where students live accepted as the same.

To reach the aim of the research, the answer of 11 questions below is searched.

1. Contribution of festivals to relation of students.
2. Contribution of festivals to schools
3. Students informing his/her family and the surroundings.
4. Students seeing himself/herself as a customer of festival.
5. Students' inclination in taking part in the festivals.
6. Students' contribution on the advertisement of festival.
7. Benefits of festival to people in that locality.
8. Contribution of the festivals to students' choice in the school he is attending.
9. Students' possibility to have income from festivals.
10. Students' awareness from the festival before s/he attend to school.

11. Festival unconcern level to students.

Our H1 hypothesis through this direction is:
H1. Local festival and vocational school students in that locality are in interaction.
A questionnaire is used to collect data and analyzed in SPSS. Likert scale is used in the analysis and also frequency distribution, factor analysis and correlation analysis is used.

4.2. POPULATION AND SAMPLING

Population of research is Pamukkale University's vocational schools in towns. In our research which consists of four vocational schools, sampling methods according to clusters is used. Three of four vocational schools are randomly chosen. These are, Çivril Vocational School, Honaz Vocational School and Buldan Vocational School. Data are collected with the help of instructors (Gegez, 2005: 191). Questionnaires are distributed to classes at the same day and time for students to fill up. Thus totally 344 subjects data are obtained. Six of the questionnaires accepted as invalid while entering data. In the distribution of sample group according to clusters, total student number in the vocational schools is taken into consideration.

Collecting data distribution according to vocational schools is in Table 1. As seen in table sampling size is 11% (±0,2) of total number of students in each school. In the sampling size students age and region where they live is taken into consideration. This ratio can be accepted as enough in 95% confidence level.

Table 1. Students' Distribution That Takes Part

Vocational Schools Name	Number of Students	Sampling Size	%
Çivril Vocational School	524	58	17,16
Honaz Vocational School	1404	160	47,34
Buldan Vocational School	1095	120	35,50
TOTAL	3023	338	100,00

4.3. DEMOGRAPHIC DATA

In Table 2 there are distribution of subjects according to gender in the Vocational Schools that research is made. Another demographic data result is about average age. According to this it is determined that test subjects average age is 21.

Table 2. Vocational School & Gender Cross tabulation

Vocational Schools		GENDER Female	Male	Total
Honaz Vocational School	Count	78	82	160
	% within V.S.NAME	48,8%	51,3%	100,0%
	% within GENDER	38,4%	61,2%	47,5%
	% of Total	23,1%	24,3%	47,5%
Buldan Vocational School	Count	91	28	119
	% within V.S.NAME	76,5%	23,5%	100,0%
	% within	44,8%	20,9%	35,3%

	GENDER % of Total	27,0%	8,3%	35,3%
Çivril Vocational School	Count	34	24	58
	% within V.S.NAME	58,6%	41,4%	100,0%
	% within GENDER	16,7%	17,9%	17,2%
	% of Total	10,1%	7,1%	17,2%
Total	Count	203	134	337
	% within GENDER	60,2%	39,8%	100,0%
	% within CINSIYET	100,0%	100,0%	100,0%
	% of Total	60,2%	39,8%	100,0%

4.4. Factor Analysis

To determine factor structure of research scale Principal Component Analysis is used. With a result of this analysis Total Variance Explained table is obtained in Table 3 (52.678%). In the study that is reached 52.678 in cumulative variance percentage, the question 'festivals contribution to school' and 'Students' possibility to have income from festivals' taken out.

Table 3. Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,809	31,216	31,216	2,809	31,216	31,216
2	1,932	21,462	52,678	1,932	21,462	52,678
3	0,902	10,020	62,698			
4	0,775	8,612	71,310			
5	0,661	7,346	78,655			
6	0,587	6,517	85,173			
7	0,518	5,757	90,929			
8	0,446	4,953	95,882			
9	0,371	4,118	100,000			

As seen in Table 3, as a result of factor analysis two factor groups is determined. In the first factor group that is 31.216% level, festivals contribution to students relationship, Students informing his/her family and the surroundings, Students seeing himself/herself as a customer of festival, Students' inclination in taking part in the festivals, Students' contribution on the advertisement of festival and Benefits of festival to people in that locality statements take place. In the second group that is 21.462% level, Contribution of the festivals to students' choice in the school he is attending, Students' awareness from the festival before s/he attend to school, Festival unconcern level to students statements take place. In table 4 component values of this factor groups are given. As seen in the table, while students' relation with festival is high in the first factor, schools relation with festival is high in the second factor.

Table 4. Component Matrix

Components	Factor-I	Factor-II
Contribution of festivals to relation of students	0,730	-
Students informing his/her family and the surroundings	0,682	-
Students seeing himself/herself as a customer of festival	0,669	-
Students inclination in taking part in festivals	0,597	-
Students' contribution on the advertisement of festival	0,597	-
Benefits of festival to people in that locality	0,552	-
Contribution of festivals to students choice in the school he is attending	-	0,737
Students' awareness from the festival before s/he attend to school	-	0,621
Festival unconcern level to students	-	0,439

4.5. FREQUENCY DISTRIBUTION

Frequency distributions are shown in two tables with the help of factor analysis. As seen in table 5 that factor 1 is in, subjects' have the opinion that, benefits of festival to people in that locality, Students seeing himself/herself as a customer of festival and Contribution of festivals to relation of students are at a high level. The level of students' inclination in taking part in the festivals is medium.

Table 5. Factor-I Frequency Distributions

Components	N		Mean[1,2]	Std. Deviation
	Valid	Missing	$\bar{x}$	
Contribution of festivals to relation of students	333	5	2,450	1,136
Students informing his/her family and the surroundings	330	8	2,718	1,338
Students seeing himself/herself as a customer of festival	331	7	2,441	1,392
Students inclination in taking part in festivals	329	9	3,377	1,372
Students' contribution on the advertisement of festival	330	8	3,191	1,426
Benefits of festival to people in that locality	334	4	1,853	1,093

[1] 1: agree …5: disagree

[2] $\bar{x}$ =1,00-1,80 very high; $\bar{x}$ =1,81-2,60 high; $\bar{x}$ =2,61-3,40 medium; $\bar{x}$ =3,41-4,20 low; $\bar{x}$ =4,21-5,00 very low

The value level of Table 6 that factor-II takes part is lower. As seen from these data, test subjects are not aware of the festival before s/he attends to school (4.206). On the other hand, the level of festival unconcern of students is very low. That is to say, festivals concerned students at a very high level.

Table 6. Factor-II Frequency Distribution

Components	N		Mean[1,2]	Std. Deviation
	Valid	Missing	$\bar{x}$	
Contribution of festivals to students' choice in the school s/he is attending.	333	5	3,526	1,480
Students' awareness from the festival before s/he attend to school	330	8	4,206	1,193
Festival unconcern level to students	333	5	3,541	1,378

[1] 1: agree …5: disagree

[2] $\bar{x}$ =1,00-1,80 Very High ; $\bar{x}$ =1,81-2,60 High ; $\bar{x}$ =2,61-3,40Medium ; $\bar{x}$ =3,41-4,20 Low ; $\bar{x}$ =4,21-5,00 Very low

4.6. Correlation Analysis

Another result that is obtained from research is Pearson Correlation analysis values in Table 7. As seen in Table there is meaningful relation between 72.22% of components.

Table 7. Pearson Correlation Analysis

Components		1	2	3	4	5	6	7	7	9
1- Contribution of festivals to relation of students	Pearson Correlation	1								
	Sig. (2-tailed)	.								
	N	333								
2- Students informing his/her family and the surroundings	Pearson Correlation	,300 (**)	1							
	Sig. (2-tailed)	,000	.							
	N	327	330							
3- Students seeing himself/herself as a customer of festival	Pearson Correlation	,460 (**)	,287 (**)	1						
	Sig. (2-tailed)	,000	,000	.						
	N	328	325	331						
4- Students inclination in taking part in festivals	Pearson Correlation	,191 (**)	,514 (**)	,206 (**)	1					
	Sig. (2-tailed)	,001	,000	,000	.					
	N	326	323	324	329					
5- Students contribution on the advertisement of festival	Pearson Correlation	,296 (**)	,352 (**)	,144 (**)	,380 (**)	1				
	Sig. (2-tailed)	,000	,000	,009	,000	.				
	N	327	324	325	323	330				
6- Benefits of festival to people in that locality	Pearson Correlation	,475 (**)	,193 (**)	,434 (**)	,050	,039	1			
	Sig. (2-tailed)	,000	,000	,000	,364	,479	.			
	N	331	328	329	327	328	334			
7- Contribution of the festivals to students choice in the school s/he is attending	Pearson Correlation	,155 (**)	,132	,080	,363 (**)	,167 (**)	-,040	1		
	Sig. (2-tailed)	,005	,017	,147	,000	,002	,465	.		
	N	330	327	328	327	327	331	333		
8- Students' awareness from the festival before s/he attend the school	Pearson Correlation	-,012	,031	-,050	,251 (**)	,184 (**)	-,312 (**)	,330 (**)	1	
	Sig. (2-tailed)	,836	,582	,367	,000	,001	,000	,000	.	
	N	327	324	326	323	324	328	328	330	
9- Festival unconcern level to students	Pearson Correlation	-,370 (**)	-,201 (**)	-,342 (**)	-,063	-,155 (**)	-,340 (**)	,081	,182 (**)	1
	Sig. (2-tailed)	,000	,000	,000	,260	,005	,000	,144	,001	.
	N	330	328	328	326	327	331	330	327	333

** Correlation is significant at the 0.01 level (2-tailed).

RESULT

When we look at the obtained data, it is determined that besides benefits to local people, local festivals also have contribution to students' relation each other. On the other hand by sharing the information about festivals with his/her family and surroundings, students mediate the festival to be known out of the locality. Apart from that by expressing himself/herself as a customer of festival, two way contributions are aroused. Still students states that they are related with festivals closely and some of them even want to take part actively.

Another noteworthy result that is obtained from second factor group is there isn't any contribution of festivals in choosing the school that s/he is attending. This can be explained as the students weren't aware of the festivals before.

In the correlation analysis there is meaningful relation between students relation and benefits to local people, there is meaningful relation between students informing his/her family and surroundings about festival and students inclination in taking part in the festivals, there is meaningful relation between contribution of festivals to students choice in choosing the school s/he is attending and students' awareness from the festival before s/he attend to school, there is meaningful relation between students' inclination in taking part in the festivals and students' contribution on the advertisement of festival, There is meaningful relation between students' inclination in taking part in the festivals and contribution of festivals to students choice in choosing the school s/he is attending.

All these results confirm the truth of our H1 hypothesis.

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EVOLUTION AND SURVIVAL OF THE LOCAL HERITAGE IN DON WAI RIVER MARKET: AN ANTHROPOLOGICAL STUDY

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ABSTRACT

This paper examines the evolution of Don Wai River Market in Nakhon Pathom province and the changes that have impacted on its local identity and cultural heritage. Also, it aims to study the awareness of the significance of cultural heritage and the degrees of participation and involvement in cultural heritage management and preservation among stakeholders in this local context. According to the study, the market has three important evolutionary stages from a traditional local market that has been through a period of decline resulting from modern development and finally, a revitalised market responded to an increasing demand of cultural tourism among the urban dwellers. Although the high level of tourist visitation seems at present to guarantee the market's future viability, there are nevertheless some problems that need to be resolved. These changes directly affect the unique cultural identity of this traditional local market and must be solved through the solid cooperation among all involved stakeholders, including local authorities, central government agents, local residents and the visitors, in order to manage the local cultural heritage appropriately for its sustainable existence in the future.

***Key words**: Local Cultural Heritage, Cultural Tourism, Cultural Identiy, Authenticity*

INTRODUCTION

In the past few years since tourism has been thought to be an important source of income within Thailand, we have seen many reactions from local communities seeking to exploit this trend by promoting their natural and cultural heritage for tourism development purposes. Among different types of tourism, cultural heritage tourism is regarded as a popular one among the tourists because it provides a good opportunity to learn and experience different people's ways of life in the ethnic groups or local residents in the rural community (McKercher and Du Cros, 2002). Significantly, dramatic growth of interests in cultural heritage tourism may come as a consequence of widespread consumerism culture in modern societies, especially among those urban dwellers who are usually well-educated and relatively well-off, who regard themselves as stylish people and who really want to look for perfection in their lives. Unfortunately, because these middle class find it difficult to seek intimate relationships, solidarity or even a true identity of individual in a competitive and artificial urban society, they try to substitute their lacks through consumption of both products and experiences.

Among several choices, tourism is considered first thing thought to respond needs for enjoyment, entertainment and relaxation. Since an ancient time until present, tourism has been continually used as a crucial tool by the middle class consumers who have necessary financial support and economic potential to access and consume the cultural products provided mainly for their pleasures. In this sense, most people typically think of desires for tourism as rewards for their hard works in everyday life. Moreover, as modern societies have tended to become more commercialised, anything including culture can be transformed and commodified into products provided for mass consumption (Featherstone, 1992). So, the most significance goal for the tourism industry at present is to provide different experiences for the tourists or visitors in exotic places or communities where they will be fascinated and excited by different social contexts or people apart from their familiar ones. In addition to this, the most important things for the middle class visitors are needs to search for a sense of authenticity that they scarcely feel in the modern society but might exist somewhere in the remote communities where ordinary cultural identities have been unchanged (Burns, 1999).

In many developed countries, tourism development has been thought to contribute advantages in terms of economic growth. Similarly, Thailand has also supported tourism development to generate income within the country after the end of World War II when there was rapid increasing numbers of foreign people coming to the country. In 1957, there was apparently a policy and master plan made by the government to support tourism industry and an organisation to take charge of tourism development was established (TOT: 1979); furthermore, many plans and projects to develop new tourist attractions have been approved and implemented. At that time, the local people were encouraged to develop tourist attractions located within their residential or neighbourhood areas while the government has launched concurrently a campaign to promote domestic tourism and increase visitation rates. In accordance with tourism promotion and development by the government, the Western-oriented lifestyle of Thai people is another important reinforcement for tourism growth. Tourism growth has been dependent on meeting the needs of middle class tourists and visitors as consumers who seek exotic experiences in different social settings different from the routine lives (Lea, 1988). Finally, it seems that most tourist attractions have been transformed into places readily available for middle class people consumption.

As tourism development has interacted with different cultural settings accompanied with the tourists and visitors going into tourist places, at least a relationship or encounter between the host and the guest might contribute somewhat kinds of impacts to the local fabrics including tangible and intangible cultural heritage in a community context (Burns, 1999). More often the different sets of cultures brought by the tourists lead to changes in ordinary cultural elements such as changes in the ways of life among local residents and also attitudes or methods that communities use in cultural heritage management and preservation. In this regard, Don Wai River Market is a good example to illustrate the ways of which local cultural heritage has been shaped to suit the needs of outside demand. Considering the historic background of the market, we can see a continual process of cultural transformation the place from a common local market that developed and declined over the years, but was eventually revitalised. In this process, the cultural meanings of the place were exploited as a tourist asset that appealed to the consumerist culture of the middle class visitors. This kind of changes happened to ordinary cultural identity of the local context at present then raises several challenges for appropriate cultural heritage management and preservation.

EVOLUTION OF CULTURAL HERITAGE IN DON WAI RIVER MARKET

Don Wai River Market is one of the popular local markets at present located along side of Nakhon Chaisir river in Bang Kratuk sub-district (the name means the land with loud sound of happiness and joyfulness during the festival) in Sam Pran district (which means three brave hunters) of Nakhon Pathom province in the central region of Thailand (Mitkul, 2000: 4-11). Previously, many communities and villages have been established along Nakhon Chaisri river bank. Because Nakhon Pathom has been developed and renovated since the reign of King Rama IV and King Rama V, it made Nakhon Pathom a new centre of development around this neighbourhood area, especially with the construction of railway. Nevertheless, water transportation was still popular among a lot of local residents in the community along Nakhon Chaisri River. Moreover, as sugar manufacturing has been important to the national economic, areas around Nakhon Chaisri River were used mainly for sugar cane plantation and sugar manufacturing factory since 1855 (Sridech, 2002).

As well as the development of sugar industry, there was also an expansion of rice farming on many fields near the river. As a result of this, about two hundred canals have been dug to serve for a purpose of irrigating the rice field, plantation and fruit orchards. In addition to this, the canals themselves, almost all of which were interconnected, provided benefits the local community residents in that they could be used as means for transportation and merchandising of agricultural products. At that time, the people's ways of lives depended largely on agriculture to supply products for household consumption. Formerly, each community or village was usually located independently along the river bank away from one another because of the availability of land at that time. But from 1917 until 1933, much of the land that was used to be a forest and field was sold, occupied by the rich families and turned into the rice field. Until after 1957, modern development has been generated throughout the area and the traditional ways of lives have begun to change, particularly after new concrete roads were introduced as well as an expansion of factories. The arrival of new-comers from other regions also led to many kinds of social and cultural changes.

Following this short description, we will now divide the evolutional process through which the market has passed into stages to see what kinds of changes were made and how they have affected the local people's ways of life and the physical fabric of the market settlement.

1. The Traditional Local Market (About 1900-1967)

About one hundred years ago, a small local market was established consisting of small shops run by Chinese families. At that time, the popular products on sold were vegetables, condiments, food ingredients, agricultural tools, kerosene and many kinds of groceries which were sold mainly for residents living in Bang-Kratuk and Bang-Toey sub-district. Without a construction of concrete roads, then travelling by boats was very popular among community dwellers who paddled from their home to buy and exchange products at the market. At present, many boat piers built along the river have been the best evidence of prosperity in water transportation. The most crowded area with most residents was a compound of wooden shop-houses that were used for both residential and commercial purposes. Most residents rented a space to build their own houses attached closely with ones of other residents due to narrow spaces of rental spaces. Besides from grocery stores and food shops, there were also tailor shops and barbers that were very well-known in the nearby neighbourhood.

The most prominent symbol of the Chinese presence in Don Wai River Market is the shrine of the Chinese Goddess. Previously, the shrine was built from wood and was relocated many times until it was settled at the rear of the market. From the recent renovation in the past few years, the shrine at present was built permanently from concrete and has still acted as a collective symbol among the local dwellers. In the market itself, it has been quite common since in the past that almost shops have been run by Chinese people. In this case, a whole family may consist of a father who was a head of family and shopkeeper as well with help mainly from his sons who would run the shop after his father. Then there became a Thai wife and daughter who were responsible for such chores such as cleaning a shop-house, cooking food and so on.

In this stage, the expansion and development of the market focus mainly on groups of wooden shop-houses that were used as residential and commercial objectives and there were few numbers of outsiders living in the community as well. In fact, the market at this time could be considered as a local market where such kinds of products were sold and bargained mostly for the local residents and neighbourhood areas. Indeed, sense of cultural authenticity existed everywhere in people's daily lives while less changes were generated from outside. The local residents regarded the whole community as part of their lives because they lived and worked with it. This condition had continued for many years until the market entered into the next evolutionary stage of decline.

2. THE PERIOD OF DECLINE (1967-1996)

There was a moment in time when Don Wai River Market fell into decline and when most shop-houses were abandoned, closed or used for residential purpose only. This declination went on gradually when several shops were closed. Many merchants and shopkeepers who used to open a shop moved to do their business outside the community. For an explanation of what caused to this decline, it is necessary to consider the great shift in mode of transportation away from Nakhon Chaisri River and to the newly built concrete roads. As a result of this, many people tended to move their home from the river bank to the new roads and then the market began to decline. In fact, this was a common phenomena happening at the same time with a lot of local market along the river bank. Nevertheless, declination of the market might not come from change in mode of transportation alone, but this also originated from various causes such as changes in family structure.

In this case, changes happening among Chinese families in Thailand might be various and due to many reasons. Obviously, it seems to be that a traditional role of father as head of the family has been declining in recent years as structures and values of many families have become more westernised. Perhaps a son may not able to maintain a leading role in the family successfully as his father had done. So, some conflicts or dispute such as financial management or decision making in business planning among family members in some families may occur afterward. Furthermore, as the community have had more interactions with the outsiders and modern trade has begun to replace the traditional trade and ethics of the local community, most people in new generations may usually shift from the household business to work in the modern business sector in the city instead. In fact, the parents in pioneer generations are willing very much in supporting their children to undergo a formal education system and want to see their children working in professional career such as physicians, lawyers, soldiers or government officers rather than running his / her business; as a result of this, causing some household business to be declined.

In addition to a shift in attitude among the local residents in Don Wai River Market that affected to ways of lives or intangible cultural heritage, changes also happened with tangible heritage or the cultural fabrics of the market. Due to a decline in the market, traditional wooden shop-houses, piers and bazaars were abandoned and at that time there was no collective community cooperation in cultural heritage management and preservation, so the local precincts were left unused or used for living only. More residents went to trade at other markets such as Rai Khing Market which was more popular among the outside visitors due to a sacred Rai Khing Buddha image at Rai Khing Temple nearby. However, Don Wai River Market was still fortunate and revitalised again in the third stage of market development in which we can observe much progress about it.

3. A GREAT SHIFT TO THE HERITAGE MARKET FOR TOURISM (1996-PRESENT)

After suffering decline for a period of time, Don Wai River Market finally recovered again when Mr. Buncha Vuttisugkha was elected as a director of Bank Kratuk Tambon (sub-district) Administrative Organisation during 1995 to 1999. He is reputed as a person who recognised the existence of significant cultural heritage assets in Don Wai River Market. He pointed out that with the context of local market where famous local products such as Chinese-style duck and Thai desserts have been made can be the remarkable aspect of the market which could attract a lot of tourists. Then, he called for cooperation among shopkeepers in the market in a plan for revitalization the market. As a result of this, many of them came back again to reopen their shops with an effort to promote the cultural market for heritage tourism. Moreover, after General Opas Bhothipat, who was a famous culinary guide columnist, wrote about delicious duck, exotic Thai desserts and beautiful of riverside local market in his column, Don Wai River Market was known publicly afterward and then thousands of visitors came in.

To promote heritage tourism in the market, its image has been needed to fit with the concept of living heritage. What has been changed is a style of trading from common groceries into local and exotic food and desserts accompanying with an image of the traditional market to attract the urban visitors. The revitalisation of the market was aimed at the urban visitors who want to look for different shopping experiences different from common things found in the supermarket every day. In addition to fascinating shopping experience that has been provided, there was also an involvement of short excursion such as cruising along the river bank to provide authentic experiences in cultural perception among the visitors as well. In this case, what makes popularity to Don Wai River Market might stem from its reputation as a source of favourite local products such as food and desserts and associated with authentic locality experiences. Moreover, as the market has begun to expand rapidly, products from other provinces can also be found there at present too.

In this more prosperous stage, there are many supporting agent that have contributed much in promoting the market; for example, mass media, local leaders, government authorities and Tourism Authority of Thailand. The market has now been promoted in several newspapers, magazines, tourism journals, television programmes and on the Internet so that it has become very well-known among many people and its products are transferred to retailers in Bangkok and nearby provinces. Besides, a development of administration system in the market by cooperation of entrepreneurs such as an agreement on shops zoning according to types of products. For example, the areas in groups of traditional wooden shop-houses are allocated for authentic local products only such as Thai desserts or favourite local food. Moreover, this also includes the ways to facilitate the visitors such as determination on reasonable prices of products, control on products quality and hygiene and a provision of car park which is now expanding very much because of an increasing number of visitors especially on weekends and public holidays.

In order to achieve a goal in transformation of cultural products of the community that might suit with the needs of outside visitors, sets of cultural meanings have been selected and presented the new appearance of the market as follows:

5. The market as a source of delicious and unique Thai food and desserts;
6. The cultural meanings of the market as ‘old’, ‘traditional’ and local ways of lives that are represented through notions of ‘old’, ‘original’ and others attached with the cultural product of the market and other activities including cruising along the river or buying authentic local-made products;
7. Calm and tranquil atmosphere of the river side community that facilitates activities relating with relaxation and enjoyment;
8. Religious activities that adds another important activity such as making merit at the temple for visitors rather than shopping at the market only

With the revitalisation of Don Wai River Market, we can observe many agents involved in the development planning, including government agents, mass media and the local residents themselves. The effort to transform this ordinary market into a tourist place also resulted in such plans and activities carried out to facilitate the outside visitors coming to the market; for example, a provision of public toilets, parking lots, public phone telephones. The market itself was expanded in size in response to the increasing needs of visitors. Since the market has been promoted, various kinds of changes can be observed in the community. Previously, the area in Don Wai community was used primarily for such local activities such as rice fields, fruit orchards or boat piers for commercial or transportation purposes. Until the industrialised period, the community was still served as an area for production, but at this time its main products are mainly machines that required advanced technology in a manufacturing process.

When the market was promoted for tourism development, another shift in area usage was changed again from rice fields or factories into shops, stalls and bazaars to meet the visitors' needs. So, a presence of the market indicates that it has been regarded as the centre of tourism and product consumption in Nakhon Pathom so far. From this point of view, four cultural elements in the community as stated before were selected and revitalised to create new cultural meanings of the market as a place available for buying local food and desserts, finding exotic experiences for urban visitors who want to escape from boring city lives, relaxing in a tranquil and natural atmosphere and blessed with good luck from making merit as well. Moreover, the new cultural meaning of the market is created to respond with consumerism culture obsessing most middle class visitors. Despite this, the market tries to present its cultural identity as a traditional local market where the sense of cultural authenticity in terms of ordinary ways of life remains unchanged. This is the most important thing to draw attention from the visitors. Meanwhile, it can be observed that this cultural place has been undergone a systematic management from influences of urbanisation and consumerism culture in many ways.

In this regard, it seems that the administration system and systematic spatial management of Don Wai River Market are quite unusual things for any other common local markets. For example, the provision of car park for visitors, zoning of shops and stalls and forms of products displaying to suit with needs of middle class consumers such as wrapped vegetables or fruits like those sold at the supermarkets or availability of courtly Thai desserts that creates a great paradox to an authentic cultural meaning of the market as local community. In this sense, this revitalised market has become a melting pot of cultural meanings given to such cultural products in the socio-cultural context. So, the market has been given much complicated meaning according to an interpretation by the individuals associated with much emphasis on cultural identity of the place as locally generated that happens everywhere within the sphere of the market.

CONCLUSION

In conclusion; despite the market has faced vast changes for many times according to each evolutionary stage from a common agricultural community to a popular cultural tourist attraction at present with new sets of cultural meanings responded with present consumerism society, but at least a one true thing that has never been changed and also existed permanently is a presence of the 'place'. In fact, changes merely happen with the surface cultural meaning of the place in terms of its function and meanings according to interpretation by involving stakeholders by the period of time. Besides, a transformation of Don Wai Community into a heritage place for tourism to respond with middle class visitors has originated from the efforts of local residents, especially local leaders, who saw a good chance to develop cultural heritage within the community into cultural capital that might eventually bringing back benefits to the residents.

Meanwhile, revitalisation of the market has also been accompanied by the rising popularity in cultural heritage tourism among the urban and middle class consumers with nostalgia for a sense of authentic past and locality. These people try to escape from their urban constraints and look for different and exotic experiences or sets of culture. As a result of this, Don Wai River Market has been thought a worthwhile tourist attraction for the visitors through a presentation four cultural elements in the community fabrics as stated before. The achievement of this local market appears to have come primarily from the community itself and also from promotion made by the mass media with less assistance from the government authority in the early period. Thus, at least the community has shown strong effort and cooperation to develop itself and generate income to its resident beforehand a policy of government, which should be regarded as a good example for other communities in terms of developing their cultural capital of their own.

However, the government role in supporting cultural heritage management and preservation is still necessary for the local community. In this sense, this indicates that government authority should be more active with the long-term sustainable cultural heritage preservation rather than promoting the place to be well known or attracting lots of visitors without carefully analysis of the impacts that modern culture can have on the whole community. So, although seeming quite successful in many ways, there will be several emerging challenges needed to be solved for Don Wai River Market and its residents. Among these challenges, the most important concern is how the community can maintain and preserve its unique cultural identity and cultural authenticity of being an authentic local market and community amidst invasive modernisation and urbanisation. In fact, the ways of life in the community have been so modernised that the residents no longer live their lives in a very different manner from those living in the cities, except for some areas of cultural meanings that are restricted for cultural consumption from tourism development.

In addition to this, effort and cooperation to preserve cultural heritage is very vital in terms of existence for the market and community too. As we know that there are increasing numbers of other local communities in the nearby neighbouring areas that have developed themselves for heritage tourism purposes. This situation might lead to competition of cultural heritage presentation between local communities in order to draw visitors in; moreover, it can be implied that cultural heritage would be more heavily used or exploited. At the mean time, what we notice in Don Wai River Market are some kinds of negative changes that would decrease the sense of cultural authenticity and cultural identity of the place, such as the invasion of strange products coming from outside or the emerging modernised trend happening at the market including an establishment of new commercial buildings. If this continues and the fussy visitors think that authenticity no longer exists at this market, the will have the right to focus their interests on other places that can better fulfil their needs.

Consequently, so as to guarantee a more certain future for Don Wai River Market and its community, it is essential to gain mutual cooperation from every stakeholder, including the local authority, local leaders, local active groups and also all local residents. This is the time for everyone has to think whether the unidirectional growth of the market should be controlled or not and how to plan for the future without merely focusing on short-term benefits as they appear to be doing at present. Moreover, the community members have to decide which is the most appropriate way of representing culture for the visitors and how much this presentation is representative of their core cultural values. At least the revitalisation of Don Wai River Market for tourism purposes has been beneficial in the sense that local cultural heritage within the community context has been revived, developed and accepted in its existence amidst changes caused from rapid modernisation and urbanisation. As a result of this, cooperation among community members in systematic cultural heritage management and preservation is needed in order to guarantee the sustainable existence of this valuable cultural heritage in the future.

In order to achieve effective objectives of sustainable cultural heritage management and preservation of Don Wai River Market, it is very important to call for awareness and cooperation among every involving stakeholder with the market and community as listed below:

1. The local organisations such as local authority, school, temple and local active groups or leaders should maintain their efficient roles in cultural heritage management of the place including more rigid control about further expansion of the market in the future and suitable selection on type of products sold at the market that can be compatible with the ordinary cultural fabric, quality and reasonable price control and also other emerging issues such as garbage, theft and congested traffic at the weekend by cooperating with the relating agents such as the police station to cope with these problems. Moreover, it should be emphasised that these active groups ought to be the middlemen who call for cooperation and generate integrity among the vendors including the old-timers or the new-comers and the residents in the community for cultural heritage preservation.

2. The central government should have more participative role on the community development programme including cultural heritage management and preservation, not only just rendering the budget alone. In addition to assistance in term of promoting the place and policy determination, the central government authority can also arrange any kinds of useful programmes or activities such as training courses or workshops aimed at empowering community strength and educating the community residents on what should be manipulated to sustain the local cultural heritage in the most appropriate ways. Besides, an educational programme for the tourists such as the cultural interpretation centre of the community must be useful to generate awareness on local cultural significance of the place.

3. The local community residents can also have active role in cultural heritage management by cooperation and participation with the local organisation in any useful activities such as maintenance and preservation of the market precincts, suitable control of environmental features in the community. In fact, it has been obviously seen that the local residents have had much awareness on significance of cultural heritage of their, especially when most vendors came back to reopen their shops in order to revitalise the market after a period of decline. Above all, it might be kept in mind among the residents that preservation of unique cultural identity of the community to guarantee sustainable existence of cultural heritage is very important too.

4. For the tourists, it should be remarked that paying a visit to the tourist attractions might not end with pleasure only; indeed, it is quite necessary for them too to have recognition or awareness on significance of local cultural heritage. Although this notion might be difficult to achieve, at least the best thing to do for the tourist when they come into the local community is avoidance of any kind of disturbance the cultural fabric such as leaving the community with a great deal of waste, which is one of challenging problem in Don Wai River Market at present.

Eventually, as the modern societies have entered into an intensive sphere of consumerism culture where exotic experiences and authenticity fulfilment become a critical concern for most discontent consumer, cultural heritage will be reinterpreted and given new meanings or functions to suit the never-ending needs for cultural meaning consumption.

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ART PREFERENCES, SELECTIVENESS AND THEIR EFFECTS ON TOURISM IN ANTALYA HOTELS

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As academics and artists, we will try to present the results of a research survey on art preferences and selectiveness in the touristic hotels of Antalya, the city we live in. This survey encompasses 50 hotels of 4-5 star rating from among a total of 200 in Antalya.

The survey has been done by visiting the sample group of hotels in face to face meetings with relevant employees and management. Many hotel managers had seen such a survey for the first time and could not hide their surprise. Some hotels were suspicious and unwilling to fill the questionnaire while others showed positive interest and willingly participated. We extend here our appreciation to them.

The survey has a total of 40 questions. We will analyse the 16 questions of the survey in three sections. Questions of each section appear in separate tables.

First part of the questionnaire attempts to measure hotel management's relationship, and sensibility to art. The questions in the second part of the survey attempts to establish the quality and selectiveness of the paintings, ceramic panels, and sculptures in hotels and their effect on guests. Third part questionnaire focuses on the effects of plastic objects on guests and whether a sensitive approach influences the quality of guests attracted in tourısm, as well as the expectations of management.

Table 1 shows the relationship of hotel managers to art. A 20% of the answers given claim no relationship to plastic arts, while 80% of the survey participants have an interest in music or other branches of art. We have observed selectiveness in the paintings chosen by those who have an interest in art. However, the number of such establishments is very few.

Among the survey participants 90% have had art classes only in middle school and it is observed that art has had some effect in the lives of 75% of these. Those who answer that art has had no effect are 25%.

When asked 'What is your opinion on paintings?' most answer that they like landscapes. In the establishments of those who answered 'I don't like any arts 'the selected paintings are either of very low quality or there are no paintings or other art objects. There are digital copies far from selectivity in some hotels.

Those who prefer landscapes are around 50%. It is true that many of the landscape paintings in hotels are not selective at all and many of them are copies. There are actually good examples of abstracts in the hotels of those managers who have expressed an interest in abstract paintings.

When we asked if they think that original paintings should be in hotels, there is a paradox between the answers and the paintings, ceramic works, sculptures in the hotels. Even though the percentage of the people that say 'the original paintings have to stay at the hotels' is 51%, with the investigations that we made we understand that only the 5% of the paintings and the plastic products have original quality.

The answers to the question 'What's the touchstone of buying a painting or a creation to our hotels' were very amazing. The percentage of the people that says 'buying by quality and the originality' is only 22% .The percentage of the people that says 'in the hotels there should be original paintings' was 51% of the anterior question. We observe that most of those surveyed have answered that in buying paintings for hotels the priority is price and management and guest tastes rather than selectivity.

The answers to the seventh question indicate that guest tastes are not given importance. The importance of guest tastes is only 8%. Although the answers of the people that says ‘we are always selective ‘ is 62% , we have established that the percentage of original paintings in hotels is 5%, and most of the other works are not suitable to the concept of the hotel. The percentage of the people that says ‘it is enough that ıt decorates our hotels’ is 30%. This ratio does not reflect the fact. It should be 80%. Because when buying the paintings people think ‘it is enough that it decorates our hotels’.

As seen from Table 2, 15% are working with an art advisor in the hotels. Usually the art advisors are interior designers. And interior designers do not aim to get original and qualified work for hotels. The percentage of the answers ‘are there any original works in your hotels?’ is 25%. We already stated that we encountered original Works in only 5% of hotels we went to.

The tenth question is important from the point of paintings that should be bought for hotels. According to my inquiries at the Ministry of Tourism, five star hotels are required to have original pieces. It makes one think that hotel managements are not aware of such a law. The general results we can draw from this survey are as follows:

1) 75% of the managers are university or academy graduates.
2) Around 70% have some interest in art.
3) 50% like landscape paintings.
4) 51% definitely think hotels should have original plastic arts.
5) 50% believe in quality, selectivity, and guest tastes.
6) 65% believe that quality and original paintings, ceramics or other plastic arts would have a positive effect on guest quality.
7) 75% of those who participated in the survey think that quality museums and rich cultural and artistic institutions in Antalya and environs would have a positive effect on tourist quality.
8) 53% believe that works of Turkish artists should be purchased in order to support them.

But this positive opinion is not the same in hotels. The real situation in the hotels is as follows:

1) Only 5% of paintings, sculpture and ceramic panels are original in hotels.
2) We saw that there is a little importance given to the important Turkish artists.
3) 85% of the hotels did not work with an art advisor.
4) The art advisors are actually interior designer now. The interior designers also prefer the lower prices. Or they prefer their friends which are sculptures artists ceramic artists, without paying attention to their artistic qualifications and their quality.
5) The 82% of the hotels do not know which kind of artistic objects that they will use or put in their hotels.
6) Actually there aren’t any investigations at the hotels about buying and using the artistic objects.
7) There is not any communication between hotels and artistic institutions actually; there isn’t any dialog between them.

While we investigate the paintings, sculpture or ceramic panels 90% percentage in hotels, we establish that the selection point is very low. For them the plastic art is ruin. These paintings are thought as furniture or accessories and they refuse them.

The paintings that we see in the screen are examples of current applications.

Approximately 9 million tourists visited Antalya last year. The number of tourists who will visit Antalya is aimed to be over 15 million until 2015. Antalya with its environment is making great strides not only to be turkey's hinterland but also world's. In addition to the sea, the sun and sand which this city has, it is the hometown of a 5000 year - historical heritage along the 630 km shore strip and it is highly rich regarding historical pieces and art works.

This rich cultural mosaic surely draws an attention of domestic and foreign tourists. This is an opportunity regarding the cultural tourism. It is really hard to tell that this opportunity is well evaluated.

In the last twenty years, most of the five star hotels which have been raised up along the shore strip have been built by applying modern structure material. Most of them have modern architecture characteristics. This must not be forgotten; in all ages of the world, architecture was a Pioneer of art. Other plastic arts; Painting, sculpture or ceramics have been formed according to architectural style. Painting and sculptures are items which completes architecture. Without these forms of art, architectural structure is lacking. In this manner, what are those imitation Paintings and sculptures of past periods which are in modern structure for? Our architects who have designed these modern buildings and interior architects who have done its designs have some tasks. And architects should have the responsibility of the structure which they designed. These designs will have sense with the art works which have been employed into it. Architects should lead the management.

We should get rid of the Image of which transfers the art, the knowledge and technology. We should take our place in the line of the People who produces information and who cre

Our country has talented artists to achieve these goals. Tourism managers should provide a possibility for modern and unique art Works which is appropriate for modern criteria. Making their presence felt should be Turkish artists' mission here. This shouldn't be forgotten; our hotels are concurrently am Museum and an exhibition. Every one of foreigner who visits there will recognize us with our culture and art as well. Every one who you entertain with honour and respect will respect not only you but also our cultural wealth.

And this will make your total quality improved.

CONCLUSION:

To improve the quality of selectiveness and aesthetic sense for plastic arts which our tourism hotels use;

1. Our hotel manager should be informed and conscious
2. Ministry of tourism should apply it's power of inspection, information and sanction
3. An organic relationship should be established among artists, art societies and tourism hotels
4. Hotel managers should get in Constant touch with professional art advisor.

TABLE – I

QUESTION	ANSWER
1- Your interest in art?	* I play an instrument : % 23 * I paint : %15 * I used to paint : % 20 * Other : % 22 * No interest : % 20
2- Did your middle school curriculum include art class?	* Yes : % 90 * No : % 10
3- If you took art class did it have an influence on you?	* I was very influenced : % 35 * I was somewhat influenced : % 40 * I was not influenced at all : % 25
4- What kind of paintings are you interest in?	* I like landscapes : % 50 * I like still lives : % 8 * I like portraits : % 5 * I like abstract paintings : % 22 * Anything : % 15
5-What is your opinion on original paintings?	* Hotels must have original paintings : % 51 * Reprediction would serve the purpose : % 26 * We prefer digital copies due to cost considerations : % 20 * There is no need to have art work in hotels : % 3
6-What are your considerations when buying art work (paintings) for hotels?	* Quality and originality : % 22 * Guest preferences : % 28 * Our own preferences : % 14 * Low paying : % 14 * Other : % 22
7-Are preferences of hotel guests a factor in choosing paintings in your hotel?	*Guest preferences are not important : % 8 *We are always selective : % 62 *It is sufficient to servet he purposes of decoration : % 30

TABLE - II

QUESTION	ANSWER
8-Does your hotel have an art advisor?	*Yes : %15 *No : % 85
9-Is there any original art pieces in your hotel?	*Yes, well known Turkish artists : % 20 *Not original artwork : % 50 *Paintings of other Turkish artists : % 25 *Works of foreign artists : % 5
10- Is there a legal requirement to keep original paintings in your hotel?	*No : % 25 *There is no such law : % 50 *Yes, but we only partially requirements : % 18 *We do not care about legal requirements : % 7
11- Do you think Turkish artists (painters) should be supported by the tourism sector and private investors?	*Definitely : % 53 *No need for artist : % 15 *The government should support them : % 22 *No interested : %10

TABLE - III

QUESTION	ANSWER	
12- Do you think the artwork in your hotel would have an effect on the quality of your clientele?	*Definitely *No *Guests have no such interests	: % 65 : % 15 : % 20
13- How do your guests react to artwork in your hotel?	*Positive reactions *Not interested *Positive and negative reactions *Negative reactions	: % 35 : % 20 : % 20 : % 15
14- What are your thoughts regarding the contribution of selected work by Turkish artists to the general level of quality in the establishment?	*Never thought about it *Of course it will have a contribution	: % 35 : % 65
15- Does the Ministry of Culture provide advise on the procurement of selected artwork for your hotel?	*Yes *If they do, i don't know about it *Never	: % 5 : % 38 : % 27
16- Do you believe that the existence of strong art institutions and museums would have an affect on the tourist quality in Antalya?	*Definitely *No, i don't believe so *Never thought about it	: % 75 : % 5 : % 20

Note: When this lecture has been presented, a lot of art materials from practice in the hotels will be shown.

A VIEW OF KONYA TOURISTIC DESTINATION AS REGARD TO 2007 MEVLANA YEAR

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ABSTRACT

It is peaceful that the sectors relevant with tourism have shown positive results. In fact, Konya which has an important potential because of the works of Mevlana and Seljuk hasn't got enough touristic establishment therefore foreign tourists have come only for one night. The tourism agencies and formal establishments advise that their capacities aren't enough so there must be new investments and boarding house keeping should be improved. For Turkish tourism, regional showing enterprises of private sector should be improved fast.

In this work, because of the fact that the year 2007 decelerated by UNESCO while the attention of all the world and public opinion is on Konya region, to evaluate the area in the consist of being Mevlana year as a touristic destination and to improve the city as regard to touristic projection will be the first aim.

Keywords: *Konya, Mevlana, Tolerance Tourism, Sema*

Come, come again! Whatever you are...
Whatever you are infidel, idolater or fire worshipper.
This is not the gate of despair; this is the gate of hope
Whether you have broken your wows of repentance a hundred times
come, come again...
Hz. Mevlana Jelaluddin RUMI

1. INTRODUCTION

The city, Konya has the feature of being the biggest resident of Turkey by the place it covered in interior Anatolia. It is seen that the industry backed up by husbandry and agriculture has improved. The Konya city has advantages in the education, medicine and substructure system by the help of its situation.

Near the initial historical and cultural tissue, Konya neighborhood has a potential by; natural beauties, the alternative tourism kinds like spa, caw. Konya is the centre of transit roads of interior Anatolia. Especially, in the centre of middle Anatolia, it is a way for passing from north to south, in addition from west and south region to Cappadocia.

2. THE TOURISM OF BELIEF, CULTURE AND TOLERANCE IN KONYA

It is an evidence for Konya that it's historical and archeological values of Konya has a rich potential as regard to culture tourism. When looked to the profile of foreign tourists the firs thee part is shared among Germany, Russian Federation, and United Kingdom. In Konya it is surprising that first parts are shared by Japan, USA and Germany. Especially the willing of japans in excursion may be evaluated as culture tourism.

Çatalhöyük, Glistra, İnce Minare Museum, Karatay Museum, Mevlana Museum, Nasreddin Hodja Tomb, many mosques, tombs from Seljuk's and Ottoman should be counted in culture tourism.

Turkey has become the centre of the oldest beliefs, civilizations because its geophracical and its history. It is a city which is a home of Mevlana who lived 13. Century and who left the most important work of the world history by his love, Turkish, religious man, poet of humanity, Mevlena Celaleddin Rumi.

A lot of people like renaissance humanists in 16. century, the great artist Rembrandt in 17. century, music composer Ludwig Von Beethoven in 17. century writer Joseph Von Hammer in 18. century Goethe, Ruckert, Prof.R Nichelson, Prof. Arbey was affected by Hz. Mevlana in 20. century.

Mesnevi whose one of the mystic genius men of all the time Mevlana (known as Rumi in west world) is a book which was accepted by the humanity and at the peak of the world literature without any argument.

The tomb visited by thousands named Mevlana who was loved not only by Turkey but also by the world is a place as regard to tourism of belief. Since 1994 the belief centers in İstanbul, Kayseri, Konya, Isparta and Antalya are paid attention by the Tourism Ministry(TÜRSAB, 1998: 60).

The three big religions Islam, Judaism and Christianity is an important potential for the belief tourism as regard to holy places in Anatolia. The Ministry of Culture and Tourism has prepared a project for the sacred places of three religions. Konya is one of the points which is traditional to visit in Islam and a city present and always on the ways of tours(Tourism Ministry, 1993: 8-9).

Again in a tour planned in 1997 and joined by 16 countries and 37 religion men and writers and the third of belief tours by the Tourism Ministry is visited Karatay *Madrasaha* (meaning, a university-level or post-graduate Islamic school), İnce Minareli *Madrasaha* and Mevlana Museum(TÜRSAB. 1998:50-51).

In addition, between 10- 17 December a lot of tourists foreign and native come to Mevlana celebrations in Konya. To introduce all the works of Mevlana, Mevlana Advertisement Center who has sema (meaning, dancing is known to Europeans as the dance of the Whirling Dervishes) area, guesthouse, art center, assembly saloons was opened in 1998 (Karatay Municipality, 1998).

3. MEVLANA AND MEVLANA MUSEUM

Mevlana, his tomb and museum which is called as same name are loved by not only Turkish people but also all world's people and Mevlana and Museum have been a place which is visited by thousands people every year in Konya as regard to tourism of belief. The museum where there is a tomb belongs to the great Turkish philosopher Hz Mevlana was opened to visit for the first time in 1926 and it was started to call as Mevlana Museum in1954. The tomb and its *Külliye* (meaning, a complex of buildings adjacent to a mosque) which was built in 1274 is core of museum. Objects belong and related to Sufism have been exhibited in this museum.

The core of the tomb was formed in1230 when the Sultan-ul Ulema (meaning, A college or corporation in Turkey composed of the hierarchy, namely, the imams, or ministers of religion, the muftis, or doctors of law, and the cadis, or administrators of justice.) Bahaeddin Veled who was the father of Mevlana buried in here and by building a simple tomb. The dervish convent which was started to built in the beginning of the year 1273 when Mevlana died was transformed to a museum after the Turkish republic was established. In annuals of Mevlana death- Şeb-i Aruz named as Wedding day- , the ceremonies of Sema are arranged around the pool. Since Mevlana define the death as reaching the God namely the wedding, these days are perceived as the wedding day. Hz. Mevlana is firstly the friend of humankind, supporter of peace and the great leader. (www.turizm.org.tr, 2007).

Şeb-i Aruz: The great Turk- Islam thinker and devout Hz. Mevlana has been carrying on development of cultural and ideal life of Konya for seven centuries. Mevlana with his ides, his philosophy and his green tomb has become a united whole with Konya. Mevlevi Order was established by Ulu Arif Çelebi, the son of the Sultan Veled, by adding Hz. Mevlana's ideas, moral. Dervish convents and Semahane (meaning, building where Mevlevi dervishes perform the sema.) were built initially in Konya and in many Ottoman cities and Mevlevi ceremonies have been arranged in these Semahane. In today, these activities have been arranged 10-17 of December between in every year under control of Konya Government. These performances were watched by thousands of people, both native and foreign people with big enthusiasm (http://www.gezgin.net/konya-v3/mevlana/.10.11.2006).

Figure 1 : According to years, statistics of native and foreign visitors in Konya

Museums	**1997**	**1998**	**1999**	**2000**	**2001**	**2002**	**2003**	**2004**	**2005**	**2006**
Native	916.950	754.100	687.750	676.000	830.500	936.700	975.436	1.198.601	1.191.719	1.100.206
Foreign	321.450	370.000	120.250	236.000	279.500	252.040	156.164	190.901	346.891	292.157
Total	**1.238.400**	**1.124.100**	**808.000**	**912.000**	**1.110.000**	**1.215.740**	**1.131.600**	**1.389.502**	**1.538.610**	**1.392.363**

Source: **Director of Konya Museums Statistics,** 2007.

It is seen that native and foreign visitor who have visited to Konya Mevlana Museum above graph. In 2006, 1.392.363 visitors visited to Mevlana Museum in total. It is assumed that the number of the visitors will increase for the year of 2007.

4. KONYA AND UNESCO MEVLANA YEAR

United Nations Education, Science and Culture Organization (UNESCO), has decided that Mevlana is going to be mentioned in the all nations which are members of BM in 20007. The issue had been put on the UNESCO's agenda by Minister of Culture and Tourism which wanted the year of 2007when is the 800th birthday of Mevlana to be The Mevlana year. The foundation which can announce year related to event like "International Tolerance Year" can decide remembrance. Through the UNESCO's resemblance decision, members of organization can arrange some activities if they would like. In addition to work which the Minister of Culture made related to Mevlana Year, Konya Metropolitan Municipality is preparing to make important projects too (http://www.42tr.net, 15.02.2007).

The project of protection of cultural heritage which was arranged by UNESCO was chosen as 1st among 1500 projects which 160 countries prepared and it caused the year of 2007 to be celebrating as Mevlana year all over the world. It provided Islamic tolerance to be introduced with performing Mevlevi music and sema in many countries (Demırtas, 2007).

The Minister of Culture and Tourism as ministry is related wanted to prepare packet program in 20 countries all over the world related to 2007 Mevlana Year and a national committee was constituted. It is seen that UNESCO made a recommendation decision about celebrating 2007 as Mevlana Year due to Mevlana's 800th birthday and UNESCO added sema and Mevlevi Culture in World Culture Heritage last year(http://www.tursab.org.tr, 01.03.2007).

Mustafa İsen stated that the year of 2007 works because of Mevlana’s 800th birthday involve preparing various cultural publication, also İsen said," Translation of Mesnevi in 20 different language was targeted by Konya Metropolitan Municipality. Anyway, there is the translation of Mesnevi in 8 languages. (http://www.turizmgazetesi.com /news/news.aspx?id=3416919.03.2007).

Declaration of the year, 2007 as Mevlana Year by UNESCO is important event in a point of introduction of both Konya and culture of the country. In this announcement, it was stated that Konya which is a city of the world has a potential to serve culture, belief and tolerance.

5. Result And Recommends

Historically, Konya has carried all of its wealth while coming from İcconnia to today. It has historical roots having the characteristics of good examples ranging from Anatolia’s first settlement, ,Çatalhöyük to Klistra and Hittitien civilizations. It has carried a lot of Seljukian and Otoman magnificient figures because it had been the capital city of Seljuks and one of the splendid cities of Ottoman Empire. There are many mosques, churches, madrasahs, caravansaraies and tombs. The geographical scenery of Konya affects our eye aesthetic beyond our images. Whit İvriz embossment, the green valley of Ereğli with its lake and historical ruins Beyşehir with its thermals Ilgın and with its Nasreddin Hodja Akşehir with its Meke Lake Karapınar invite us.

Konya which has an importance important place in the content of ruin areas includes Siyata, Ak Monastery, Çatalhöyük, Hittien Monument Eflatunpınar and Klistra ancient city. But the strongest sound call us with its whole magnificence “Come, whatever you’re, come again.” This statement belongs to Mevlana. This is the peerless sound which aims to integrate those who are hopeless, irremediable and believe. This endless connivance finds its best from in Konya. Every year more than a million people visits the grave from where this sound comes.

The development of the tourism activities in a region is investigated in terms of three main topics. These are classified as transportation, dynamic marketing and accommodation.

If we think all of these for Konya, we will see that there are many things waiting to be made. And also we should not forget the importance of these what has been made for Konya up to now.

The year 2007 has a different significance because this sound has found the opportunity to integrate whit the world. The year 2007 has accepted to be the year for sound which calls everyone all around the word and by this way it has gained an international feature. Konya, which hosts visitors nearly from all around the world, will raise its reputation by this way. The long lasting and efficient use of this study will be possible by the efforts of people all around the world those having love and connivance and of course primarily Konya citizens. We should produce visions which will bind these efforts, create synergism and transform efficient synergism into missions. Thus one of tourism aims; that are contributing to world peace, will come true and connivance tourism will be widespread.

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Intercultural Communication - Presentation Of A New Textbook

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ABSTRACT
The article deals with the incorporating of intercultural communication into the syllabi at School of Business Administration, Silesian University, in the Czech Republic, after entering the EU in 2004. It presents a new updated text-book for the subject Intercultural Communication and shows examples of texts and tasks involved in it.

***Keywords**: European Union, culture awareness, intercultural communication, syllabi, textbook*

Introduction

The Czech Republic entered the European Union in 2004. Since that time learning other languages and acquiring the knowledge about foreign cultures have become more important than before as both of them improve general cognitive and meta-cognitive skills, reinforce understanding of one's mother tongue, strengthen reading and writing and develop general communication skills. The ability to understand and communicate in other languages is now one of the basic skills that citizens need if they are to participate fully in European society. The act of learning and speaking other languages encourages at the same time the learner to open himself or herself to other people and to begin to understand other cultures. The European Union has undergone its most significant enlargement and it has 27 members now, which means that it homes more than 500 million Europeans from diverse ethnic, cultural and linguistic backgrounds. It is essential now for the citizens to have the skills necessary to understand and communicate with their neighbours.

Europe is developing a highly competitive economy trading with countries around the globe. Intercultural communication skills are assuming an ever-larger role in global marketing and sales strategies. European companies continue to lose business because they cannot speak their customers' languages; they need to improve their skills in languages, including those of non-European trading partners.

For the mentioned above reasons intercultural communication skills are assuming a large role in global marketing and sales strategies as, recently, Europe has been developing a highly competitive economy trading with countries around the globe. The European Union needs a mobile workforce and workers with language skills enjoy a wider choice of job or training opportunities than their monolingual colleagues. Higher education institutions play a key role in promoting societal and individual multilingualism providing opportunities for language and culture learning as well as international links and they host students and teachers from abroad. Multilingual competence together with intercultural awareness and communication skills is essential to every graduate´s employability adequate standard.

1. INTERCULTURAL COMMUNICATION IN THE SYLLABI AT SCHOOL OF BUSINESS ADMINISTRATION

For the last decade, The Department of Foreign Languages and Dept of Communication at School of Business Administration in Karviná, Silesian Univeristy in Opava, the Czech Republic, have been successfully incorporating elements of intercultural communication into their syllabi, but simultaneously, a course focusing only on intercultural issues named Intercultural Communication has come into being and is being taught now according to new updated materials to a multicultural group of students who come to study to the Czech Republic within the European education programme Socrates-Erasmus.

2. THE COURSE INTERCULTURAL COMMUNICATION, ITS GOALS, CONTENT AND STRUCTURE

The goal of the subject is the preparation of students for the European citizenship and the interaction accompanying it within multinational and multicultural contacts both from the point of view of communicative and intercultural competence. Students are provided knowledge and skills related to social, political and economic institutions in various cultures. Special attention is devoted to the development of students´ critical awareness concerning the ability to evaluate on the bases of explicit criteria accepted in their own culture and in other cultures. This approach is based on the analytic attitude to culture phenomena, their context, the awareness of the own ideological perspectives and values, like e.g. human rights, religion, etc., as well as the potential conflicts between cultures. Students are led towards empathy, i.e. accepting different systems of culture values and negotiating in business environment.

The course involves 1 hour of lecture and 2 hours of seminars**.** The topics of the lectures are related mainly to defining cultures, home culture and target culture, national identity, culture values, stereotyping and prejudice, acculturation and culture shock, and theory of cultures.

During the seminars the students are offered case studies and exercises aimed at intercultural communication, vocabulary expansion, reading comprehension, translation, and development of language and communicative competence. Each unit comprises the following chapters:

1. Reading and role play
2. Case studies
3. Intercultural tests.

The whole text is divided into two parts. Part A deals with general topics while part B focuses on specific cultures

I Business Organization and Culture
II Religions and Their Impact on Intercultural Communication
III The Importance of Eating Habits for Various Cultures
IV Division of Cultures
V The Power of Non-Verbal Communication

VI Finnish Business Ethics
VII Spanish Culture and Its Specifics
VIII Holidays and Celebrations in Turkish Culture
IX Russian Business Culture
X American Individualism and Japanese Team Working

XI The Potential of Polish Market and Polish Culture
XII Revision - TEST YOURSELF

The requirements of the course involve delivering a presentation in front of the class - 20 points, writing a seminar work containing their own questionnaire research - 20 points, active participating in discussions - 10 points, and passing the final oral exam - 50 points. Out of 100 points they have to obtain 70% to pass the course.

3. EXAMPLE OF A UNIT COMPRISED IN THE TEXTBOOK

UNIT II

Religions and Their Impact on Intercultural Communication

1 Reading

1 Religious beliefs influence the behaviours of members of many cultural groups, including numerous business people. Such beliefs influence how people view the world. Some cultural groups are dominated by one religion; business dealings in these cultures must be in harmony with the prevailing beliefs. Then, some countries have several major religions; business people there must respect the value choices of the various religions' practices. In other countries religion is not a major social factor. The relationship between religions and business is controversial. Arguments can be raised that the various religions both encourage and discourage business activities.

2 It is often mentioned that business today operates in a global environment and that to remain competitive in this environment these businesses need to understand the global milieu within which they operate. Therefore, the modern business corporation needs to understand both the economic and the non-economic factors that influence the environment and economy.

3 One non-economic factor influencing business are cultural values. All business people must be aware of such cultural values because the values people treasure provide a life-orientation for their actions. Moreover, these values underlie people´s motivational structures which, in turn, inform their behaviours, including their economic behaviours, which means that corporations must consider and attempt to understand both the religious traditions (sacred and civil) and the philosophies of those countries with which they do business, because these systems are the sources of cultural values which in turn guide human behaviour, including economic behaviour.

4 There are potential benefits to be used by civilization in general and business in particular, if the modern business corporation accepts the mantle of responsible stewardship and becomes proficient at it. It is obvious that what their managers do - good or bad - will

flow to the rest of the world. Corporate leaders can follow the great ethical traditions found within the world's religions and philosophies.

5 Religion is based on a system of beliefs: polytheists believe in many gods, monotheists ascribe just to one god. Believers used to tell stories about their gods or write various tales and myths. The collections of myths create mythology. Some myths are common for more religions, e.g., the myth about creation of the first human being, the myth about the great flood of the world, etc. There are also some people who believe neither in god´s existence nor in any heavenly principles – these are atheists, people without denomination. Other people assume that man cannot know anything about the origin of the world as well as about their own fate, they are called agnostics.

6 In most religions there are individuals who interpret religious texts and supervise the right course of religious ceremonies. These people usually belong to top priesthood or make ministry, however, in some religions there is no ministry at all. According to these religions it is said that there is no need of an intermediator between man and god or gods.

Tasks:

A. Explain the meaning of the underlined words and collocations
B. Which is the dominating religion in your country?
C. Does it influence doing business there?
D. Write a short paragraph about the most widespread religions in the world
E. Interview a person from a different culture about the most important culture values including religion

2 CASE STUDIES

2.1

All religions have 'sub-groups' within them which are called denominations. Denominations account for the differences in practices between people of the same religion. Sometimes, denominations can be so different from each other that they almost constitute a separate religion. At other times denominations can share teachings and practices.

There must be a dialogue between the denominations if the religion is to present itself as 'united' against others. This is not always possible and leads to intra-religious disputes - arguments within a religion. On occasion these disputes have led to fighting between people of the same religion.

It is often said that 'religion is the cause of all wars'. This is a difficult statement to maintain. It is more frequently true that religion (or often denomination) is the factor that unites one group of people against another. However, it is not often true that religion itself causes the war. More likely, one religion or denomination fights another in order to secure land or power - not religious supremacy.

There is an ongoing conflict regarding Northern Ireland. The Nationalists wish to have the province of Northern Ireland returned to Eire (The Republic of Ireland). The Unionists want the rule of Northern Ireland to continue to be with the United Kingdom. However, this conflict is often said to be Catholic versus Protestant. Most Nationalists are Catholic; most Unionists are Protestant.

Decide whether

- the conflict is a religious conflict, over differences between religious doctrines

- the conflict is a political conflict, over control of land and people.

2.2

Here are some other conflicts that have been called religious wars. Using the Internet or reference books, decide for yourself whether they are truly religious conflicts or whether religion simply divides the opposing groups:

The Bosnian War
The Iran - Iraq War
The Gulf War

2.3

Religious Tolerance

Most religions teach tolerance towards members of other denominations and faiths. However, few preach that all faiths are equal and that people belonging to different religions are equally right in their beliefs. Religious tolerance can mean exactly - tolerating, or putting up with people, not accepting them fully.

Here are three different positions held by people from different religions. Their religion is not obvious from their statements. What is obvious is their attitude towards people from different viewpoints to their own.

Read the three statements carefully and then put the most tolerant statement on the left and the least tolerant statement on the right.

Statement 1

I believe my religion to be correct although I recognize that other faiths have salient points that I believe that god would agree with.

Statement 2

I believe my religion is the only route to God. All other religions are the work of a dark force and their followers are being misled.

Statement 3

I believe that there are many paths to the truth that I call God. All religions are attempts to make sense of our reality. The end-reaching God is important, not the means.

3 Intercultural tests

3.1

Match the following religions to the number of their followers

Christianity	14,890,000
Islam	353,141,000
Hinduism	22,518,000
Buddhism	1,147,494,000
Sikhism	746,797,000
Judaism	1,929,987,000

3.2 Find out which religions the following descriptions are related to

Name: ____________________

Worship: private worship, worship at home and collective in the Mosque
Prophet or founder: Muhammed
Teachings: the 5 pillars
Holy writings: the Koran
Belief in God: Monotheistic
It has been practised for: ________________

Name: _____________________
Worship: private worship, worship at home and collective in the Gurdwara
Prophet or founder: Guru Nanak
Teachings: Teachings of the 10 Gurus and holy book
Holy writings: Guru Granth Sahib
Belief in God : monotheistic
It has been practised for: ________________

Name: _____________________
Worship: private worship, worship at home and collective in the Temple
Prophet or founder: none
Teachings: concept of Samskara, stories of Deities and battles
Holy writings: Vedas and others
Belief in God: polytheistic
It has been practised for: ________________

Name: _____________________
Worship: private worship, worship at home and collective in the Synagogue
Prophet or founder: Abraham and many other prophets
Teachings: the 10 commandments, the covenent, laws and guidance
Holy writings: the Torah and the Talmud
Belief in God : monotheistic
It has been practised for: ________________

Name: _____________________

Worship: private worship, worship at home and collective in the Church
Prophet or founder: Jesus
Teachings: sermons, parables of Jesus, writings of St. Paul and others
Holy writings: the Bible
Belief in God: Monotheistic
It has been practised for: ________________

Name: _____________________
Worship: meditation
Prophet or founder: Siddharta Gautama - the Buddha
Teachings: enlightment through the 4 noble truths
Holy writings: Pali scriptures, Theravada and Mahayana scriptures
Belief in God : atheistic
It has been practised for: ________________

3.3

Match the descriptions to the religions. The described religions are different from those mentioned in the previous exercise

1 Confucianism
2 Ethnic religions
3 Taoism

a In Africa, Australia, North and South America live people belonging to traditional primitive communities using language without written records, which means they do not have sacred books or texts and belief is transmitted mouth to mouth. For the majority of especially African nations members life is divided into series of rituals, like birth, maturity, marriage death, illness, infertility, etc. One member of the nation is specially dedicated to become a kind of priest of his group who would be responsible for practising sacrifices and dedication of future members to nation´s cults. Cult has an important role to play also in tribe gathering practices used for planting and harvest.

b The doctrine of the founder is not a real religion, it is rather a kind if morality helping people to reach perfection. It provides rules of social life, it has no gods, no clergymen and no temples. It honours only one cult – the cult of ancestors.

c This religion is based on two powers facing each other – woman´s jin and man´s jang. These two energies complement and help to balance each other. People should find their way, stop destroying harmony, honour gods of heaven, earth and water, the power of wind, rivers and mountains.

3.4

Say which holy book the following text belongs to.

It is prohibited to drink wine under which all sorts of strong inebriating drinks are comprehended. Some people think that only moderate use of wine is allowed and only excess is forbidden, but received opinion is that to drink any strong drinks in lesser or greater quantity is unlawful. The drinking of wine has common effects as quarrels and disturbances in company and neglecting the performances of religious duties.

There are also some regulations concerning the distribution of meat. It is forbidden to eat blood and pork and all the flesh of animals that are killed in the name of honour or any idol or by other animals. However, in cases of necessity, when a man may be in danger of starving, he is allowed to eat any of the prohibited kinds of food.

CONCLUSION

The presented textbook for the course Intercultural Communication was used for the first time in the winter term 2006-07 and is being followed at present in a multicultural group of students comprising the Belgians, Czechs, Polish, Portuguese, Russians, Slovaks, Turks, and Ukrainians who study at School of Business Administration Silesian University, within the Socrates-Erasmus programme. It has been proved that the new text has a suitable structure and content, and it contributes to the development of student´s culture awareness, leading them towards empathy and tolerance.

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Tourism & Identity

THE ROMANTIC IN DOMESTIC TOURISM AND ITS DISCOURSE[8]

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ABSTRACT
The commercialization of the authentic and romantic in the tourist commercials sponsored by the Turkish government does not only intend to bridge the regional economic disparities, but suggests also a specific conception of the country to be conveyed to the Turkish citizen. This domestication of the otherwise 'wilde and back warded' has to be undermined by a deconstruction of the narrative produced by the ongoing nationalist and political discourse of Turkish identity. The harmonization of the rural countryside and the 'politically menacing' and 'dangerous' East of Turkey with the technologically more advanced West of Turkey that is thought of as 'modern' and 'civilized', must be read in the socio-political context of present day Turkey. I argue that domestic tourism in Turkey presents a key element in understanding the debate about cultural identity in Turkey and that tourism and tourist marketing has to be considered as an efficient tool in cultural and identity politics.
***Keywords**: authenticity, romanticism, discourse of nationalism, identity politics*

"Ideology has very little to do with 'consciousness'... It is profoundly unconscious...Ideology is indeed a system of representation, but in the majority of cases these representation have nothing to do with consciousness: they are usually images and occasionally concepts, but it is above all as structures that they impose on the vast majority of men, not via their 'consciousness'...they act functionally on men via a process that escapes them."[9]

"Welcome to Turkey", "I dream of Turkey" or "Go with the rhythm" are slogans capping the tourist commercial with short clips produced by the Turkish government of tourism, introducing Turkey to the foreign as well as to the domestic spectator in Turkey: preceded by a sequence of landscapes, displaying a range of natural, unspoiled and mystic sights as well as Muslim and Christian architectural heritage at first slow, with at first a slow pace, heart beat like, then in time accelerating pace, the different scenes transgressing into each other by whirling dervishes, flowing mermaids, musicians, man and women in traditional Ottoman clothing. Commercials such as this, produced by the Turkish Ministry of Tourism, we see broadcast both abroad, on BBC World in Turkish airports as well as on the Internet by the Turkish Ministry for Tourism. People in Turkey are well aware of them, particularly young people who have access to Internet. "Have you seen this clip? I sent you the link. I really like watching it. You just have to enjoy it".

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[8] Visual representations available under http://www.kultur.gov.trdue to frequent downloading protractions also available simply under: http://www.youtube.com/results?search_query=turkey+tourism+

[9] Dick Hebdige. 1993. "From Culture to Hegemony". İn: The Cultural Studies Reader. Simon During, ed. London: Routledge. P. 363

Emphasizing the importance of media as a vital field of study to grasp the full import of the current changes, Douglas Kellner (1995) points out that any kind of media provides narratives, discourses and subject positions. Television would have even replaced the functions of myths and ritual, that is to say to integrate the individual into a certain social order, to suggest a certain world view and attempt to resolve political and social conflicts. Any myth, fantasy or fiction occurring in the visual text is, according to the Slovenian Sociologist and Philosopher Zizek significant: it is “more than reality itself because it [myth] constitutes the latter”[10]. That is to say reading the visual text constitutes the attempt to decoding a particular kind of “Weltanschauung” embedded into a specific political field whereas myths, signs on a second meta-level that gain in richer meaning, reveal people's hopes, dreams, needs, fears and cultural values[11]. This metamorphic ability of myth requires our awareness vis-a-vis the intriguing character of the visual text, i.e. an in depth analysis of images, signs and symbols which might enable one to a different reading of the visual text than its prior face value or the reading we expected in the first place (Howells, 2003 pp. 86-102).

Since in this case of Turkish tourist commercials, the clips have been financed by the government as in the case of Turkey, one must integrate the politics of financing has to integrate this as a crucial factor into the process of analysis. How does this political support influence the narrative of the visual text? What ideational or political flavour is now given to the concept of flying through mystic landscapes which ironically have been bleeding from permanent clashes between Kurdish rebels and the Turkish military, whose mourned deaths and shed blood are now masked by images of a wild and natural, yet authentic and peaceful landscape? How can we translate, what Navaro-Yashin (2002) describes as a commodification of culture into a commercial trailer[12], translate into qualities and potential messages for audience consumption?

As Hall (1980) points out, a message is subject to different de-codings which can and often is detached and independent from the original author's intention; that separation is seen in relation to the socio-political context in which the audience receives the message. Increasing possibilities of communication technologies, the visual text, in particular movies, have proved highly efficient transmission potential because of their instantaneous conveyance of emotional and ideational effects within the same moment (Selwyn, 1995; Knapp/Ashmore, 1999; Barthes, 1991) as well as the capability to reach an emotional depth and attain an unconscious reception by the spectator that is of pragmatic use in the new way of governing, that is to communicate ideological and socio-political messages in a more efficient way (Kellner, 1995). In the case of current commercial clips by the Turkish government, I argue, the visual text can be understood as an important and powerful messenger conveying a certain narrative seen in relation to its socio-political environment. We have to differentiate therefore between possible de-codings abroad and de-codings in the context of domestic politics.

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[10] “The Pervert's Guide to Cinema”, Slavoj Cicek, 2006

[11] See Roland Barthes. 2000. Mythologies. Selected and translated from the French by Annette Lavers. London: Vintage

[12] In his article “The Market for Identities: Secularism, Islamism, Commodities” Yael Navaro-Yashin describes how political ideas are commodified into consumption patterns. Products such as the veil or figures of Atatürk would sell 'Turkish authenticity'. Identities, he argues, would be expressed by the consumption of specific goods.

Indeed, pictures reveal of a possibility of multiple de-codings. However, within the field of anthropology of tourism and in a time of a powerful intertwining of media and politics the consideration of a connection between political as well as social agenda and tourist marketing has become imperative. Furthermore, within this circle of tourism and anthropology expertise and interest accumulated knowledge can and should be applied to an integration of tourist strategies into an anthropological analysis. Subject to a number of post-colonial oriental debates, this case study will further demonstrate exactly the loss of meaning of Orientalism in the domestic context. This analytical reading of the visual text will hopefully lead to a consideration of how post-colonial paradigm reconstructions in tourism might miss local dynamics as well as meanings that are acute in relation to local fears and hopes (Howells, p.101).

THE ORIENTAL AND ITS LIMITS IN THE DOMESTIC CONTEXT

In order to prove the inapplicability of Orientalism in the domestic context I will take a look at how features can be understood from a foreign perspective, followed by a re-interpretation of 'authenticity' and the 'romantic' of the visual text in the local context.

Essential and recurrent elements of the clips selected for this study are constituted by water and earth, architectural sights as well as Turks dressed in supposedly Ottoman style; let us not forget the seducing mermaid or the mysterious Ottoman knight of whom we can recognize neither face nor eyes and who looks at us from above in order to then again ride and flow through mystic landscapes. One might indeed be inspired and attracted by this oriental fairy tale-like landscape: “It is so magic, so oriental you know”, a Greek spectator tells me. Possible oriental features appear throughout the clip: like the mysterious 'Other', wild and foreign, yet appealing and fascinating yet always domesticated by the conceptual frame that itself introduces and ends the clip - a familiar mother-child combination watching holiday prospects or the woman walking through the Istanbul underground. “Nature” and “civilization” blur for a moment in order to be banned again into their borders: a minute-long delirium of oscillation crossing the boundaries of the domesticated, controlled and “civilized” on the one hand and wild, spiritual and passionate on the other. The seductive smile of a female or the mysterious and powerful yet well-intentioned knight seem to display both the innate sexual fascination and desire of colonial fantasies – the physical unification between nature and body (Young, 1995). Those few people appearing in the clip seem therefore particularly close to nature, earth, sea and air and offer the 'Other' experience to those individuals whose pace is determined by an industrial and late capitalist rhythm. The spectator's body is taken into a bird’s perspective, swirling into the dervish’s trance to reach a truly spiritual state of mind[i1314ii] and is taken into what Barthes calls “experience of mind” (1991).Ottoman costumes and historical buildings and sights give way to an atmosphere which belongs more to the past than the present: a country full of sedulous dreamy passion with luxurious and exotic excursions in the holiday package, all oriental fantasies inclusive?

Particularly from a 'Western' perspective, these images evoke, as argued by post-colonial critics, oriental and colonial fantasies that however still reflect long-held socio-psychological conflicts related to alienation process of enlightenment and industrialization within West Europe (Young, 1995; MacKenzie, 1995 pp. 67; Richon, 1996). In the domestic realm of Turkey however, it is neither the “Orientalist imaginary, nor ‘cultural mosaic’ of advertising parlance” (Öncü p.2) that will help us to understand the visual text. When it

[13] Derwish: members of a mystic religious order who attempt to reach in a process of accelerating swirling the highest spiritual level, which is reached when they fall into unconsciousness

comes to understanding of local dynamics and domestic interpretation, as Fuat Keymen and Ahmet Içduygu (2005) emphasize, Turkey presents a specific case study in so far as no colonial or social class theory becomes applicable: the country has neither experienced colonialism nor had its national independence been achieved through the work of a social class. The acceptance of Western modernity with regard to the creation of an independent nation-state, the fostering of industrialization and the construction of a secular and modern national identity can be rather understood as a response to the increasing competition in a world working by the entity of the nation state and a war against Western imperialism and its dominance (Keyman, 2000 pp. 71). The cultural model of integrating Western philosophical or moral ideas and its subsequent conflicts[15] followed the pragmatic model only after a significant time span during which the Ottoman State had strived to modernize Ottoman economy according to its European competitors (Akman, 2004). So according to the kind of social subjectivity we encounter here, the signs displayed in the visual text gain a different meaning in the domestic context (Golomb, 1995 p.212). To sum up, a reproduction of oriental paradigms does not necessarily work for an endemic understanding of Turkey. Again, this does not say that Orientalism does not play a role in the Turkish context[16], nor is it to deny the degree of disparity: in particular between the economically well developed West versus the economically less or non-involved East, the latter suffering from decades of violent clashes between member of the Kurdish Party PKK and the Turkish Military. However, Turkey does not offer a simplistic dichotomy such as rich-poor, economic-cultural, let alone a clear East-West divide (Navaro-Yashin, 2002). Instead we can observe an intermingling of all kinds of economic, intellectual, political and social landscapes with each other in a literal as well as transcendental sense (Richon, 1996). So if we are to dismiss post-colonial approaches, how can we then understand the representation of landscape, authenticity and romanticism in this context?

THE DISCOURSE OF NATURE, AUTHENTICITY AND ROMANTICISM

Nature as landscape first of all implies domestication in the sense that it is a result of the combination of several places. This combination is further subject to an ongoing process of cultural, social as well as political negotiation and presents a material manifestation of the relations between humans and the environment (Van Dommelen, 1999). The specific conceptualization of landscapes provides therefore moral messages and indicates ideological genealogies whereas a visual presentation of landscapes serves exactly to transfer ideas enhanced by the emotional content (Selwyn, 1995; Knapp, Ashmore, 1999; Barthes, 1991): whereas the visual language of the messages 'says the product', the ideational language tells something else (Barthes, 1988 p.178). In this case of tourist commercials, landscape speaks of originality, authenticity, romanticism and melancholy. However, we have must de-construct these terms as well as the socio-political environment in order to read their ideational content:

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[15] An interesting genre is for example the 'car novels' in Turkey from around the end of the 19th, beginning of 20th century, including among others figure of Bihruz Bey who strives to be 'Western' but instead just gives a seemingly ridiculous superficial imitation of what he perceives as 'Western'. For more information see Jale Parla. 2003. "Car Narratives: A Subgenre in Turkish Novel Writing". In South Atlantic Quarterly 102(2-3): 535-550

[16] see for example the following articles for the debate about the intricateness of Orientalist features within Turkish national in particular Kemalist political strategies:
Hasan Bülent Kahraman. 2002. "İçselleştirilmiş, Açık ve Gizli Oryantalizm ve Kemalizm"In: Doğu-Batı, 20: 153-178.
Hasan Bülent Kahraman / Fuat Keyman. 1998 "Kemalizm, Oryantalizm ve Modernite" In: Doğu-Batı. 2: 63-75

visual images present an “interlocking set of histories...an interchange of discourse and practices” (Green/ Mort, 1996: 227-232).

Authenticities and a melancholic romanticism represent key issues in these images. The concept of authenticity is closely bound to society, i.e. the social context itself is the condition of authenticity which is hence a highly subjective matter. Furthermore, authenticity intends to express a certain core of one's personality and the possibility to be and assert oneself (Golomb, 1995). According to Adorno, authenticity signifies also the identity that does not seek for recognition, but for agency to articulate oneself self-confident and self-conscious. It is the sovereignty to know oneself as well as the emancipation from the Western promise and failure of individuation. This background gives way to the idea of an emancipative cultural authenticity that emphasizes ties to the community ignored by the disengaging discourses of economic development (Ferrara, 1998 p.8). Authenticity hence presents the quest and desire of a return to nature, due to a feeling of imposed displacement.

The focus on nature hints to the period of German romanticism during which the concept of authenticity emerged initially. Authenticity expresses a common or communitarian concern and therefore needs to be embraced by a certain group of people who have to desire authenticity in the first place (Taylor, 1992 pp.8). As Marshall Bermann (1983) describes the moment of modernity as a multitude of fragments it has become common sense to speak in modernity of a general multiplication and fragmentation of interest groups (Öncü). Thus we find in Turkey for example different kinds of 'Turkish authenticity' such as secularist and Islamist nationalists who claim their national version as primordial and create a genealogy of nature, religion and politics (Navaro-Yashin, 2002). The consumption commodified ‘authentic’ items such as the veil offers identification with the values implied by the product. The question arising is, therefore, to what desire does the commodified authenticity in tourist marketing respond and what identity does this authencity offer? How can people identify with the rhetoric of this visual text? What seems to be at stake and is articulated by the romantic and melancholic, ambivalent way of representation? Since “[s]ilence speaks in the luminous metaphors of culture”[17], what are the issues not appearing explicitly for any Turkish observer implicitly and what does it tell about the message then?

THE SOCIO-POLITICAL FRAMEWORK IN TURKEY

The foundation of the Turkish Republic in 1923 was preceded and followed by an enormous effort in social engineering. Since the Ottoman state had neither disposed of a nationalist ideology nor a fixed territory to ground a possible identification, the elites creating the new Turkish Republic saw their task in introducing a strong state as well as the model of an organic vision of society (Keyman/Içduygu, 2005) that stipulated the indivisibility of the Turkish state and its national territory (Kadıoglu, 2000: pp. 62). With regard to the idea of national territory and nationhood it is insightful to remember, as Tanıl Bora (2007) points out, that the term of “citizen” in Turkish (“vatandaş”), signifies in its original pre-political meaning “bound to earth”. In the context of modern Turkish citizenship, “vatandaş” means hence the connection and inseparability from the Turkish “toprak”, determined by its national borders and can be seen also in contrast to Ottoman times when territory and land belonged solely to the sultan. The term citizen, “politis” in Greek, however concentrates particularly on the individual rights and obligations that connect the state with its people (Kishlansky/Geary/O'Brien, 2006). While during the Ottoman Period territorial consciousness

[17] Homi K. Bhabha. 1991. “A Question of Survival: Nations and Psychic States”. In: Psychoanalysis and Cultural Theory: Thresholds. James Donald (ed.). New York: St. Martin’s Press: p.97

could not, due to its nature as an Empire, be bound to determined territories, the administrative structure kept the empire in smaller entities such as villages or provinces among which circulation was difficult (Özkan, 2002/ Ahmad, 2003). With the creation of the Turkish Nation the so-called 'Anatolianism' became a significant element in the process of nation-building which meant the connection of the remaining territories from the former empire to the nation (Özkan, 2002). Facing increasing competition with other national forces, territory became crucial to conquest in opposition to a focus on defence during the Ottoman Empire which would eventually inspire and intrigue the geo-political strategies of the Turkish State (p.83-90). The rural part of Turkey actually gained significantly in interest by the political centre which "kept it under close observation"18. Kemalist historians such as Remzi Oğuz Arık or Nurettin Topçu hold eulogies of a formerly rotten land now transformed into a sacred fatherland. What can be witnessed in the two decades following the foundation of the Republic is the intentional transformation of Turkish ground from space "to be open and free […] to be exposed and vulnerable" into place, "enclosed and humanized space"[19], a discourse that conquers and determines the virgin space and turns it into national landscape. Historiography of the Turkish Republic turned out to make place the fetish of an "invisible existence of the nation"[20]. The inseparable Turkish geography symbolized a unified seed and soil creating its men, the *"vatandaş",* who would have to protect and fight for the continuity of its land. Kemalist national identity became an equally overarching cultural meta-identity, bound to land and due to its homogenous character a universal idea (Keyman, 2005). Ziya Gökalp, one of the most prominent philosophical founders of Turkish nationalism was particularly inspired by the 18th century thinkers of European enlightenment as well as the 19th century German Romantic concept a transcendental identification of society with its nation: instead of an individual consciousness and privileges the Turkish citizen was to turn the national ideals into his prior achievements (Kadıoğlu, 1998 pp.183). This process lead Turkish nationalism, according to Seufert (2000), to oppose any language of difference and deviance which in fact has actually always accompanied Kemalism and fragilized civil society in Turkey. Examples range from ethnic minorities that had enjoyed a privileged status and recognition, even support of their separate identities and communities such as Germans, Greeks and so on to maybe the most striking example of social fragmentation: the Turkish military and the ongoing conflict between it and the Kurdish rebels, a conflict particularly severe in the 1980s but still of high conflict potential today. Serving the Turkish nation state as a soldier and defending the reason of the Turkish Republic have become the major practices of identity construction in the lives of young Turkish males, signalising a passage to both citizenship and manhood. At the same time, as former soldier's accounts illustrate, the process of gaining manhood and citizenship seems to be of different degrees of difficulty for varying social classes: those soldiers from a peasant background experienced the most traumatic situations and are afterwards left alone with their psychological troubles (Altınay, 1999)[21].

[18] Şerif Mardin....... In: Ayşe Kadıoğlu. 2000. "Democratic Citizenship". Günay Göksu Özdogan and Gül Tokay (eds), Redefining the Nation, State, and Citizen . Istanbul: Marmara University Research Center for International Relations: p.69

[19] Yi-Fu Tuan. 1977. "Space and Place: The Perspective of Experience". London: Edward Arnold Ltd. In: Hande Özkan. 2002. The History of Geographical Perceptions in the Turkish Republic: A Spatial Interpretation of the Republican Regime during the Single-Party Era. Boğazıcı University (MA Thesis, Atatürk Institute for Modern Turkish History): p.53

[20] Meltem Ahıska. 2001. „Istanbul Üzerinden Ankara". Istanbul. 36. In: Hande Özkan. 2002. ibid.: p.30

[21] Nadire Mater's book "Mehmedin Kitabı: Güneydoğu'da Savaşmış Askerler anlatıyor (Mehmet's book: Soliders Who Have Fought in the East Speak Out) deals with the traumatic memories of soldiers and their life after

Apart from resistance arising out of socio-cultural or political identification discrepancies with the public and official nation discourse, two other main sources seem to have enhanced civil fragility: (a) the fact that the foundation of the nation state and its ideology was a project undertaken by intellectuals whose discourse was determined by the dilemma of a choice between imitation of the Western civilization and Turkish culture and identity and (b) that the reforms, introduced by Mustafa Kemal alienated the population from their most recent past. Feroz Ahmad (2003) describes the change from the Arabic to the Latin alphabet as a dramatic and symbolic one; within a short period of time, even literate people were deprived of access to their past. Overnight the entire Turkish nation was made illiterate while history was re-written, glorifying a primordiality, sovereignty and superiority of the Turkish nation in order to introduce this new world order from early childhood onwards.

This imperial condition of a unified Turkish Republic as well as the concept of the Turkish citizen, personally connected with and compelled to protect and defend Turkish territory against any person questioning the integrity of the Turkish Nation State, are key issues to understand political legitimization until today. Political and social fragmentation has intensified however, particularly after the 1980ies and 1990ies with the shift to export economy, and has began to pose a serious challenge to the legitimization of the state while the latter clung further to the concept of a single and homogenous Turkish national identity of the citizen and the state's priority to individual desires: Turkish civil society became, for example; directly involved in the contest between the secular and more religious-conservative camps followed by a joint press release of several unions calling upon the action against "religious reactionism" in order to protect "Turkey from the most serious problem the country as ever faced during the history of the Republic", to "honour the memory of Atatürk", the founder of the Turkish republic and to stay close to "the Turkish nation" and its "sacred flag" (Seufert, 200: p.35). These enforcing and strengthening measures of Kemalist State policy have however continually been facing increasingly powerful opponents. With the economic reforms, these opponents grew in multiplied form particularly out of those camps that had also been able to profit from the developments of capitalism and liberal market economy that provided them with more pressure potential to exert influence in politics. These different actors enlarging the political spectrum however frequently pursued a rhetoric just as exclusive as that of their predecessors - just with a different agenda as, for example, religious communities. The opportunity to give their products a political identity enabled entrepreneurs to turn their political and social agendas into consumable ones (Yael Navaro-Yashin, 2002) whereas this "positive nationalism", positive in the sense that it presents an idealized image of how the nation should imagine itself, turns certain consumption goods into ideological identity providers (Özkan, 2005). Political fragmentation has frequently reached state level while military interventions in the form of coup d'etats in 1960 and 1980 as well as pressure from military on political parties to resign in 1971 and 1997 have repeatedly forced state policy back to Kemalist principles of laicism, often for the disadvantage of the more conservative and religious wing. The debates around the support of the religious Imam-Hatip

the military and includes all kinds of statements from opposing the PKK and Kurds in general until a rather understanding and sympathetic attitude. The Book however got banned by the local court in Istanbul in 1999 and the author as well as the publisher had to face trial for 'insulting and belittling the military'.

schools by the present day Prime Minister Recep Tayyıp Erdoğan's Justice Party as well as concerns that the next president could laps into religious fundamentalism[3] can be seen as a continuation of this conflict potential growing out of Turkey's strong state tradition. Fragmentation and political multiplicity has reached the level of state affairs which however is severely controlled by the military. Nevertheless, what has not experienced an enlargement is the scope within which identity could sway away from citizenship and allow more flexibility in identity concerns (Keyman, 2005). Turkey seems trapped in its nationalist concept, unable to escape its ideological heritage and ideological guardians yet unable to face the consequences of the growing call for cultural or communal rights of diverse groups one the one hand and a more individual concept of the citizen and his rights on the other (David Mc Dowell, 2000).

To summarize briefly, cultural identity in Turkey since the foundation of the Republic, finds itself under the tension of the official national identity which does not allow any individual deviation and the rising dissatisfaction of groups who are unrecognized and suppressed. In order to bridge particularly political disparities and to guarantee ideological loyalty, geographical control, the turning of space into place and the emphasis on “vatan”, Turkish homelands that the Turkish citizen should feel personally obliged to, has been crucial in masking the legitimacy crisis of the Turkish republic.

A Reading of the Authentic and Romantic in Turkey

The construction and combination of landscapes can be seen as conceptualized by exactly the socio-political discourse described above. The romantic and melancholic imagery of nature and places, landscapes with and due to the absence of its “vatandaş” and therefore the masking of socio-political fragmentations, seem to facilitate subsequently the personal identification process. While lands speak the language of “vatandaşlık” the visual effect of taking the body of the audience virtually conveys the idea of bonding any and even most distanced corners in Turkey together to the “vatan”, the motherland. . This “Tabula Rasa” of a ground soaked with the blood of loss and the innocent virgin-like approach to these as well as other places, marked by the absence of individual local citizens, the visual text shapes and determines this “re-discovery”, a rewriting and re-conceptualizing of pieces of landscapes located by the visual text in the past (Stein, 2002) and simultaneous mitigation of the violent potential triggered in state rhetoric by the violent and separatist potential of Kurdish rebels. The landscapes of military clashes, individual claims and critique are reshaped into a natural, primordial bond well beyond worldly discrepancies. The audience is taken to conquest mentally the whole of Turkey's territory – whereas, just as the idea of the citizen’s duty vis-à-vis the Turkish republic, the bond between citizen and land are prior to inter-citizen relationships. Contemporary insecurities and fear of further economical and political ruptures contrast with territorial unity, power and strength displayed by nature and landscape.

Romanticism and melancholy however are not limited to the ideal of Nationhood, in the footsteps of the German model during the 19^{th} century, as a reaction to the omnipresent and all-permeating rationality. Melancholy, according to Freud in his essay “Mourning and Melancholy” from 1916, is defined by the fact that the melancholic individual has experienced a loss of his Ego, without knowing what exactly has vanished. This however signifies an already previous problematic relation with oneself in so far that something has been integrated into one’s Ego that initially posed a threat or an inconvenience. The loss is therefore ambiguous as one cannot be sure of the value and place of the feature that is being lost. As noted within the context of the foundation of the Turkish Republic as a strong state with defined borders and ideologies, the founders of the Turkish Republic expressed a clear cut with the Ottoman Past: an Empire that had been occupied by foreigners, that had been weakened by Ottoman State affairs and the lack of competition with the surrounding nation states. National identity has been based on the denial of the Ottoman past and anything in relation with the Ottoman Empire has therefore so far been rejected by the national rhetoric and identity. On the other hand the Ottoman Empire has also been a source of pride: the Great Empire, the imperial legacy and one of the few regions that has never been colonized. The emergence, thus, as those Ottoman people appearing in these commercials at all are remarkable in so far as impossible mourning of the loss of Ottoman identity and its strict denial has become constitutive of the subject formation of Turkish society. The subject or subjects in the sense of any individual has been affected by the loss of integrity of self-hood. It is not so much the question of the true nature of the Ottoman Empire as it was crumbling during the last decades of its existence, but much more the idea of its internalization that renders the paradox even more sublime and less possible to subject to a clear separation and deconstruction of the melancholy. The melancholy and national landscape find themselves intertwined, though at the same time further debates about disparities and discrepancies within Turkey have been reduced to invisibility.

As Ziya Gökalp turned to the romantic ideal of German Nationalism, to articulate one's innermost core, to emphasize the individual origin and genealogy (Ferrara, 1998), this inclusion of, even though selective, elements from the Ottoman Past hints towards a more complex turn that national rhetoric seems to take: a more inclusive and embracing rhetoric, allowing its Ottoman past to emerge with the exclusion of ethnic individuality.

However, the language of authenticity, romanticism and melancholy of the visual text conveys more than just the paradox of national identity and nationhood: the text also voices a national autonomy as well as an empowered and emancipated self-understanding and consciousness. Modernity, Meltem Ahıska (2003) argues, is multiple and has no more a governing centre. The urgency and real issue arising is therefore a restraint from a sole pace, hitherto determined by Western Europe. Positioned between the East and West by the subjection of European and North American Imperialist Discourse tradition, Ahıska underlines that within this struggle for recognition by particularly the West, Turkey has lost substantial energies that otherwise could have been invested into a confrontation with frozen identities and problems. Civil population, tired of trying to catch the train to Western civilization, would display frustration vis-à-vis the ambition to be 'modern' which would materialize in severe occidental attitudes. Therefore it would be time that Turkey reaches out for the emergency brake in the “train for civilization” and sets its own pace: Benjamin Walter comments about Marx' idea of “locomotives of world history” that revolutions might be the emergency break on this train of humanity. “Go with the rhythm”, the commercial speaks. Neither the rhythm of the East nor the West is suggested but landscapes, past and present first slowly appear like heart beats, then in an accelerating pace, achieve their own pace, twirling around each other culminating in an emancipated and self-confident moment of empowerment.

The ongoing discourse within Turkey is not about Orientalism, although is displays elements of it do appear. The discourse however in which these elements are embedded into changes the meaning and significance of the same oriental features, albeit unconsciously, introducing socio-political structures. Ideology thrives outside consciousness. Yet, once the significance of the visual text has been understood, the question then is who does this message reach? Marx and Engels write about ruling ideas as “nothing more than ideal expression of the dominant material relation ship grasped as ideas; hence the relationships which make the one class the ruling class, therefore the ideas of its dominance”(Hebdige, 1993 p. 365). Is it at the end a national identity of new consciousness by the elite for the elite? Considering the strong state tradition top-to-bottom procedure of democratization and secularization in Turkey, elite concepts would not necessarily deny its successful dissemination. The next step to be taken would be then, how national imagination is shaped and changed in narrative and self-understanding of civil population in Turkey, their understanding of nature and landscape as well as the degree to which state rhetoric proves to be efficient and fruitful.

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PHISOLOPY TOURISM AS A NEWTOURISM KIND: A MODEL OF SUGGESTION TO IMPROVE THE PHSOLOPHY TOURISM IN KAZ MOUNTAINS (KAZDAĞLARI)

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ABSTRACT

In the period that extends from ancient times to now ,phisolophy has met us as a science field which has influenced directly or indirectly the life styles which people have adopted .And tourism is a science field examining the whole relations that arised from replacing of people temporalily for various reasons.The proposing of phisolophy fact and different opinion movements by philosophers in the period that starts from ancient times and extending till now has affected the peoples daily lifes directly or indirectly.The place and life conditions in which these phısolophers who has constituted these opinion movements ,have big effect on forming opinion movements.The desire of going and seeing the places where the phısolophers lived ,has emerged in the people who has wondered the phisolophers who has big effects on forming these places has caused them to replace temporarily .As well as the desire of going and seeing these places where the phisolophers has lived is included in temporarily replacing activities,it has also caused a new tourism kind.This new phisolophy kind is called as phisolophy tourism in the frame of special interest tourism.

Phisolophy tourism can be identified as travelling aiming to go and see with the wonder factor of places where these phisolophers lived,who caused the emergence of opinion movements which have effects directly or indirectly on forming the people's daily life and utilizing the touristic services in those places.

In this frame kaz mountain, which is the common denominator of Çanakkale and balikesir with hosting the most important ancient time phisolophy(sarıkız legend,ilyada and odessio legends,hasanboğuldu legend) representatives in history ,shelters the first phisolophy school in it.Also hosting to a lot of legends in mythology ,will create a triggering effect to phisolophy tourism development potential arousing wonder in tourists who are potantial in the view point of introducing of destinations both nationally or internationally .A model suggestion to develop the facts that are important fort he region to develop quantitively or qualitatively in the view point of phisolophy that is hosted by kaz mountains in ancient times and phisolophy history and to develop the tourism phisolophy as a new tourism kind,will be presented.

INTRODUCTION

Rapid increase in the world's population, rising income for each person, technological developments, necessity of comfort and speed in communication and transformation services and moreover to be far away from stress in business life, holiday is regarded as being not luxury but obligatory, and having consciousness of enjoying spare time have caused the development of national and international movement of journey and accommodation. These

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developments have increased people’s desire for enjoying their spare time in a more active way. Also some of the feelings which are longed for our daily lives but never have a chance to fulfil the desired feelings have been satisfied by influencing tourism institutions and causing the emergence of different types of tourism (Serengil&Çicek, 2004).

Today economic, social, cultural, and political influence created by tourism formed important results in country’s economy and especially international economic and political connections. That situation increases not only in countries, which are developed and got a large share from international tourism movement, but also developing countries that has given significance importance to the rising of tourism. (T.C. Kültür ve Turizm Bakanlığı Turizm Stratejisi Raporu, 2006). It is assumed that tourism industry’s activity in the world economy will be approximately beyond %10 and the revenue is estimated as 1.5 million dollar in 2010 and lastly in 2020, 2 million dollar income level. This income will be hold with the accommodation of people around 1 and 1.6 thousand. With these developments the products having been offered to the international tourism market till the last few years was a combination of sea-sun-sand holiday. But since 1995 customer’s profile have changed and with the consumer’s demand a rapid variation process has been started to change the concept of tourism far more beyond the context. These variations in the wind direction forced travelling market to improve the product, which is suitable for demand (Bozok, 2004). With motivation of sea-sun-sand excursion known as a classic holiday has been chosen as an alternative to other activities that is, gradually preferred fewer. In tourism movements recognizing this difference on time and making pre-preparations for both tourists and tourism industry are of vital importance (Brotherton&Himmetoğlu, 1994). In this frame, countries targeting to get the possible largest share caused by the socio-economic positive influences created by tourism industry reproduce tourism types. Reproducing tourism types is equalled with tourism types created by the emergence of new tourism destinations. With this research in order to obtain a new concept to tourism literature, a model suggestion, which is about philosophy tourism aimed to develop in Kaz mounts suburb, is offered.

1.THE CONNECTION BETWEEN PHILOSOPHY AND TOURISM

Tourism is the whole events and connections that formed people’s journeys out of their usual places that they temporarily inhabit and in their daily life obtaining their needs and furthermore by demanding property and service for their temporary staying necessitates generally tourism managements and tourism institutions as well. For the last few years tourism activities that have been tried to be diversified and by addressing different market get its effectiveness is purposely directed out of the type of sea-sun-sand tourism (Akdoğan Kozak&Derya, 2006). In this frame any more in the base of tourism phenomenon there has been a desire for perceiving and appreciating cultural and social differences and similarities much deeper by ignoring the type of tourists, who were accustomed by the agencies for long. Tourist’s hope and desire for perceiving cultures and societies much deeper is a vital motive made tourist’s travels (Tekeli, 1992).

Because of the wide range of tourist facilities and institutions makes clear that in the products of tourism variation should be created. When today’s tourism tendency is examined, our country is placed in a geography which have very different and various, even perhaps being unique tourism products (Demir&Demir, 2004). The structure of demand is gradually changing in the world’s tourism. Changing structure of demand gradually makes Turkish tourism more advantageous. Transition from the traditional demand of sea-sun-sand tourism to the demand ranging a wide variety of structure is equated with the demand in the international area (Avcıkurt&Erdem, 2005). However, Turkish industry grew less than wanted, when examined the sources that our country have (Aymankuy&Sarıoğlan, 2006).

One of the most important reason why Turkish tourism industry remain behind our country's tourism potential is that tourism attraction remain as a single dimension in the country and therefore it is not becoming an assorted. phenomenon done throughout 12 months. Aiming to remove this problem, the Ministry of Tourism in 1993 started some studies about diversifying the tourism. Because of tourism products not being diversified for long years and the policy of offering single dimension of tourism product, that is "sea-sand-sun" Turkish tourism industry was helpless against the tour operator's pressures and unfortunately it became dependent on their policy of marketing. To prevent seasonal density, to resist the tour operator's pressure about marketing strategy, to increase institutional efficiency and to provide tourism activity be done every month in a year in Turkey, it is utmost important to determine the type of tourism which in the world wanted most and this type of tourism should be carried out (Kozak&Akdoğan Kozak&Kozak, 2000). According to these data, it is appearing as an important problem that in our country, tourism is not diversified because of some of the enumerated problems (T.C. Kültür ve Turizm Bakanlığı Turizm Stratejisi Raporu, 2006). Turkish tourism industry intended to be diversified as products that tourism potential that is around Kaz Mountains is coming into being and tourism activity in the region become an activity done instead of two mounts in a year suggested to be done every month of the year. This aim will only become true that the region having been visited by famous philosophers and during their visit their building of a philosophy school and in this region opening new gates to the philosophical thought. According to this information, diversifying the product that is the most vital problem in Turkish tourism industry, Kaz Mountains can be regarded as a means to obtain philosophy world by using the phenomenon of philosophy.

The term of philosophy is an intellectual discipline and activity meaning in Greece "I love, I desire, I want" and with the word "phileo" and meaning "information, wisdom" deriving from the word "sophia". And according to this philosophy gets a place in people's lives as a term, which means, "love of wisdom" or "searching of wisdom" (Düşer, 2006).

The term of philosophy is not a process that is a passive definition but is an epistemological and anthological process that in the process of world formation, like unshaped materials forming the shaped integrity people's mind is a place where rational integrity gathered together with the activities of writing, thinking, speaking from historic times to today (Erengil, 2000). We have witnessed that philosophy is a branch of science which influences people's life styles by the way of direct or indirect and searches different types of ways of thinking. The phenomenon of philosophy, the process of which arrives from historic times to today, appears as a science with its different types of thinking which influences people's daily life and their way of life directly or indirectly. So philosophers' living places and living conditions have a big influence on forming these trends of thinking. People, who are curious about those places, create a desire of visiting the places having historically importance mentioned. It is not only desire visiting of philosophers living places causes peoples moving to another places but also this situation creates a new type of tourism. This new type of is called philosophy tourism in the frame of special attention tourism. Philosophy tourism is defined as temporary visiting philosophers' places of living that have direct or indirect influences to form trends of thinking with the effect of curiosity and benefiting from these places as tourism attractions and services.

Regarded as highly important names of Greece philosophers lived in western part of Anatolia and their doctrines have spread out Greece from there. According to this information its clear that west Anatolia is an important place to form thoughts of philosophers which directed the history of thinking (http://www.hurriyet.com.tr/agora/article.asp?sid=4&aid=348). Collecting the data the east part of Kaz Mountains, which is placed between the land of Çanakkale and Balıkesir city, hosted the important agents of ancient area philosophy and also had first school of philosophy in the ancient times. Kaz Mountains, that is significant for the history and the history of philosophy because of the places hosted a number of philosophers in the ancient times. More over Kaz mountain will be presented as a new model triggering to develop philosophy tourism in Turkey not only qualitatively but also quantitatively in the mentioned region for the tourism institutions

2. An Offer About A Model Of Philosophy Developed In Kaz Mountains

Kaz Mountains, originally called Ida in ancient times, separates the Aegean and Marmara regions between two and is the highest peak in the Biga peninsula at about 1774m. Deep canyon and valley, which placed in Kaz Mountains lying on the north-south directions, have rich potential flora and fauna. Furthermore especially biological diversity and different types of plants form national parks main sources. With their rich variety of flora and fauna; the mythological Ida Mountain, which was said to be the venue of the first beauty contest; and the area of Sarikiz, in which the Sarikiz myth took place, are the places that are worth seeing (http://www.milliparklar.gov.tr/).

Kaz Mountains also before the ancient times had different civilisations and some cities were founded and some were destroyed. Its history dates back to B.C. 2000 to the present time. The cities known as Thebe, Lyrnessos, Khrysa, Killa, Anderia, Antandras, Adramytteion, Astrya, Gargara were founded and most of them were destroyed during war of Truva. (http://www.kultur.gov.tr /TR/BelgeGoster.aspx?F6E10F8892433CFF7EE1F14 86EE5030E6DAAA061080DB72A).

Kaz Mountains can be regarded as an attractive destination with its geography, easiness of travelling, and natural and historical richness. Moreover the region is also rich with its historical and archaeological sources. Geographic advantages and natural beauties attracted people throughout the history. In foot of the Kaz Mountains, which is described as Iliad written by Homers with its lots of spring and with its mother of monsters, lots of places of living are gathered together. Region hosted to lots of civilizations till the ancient times to the present time. After Hittite in order Frig, Lydia, Pers, Great Alexander conquered this region (Emekli, 2004). In B.C. 350 Hermias conquered Assos. Hermias was Eubulos's eunuch slave but because he was very talented, Eubulass sent him to Athens to study there. Hermias was a student of Eflatun and then became a friend of Aristo. After returning to Anatolia, Hermias became Eubulas's friend and partner who have a right to execute not only his financial but also his official affairs. Hermias gave as a gift Assos city to Eratos and Koriskos who were the students of Eflatun; and they founded a school of philosophy there, they helped Hermias in the state affairs. After Eflatun's death, with the invitation of Hermias, Aristo with Ksenokrates came to Assos and there he founded first school of philosophy. This situation caused Assos to become an important place in Greece thinking philosophy during the years between 347-345, Aristo's three years living there. Kleanthes who was the second director of Kıstoa School, was born in Assos (http://www.canakkalehaber.com/canakkale /ayvacik2.htm). Besides another interesting side of Kaz Mountains is after 5th century the city itself has a private regulation. Rich banker Euboulas became the governor of the city. The new ruler of the region after Euboulos was Hermias who was the banker's slave and the only shareholder from his inheritance. Hermias studied philosophy. He was the student of Plato and was a friend of Aristotle, founder of logic science. Aristotle went Assos over Hermias's desire and for three years he lectured there (http://www.canakkale.gov.tr/tr_asos.htm).

Being a host to many philosophers who were important for science of philosophy, Kaz Mountains gain close attention because of its philosophic importance. Curious people about science of philosophy, living of philosophers who helped to form science of philosophy and contributed to this science, come into being desire of visiting these places. It is asserted that the reason of this basic instinct of this mentioned curiosity is that the individuals' daily life and living style has a direct effect on their daily lives and thoughts (Göka, 2001). People who were curious about philosophy are mostly influenced by the way of philosophers' thoughts and life styles and their place of living. Beside according to Helen mythology Ida Mount was used as a topic of most of the legends, Zeus and Hera were married and in the world organizing the first competition "beauty queen", is a focus of attraction because of its mythological and historical beauties (Gürdal, 2006). Tourism authorities who have important roles in developing philosophy tourism in Kaz Mountains, public sector who directs the region tourism, civil community and tourism in that region and the most important people who live in that region should be informed about philosophy tourism. By using that information as the most vital topic, Kaz Mountains hosted a number of valuable philosophers who helped people to think in a different and effective way namely philosophy. It is emphasized that by attributing some positive effects to the region, a new form of tourism potential is to be evaluated in the region thoroughly.

RESULTS AND RECOMMADATIONS

After informing philosophy phenomenon having an important influence in region tourism, firstly, it is essential promotion of the region be fulfilled through national or international means with the aim of tourism, secondly it be stressed regions hosting important philosophers and having first philosophy schools in the region. Thirdly, besides with the aim of promoting the region about philosophy tourism, around the foot of Kaz Mountains a place with the authentic materials being founded to discuss philosophic topics and make brainstorming and in that place competitions, meetings, symposiums, panels should be arranged and these activities should be made in different times in terms of national and international level. As a conclusion, using the legends as a source, Kaz Mountains will attract the attention of different destinations. When potential form of philosophy tourism in the region is advertised in the national and the international areas, activities of tourism will become phenomenon, which lies within 12 months in a year and surely it will not be caught between mostly two months in a year (July-August). When examined within this frame by using the philosophy tourism as the main source, the region and its public will benefit the positive economic and sociologic effects of tourism throughout 12 months.

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Tourism & Education

A Comparison Of The Expectations Of Tourism Management Undergraduate Students Before Starting Internship And The Live Reality Of This Training Process: Data For Hospitality Managers

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Abstract

Before deciding the sub-sectors of the tourism industry where the students are going to hold their internship, the level of expectations is generally above the standards of the tourism industry. As soon as the students get involved in the professional phase of the work life, they become aware of the fact that it is usually not what they have dreamt of. Sometimes what they face is a kind of chaos, a problem of adaptation and sometimes a sense of wellbeing, a part of organizational culture and a satisfaction of a right decision.

The objectives of this study are twofold where the first objective to find out the positive and negative consequences of a completed internship process through which the students may find the opportunity to weigh how their theoretical knowledge contributes to their work life. In order to analyze and compare their expectations before getting started the internship and the results they face after having completed their mandatory responsibility of being a student; qualitative analyze methods are going to be used such as nominal group technique and interviews with the students of 3rd and 4th year. After having formed the inventory through the comparison of the expectations and the satisfaction or disappointment level of the students; the second objective of the study comes out with the suggestions made to the hospitality managers in order to provide them some guidelines which are necessary to accomplish the future retention of these recently graduated and qualified candidates. It is apparent that the retention of these valuable assets in the future somehow depend upon the applications of the hospitality managers, that is why these guidelines formed as a result of qualitative researches are going to provide basic information to the managers which they may use during their human-focused applications and approaches.

Key Words: training, internship, students, nominal group technique, managers, hospitality

1. Introduction

There is a growing concern about the need to change specialization and shift the resources from low to high quality tourism services. The structural change in the industry has also some implications on labor force (Ramos et al, 2004).

There is a lack of skilled labor in every field but it is a wound in the tourism industry in Turkey. Due to this situation, the academicians and the management of the universities certainly believe that vocational training and internship during undergraduate education would be a highly promising instrument in order to improve the labor market conditions and meet the international competition in this field (Franz & Zimmermann, 2002, 411).

Internship in the hospitality industry provides undergraduate students an enormous real world industry and the students find the opportunity to update their knowledge and improve their skills. In the study this term is being used to underline that a student is working as an apprentice in order to gain some practical experience. That is why it is considered that interning is a kind of opportunity to step out of the theoretical based zone and enter into a different learning paradigm (Harris & Zhao, 2004, 429).

This paradigm sometimes may result with disappointment. The expectations of the students usually are high before they face the real working life. What they consider is that they are going to learn everything they desire in a comfortable area without any problem or an arising conflict. They believe they may handle everything themselves unless someone interferes with them but the industry is a huge one with a high level of competition and a lasting focus on financial contributions. The respect for labor comes the second.

There are many researches made which try to find out the importance of training and internship in several industries (Barrows, 2000; Franz & Zimmermann, 2002; Lingham et al, 2006; Plant & Ryan, 1994; Simpson et al, 2004; Tate, 2004). The importance of the internship is evident as supported by the researches but on the other hand little importance is given to the expectations of the students through their internships (Knemeyer & Murphy, 2002).

There is a truth that can not be denied while focusing on the core objective of an internship. Internships should provide the students what they expect and need. These are the students performing and using the opportunity to develop their human relations, job-related and communication skills. The managers provide them an area to practice and they can gain increase in productivity and decrease in expenses through unpaid labor force (Mulcahy, 1999, 165). Unfortunately some of the managers may be sometimes profit-oriented and disregard the value of their labor in terms of being a human kind. This kind of a vision usually raises conflict between the students with high expectations and the managers.

That is why the difference between the expectations of the students before they start their internship and the disappointment at the end of this process is the starting point of the research. Internship is compulsory at Tourism Management Department of Faculty of Business at Dokuz Eylül University. Those who have participated in this internship are subject to the research and two groups of students of 8 persons per each have been gathered together to participate in the qualitative research, *Nominal Group Technique* (NGT). The groups are homogenous. One of them consists of 3rd year students and the other of 4th year. Why they have been chosen is because both have passed the stage of performing compulsory internship.

In the application process, NGT is preferred because it provides the opportunity of discussing and voting. It is a combination of the best elements of depth interviews, clinical focus groups and the Delphi method, while eliminating the weakness of these qualitative research methods (Langford et al, 2002). Table 1 provides an insight to the well defined comparison of NGT and focus groups.

Table 1: Nominal Group Technique (NGT) v. Focus Group (FG) Procedures

NOMINAL GROUP TECHNIQUE	FOCUS GROUP
Individuals assigned to small groups (6-10) based upon their similarity	Same
Group members silently and independently generate specific discussion points concerning a general but singular, well-worded topic or problem	N/A

Each member presents one discussion point to the group without discussion in an iterative fashion until all participants' points are recorded on a board for subsequent discussion	Specific, prepared discussio0n points are presented to participants by the researcher (the researcher and the research sponsor prepare the discussion points)
In-depth discussion centers on the process of ranking each point by its importance to the topic of discussion (expressions of the importance of ideas are encouraged but criticisms of others' ideas are discouraged as unnecessary in group dynamics)	Primarily unstructured discussion (criticisms of a participant's ideas/reasoning often are allowed)
Discussion ends when the group has ranked, by consensus all points by importance to the subject. This process generates both the rankings and the most important reasons/details for the rankings.	Discussion ends when the moderator/facilitator believes all important discussions have been completed on each prepared discussion question.
The second and/or third NGT question is explored in the above manner after all discussion of the previous question is completed	N/A
The research point is prepared centering on the rankings of the discussion points of each subject, the generated reasons for those ranking and a comparison of the ranked results among several NGTs. Participants' statements concerning solutions are added.	The research report is prepared by listing the various responses to each directed question, often accompanied by the researcher's interpretation of the responses and maybe a comparison pf the researcher's interpretations among several FGs.

Source: Langford, B.E., Schoenfeld, G., Izzo, G. (2002). Research Spotlight: Nominal Grouping Sessions vs Focus Groups. *Qualitative Market Research: An International Journal*, 5(1), 59.

The discussions and the results of the research process include some data which might be very useful for the managers in the hospitality industry. In the light of these findings, hospitality managers might develop some strategies in order to maintain the fulfillment of a well performed training stage for the benefit of the students as well as the hospitality operations.

2. Literature Review

Internships being performed during education life have so many benefits for the students and the recruiters. These benefits for the students range from the potential newcomer employees' step to the work life, meeting with an organization culture and improving job-related skills. From the managers' perspective the benefits are meeting talented and enthusiastic potential candidates, having a new young labor force at the minimum expense, raising the quality of the service by the help of these qualified individuals. These benefits are indicated in so many theoretical researches (Anakwe & Greenhaus, 2000; Harris & Zhao, 429; Knemeyer & Murphy, 2002; Marhuenda et al, 2004; Muskett, 1996).

The students aware of these benefits have a target of using their knowledge in the hospitality industry and practicing it in many ways. They usually do not desire only a course based training and start searching a way to improve themselves. The universities offering undergraduate hospitality programs are also aware of the fact that the students should face the working life and the best instrument to realize this is the vocational training.

The students dream of an excellent stage where they will experience new practice-based learning programs before getting started to this compulsory process. Especially the students entering the working life for the first time have wider expectations than the others who have experienced the taste of working at least once. They believe that everything is ideal as if they have been mentioned in the text books and there are close links between the managers, the employees and the newcomers-*the students*. What is being dreamt of is usually like a fairy tale and the students do not want to step back to the theory-based world after breathing this process. What they expect from their internship are;

- ⇒ The application of procedures they have been taught before
- ⇒ Enjoying close relationship and communication with the other employees and the managers
- ⇒ Being treated as permanent employees
- ⇒ Being paid and provided legal insurance policies
- ⇒ Guaranteeing future employment
- ⇒ A sense of belonging to a corporate culture
- ⇒ Facing a fair employment policy and managers avoiding discrimination
- ⇒ Support of the permanent employees and the managers
- ⇒ Respect to their knowledge and educational background
- ⇒ Being valued as a labor not as a machine
- ⇒ Applications in the frame of ethical codes
- ⇒ Applications in the latest technology

There are some empirical researches made that support the same benefits listed above that the students expect (Arnold, 1998; Beard, 1998; Knemeyer & Murphy, 2002). Table 2 shows the important factors to which the students pay importance.

Table 2: Internship Issues

Student Focus	Short Name
Internships should develop a student's job-related skills	Develop job skills
Internships should enhance the placement opportunities of interning students	Enhance placement
Internships should enhance a student's classroom instruction	Enhance instruction
Internships should develop student's problem solving skills	Develop problem-solving skills
Internships should develop a student's communication skills	Develop communication skills
Internships should develop a student's human relations skills	Develop human relations skills
Internships should allow the student to earn academic credit	Earn academic credit
Internships should allow the student to earn	Earn money

money	
Internships should provide the training in the latest technology	Provide technology training

Source: Knemeyer, A.M., Murphy, P.R. (2002). Logistics Internships: Employer and Student Perspectives. *International Journal of Physical Distribution and Logistics Management*, 32(2), 138.

On the other hand, as the volume of the trainees has increased it has become more difficult to maintain the work experience management system effectively. This is due to the major changes in the industry in terms of growth and development. There is a need to search what kind of changes should be done in order to facilitate effective work experience for trainees to the satisfaction of all concerned and how those changes can be facilitated (Mulcahy, 1999, 164).

Some researches provide some comments on improving the efficiency of the training programs (Mulcahy, 1999; Hung, R., 1998). The commitment of the managers to training, their willingness to pay for the training, readiness of managers to train more than needed, a simple and readily understood system of vocational qualifications, the partnerships between the universities and the industry are among the first comments (Mulcahy, 1999, 167). Aksu (2005) suggests that training targets are designed to increase the skills of the staff so that these kinds of programs can not be regarded as waste of time, money and effort.

In the next section the research based on NGT is going to be defined and explained. The process will find out what kind of expectations the students have in mind when “internship” is pronounced by the moderator. The positive (benefits) and the negative attributes of the internships being experienced before will be clearly defined and according to the findings, some data will be used in order to provide an insight and understanding to the hospitality managers. In future research, the expectations of managers will be examined through NGT and some information will be developed for the students in order to take into account before they start their interning.

3. METHODOLOGY

3.1. APPLICATION OF NOMINAL GROUP TECHNIQUE (NGT)

Nominal group technique (NGT) is a procedure that combines two stages; brainstorming and brain writing. This process is effective for group decision-making process. It is called as nominal group because what is essential in this process is the interaction between the group members (Brahm & Kleiner, 1996). All the steps of the NGT was recorded and the photos of the groups were taken.

The procedure of NGT is Neerland & Kvalfors (2000) suggest that NGT has a procedure of 6 steps. This procedure is applied step by step. All the steps recorded are listed below:

Step 1. Written idea generation. No discussions.

16 students from third & fourth classes were requested to generate their ideas individually in a computer laboratory. There were three questions they had to answer including:

⇒ What was your expectation before you started your internship?
⇒ What did you dislike most?
⇒ Would you prefer to work at the same organization once more?

During 30 minutes each student wrote their answers without interfering with each other. All data edited on computers by the students was collected and saved by the moderator at the end of the session. Then the students were asked to group according to their class levels. Third- class students (8 members) and fourth-class (8 members) students were directed separately to take their places in two different meeting rooms.

Figure 1. Step 1: Written Idea Generation. No Discussions.

Step 2. Registration of the ideas one after another.

Each group was directed by two different moderators and supported by two different reporters. The moderator projected each student's ideas on the wall and read them carefully and slowly. Students' ideas were registered in control of the moderator and were edited by the reporters on a separate file. This file was just a listing of the brief sentences that reflect their whole ideas. The listing contained two sections: positive and negative points. Through the session the groups had the opportunity to discuss each member's answers together.

Figure 2. Step 2: Registration of the Ideas One After Another.

Step 3. Elimination of ideas equal to earlier proposals. Discussion.

The brief sentences reflecting the ideas were listed on the new file and saved. The listing was projected through data-show by the reporters in each meeting room. Then the ideas equal to earlier proposals were eliminated and the results were discussed again.

Step 4. Individual ranking of ideas.

The moderator asked the students to rank their ideas. The groups, first of all ranked their own results then they proceeded to step five.

Step 5. Voting

The lists were printed out separately by the reporters and students were asked to vote on their ideas by rating the importance of items on the list according to their importance one (the least important) through five (the most important). In the light of this step the students had the chance to learn and evaluate the outcomes of each class because after they voted their groups' outcomes, they were asked to vote the other group's outcomes. In other words both the third year and the fourth year students had seen each other's outcomes.

Figure 3. Step 5: Voting

Step 6. Discussion

Each group was asked whether they would add any other opinion and final discussion was realized.

What may be considered as an advantage during NGT was the equal participation. They weren't afraid of being criticized as well as causing any conflict. Only disadvantage faced was the time needed to be get prepared and the long hours of discussion caused the students feel tired from time to time.

3.2. Findings and the Results

It is apparent that internship is one of the most important parts of educational unity targeting service sector. Tourism organizations as a member of the service sector certainly need well qualified and equipped employees. Based on the theoretical knowledge gained through an undergraduate study the university students also need an opportunity to practice what they have learned during their educational life. Internship is an excellent tool to realize this process.

In this study, the aim is concentrating on the students and trying to find out the expectations before they start their internship programs and the results they faced. NGT provides an opportunity for the students to discuss their own ideas and experiences in the light of the posed questions.

When the process concluded, the results show us significant findings. When their expectations and their experiences are compared, the negative and positive sides of an internship can be easily seen and it is listed on table 3.

Table 3: Findings of NGT

	Positive Findings
4,9375	During our internship, if we are given accountability then our self confidence rises
4,875	It is important to work in an institutional organization such as a chain
4,8125	If material and moral opportunities are convenient, we may stay at the organization
4,8125	The efficiency of internal communication in the organization affects us positively
4,75	To gain an experience and learn the importance of communication is a good point
4,75	The goodwill and attitudes of employees towards us are important
4,75	It will be beneficial for us if the term ends earlier than it does.
4,75	The positive approach of the employer towards the internship students is important
4,6875	The nature of the relationships at the working environment generates a desire to work permanently
4,6875	Good conditions are essential
4,625	If a student is found successful in the accomplishment of the internship, it may open the doors to other students in the future as well.
4,625	Giving value to the employees is a reason for us in order to prefer an organization
4,625	The organization where we accomplish our internship is important for our self development
4,625	Relationships within the department we work are important for us
4,62	It is essential to be paid and provided social insurance
4,5625	Internship is one of the most important steps to proceed to our professional lives
4,5625	Realization of internship during our education helps us to find a job in the future
4,4375	Internship might be more important for students who are found to be more glorious
4,375	We would really desire to practice what we learn during the whole term
4,375	We wish to be behaved as permanent employees of the organization
4,3125	Some of our courses (lectures) are more helpful and useful for us during our internship
4,3125	It is very necessary to be oriented at the beginning of the internship
4,125	Istanbul is the best place for internship
4	It is important to be taught that customers in the hospitality industry should be called as “guests”
3,75	Some organizations may take risk and do not take high expenses into account while recruiting students for the internship
Negative Findings	
4,8125	They regard us different such as gratuitous labor force
4,75	If the universities do not promote themselves then the organizations do not pay attention to them, this is the reality

4,6875	If they do not pay importance to our satisfaction, we do not choose these kinds of organizations
4,6875	They don't pay, this is the worst part of the internship
4,625	We dislike the approaches and the attitudes of employers who are in short of education
4,5625	The negative behaviors of the employers are awful
4,3125	People who evaluate our education at the hospitality organizations are in fact are not above our level, they are quite below
4,3125	The lack of support of the management concerning team spirit can not be desired
4,25	They always give us very easy, useless and unnecessary tasks, but why?
4,1875	What they recruit us is to ease their tasks, that is the only reason, not more
4,1875	Well, it is really hard to work at organizations which are not institutionalized
4,0625	The organizations do not care our training
4	Skilled/Unskilled arguments are very usual in the hospitality industry
3,9375	Sometimes the lecturers use American text books but this doesn't make sense. There is something missing such as Turkish culture. The theoretical knowledge and the practice do not match.
3,875	The employers at this industry give more importance to experience than our educational level
3,875	The working hours are tiring, it is the negative side of the internships
3,8125	Favoritism is very high during the recruitment process
3,8125	Managers hate criticisms
3,8125	The low level of compensation also affects the permanent employees not only us
3,75	What they say before they employ us is totally different than what we face then
3,6875	Other permanent employees perceive us as a threat because of our education
3,6875	The informal groupings at the organization start just before we start working
3,6875	The vision of the managers is not wide enough
3,625	Managers do not act professionally. What is missing is the lack of distinguishing their private and professional life
3,5625	The lack of self-confidence of the other employees is effective
3,5625	Tasks given at the beginning such as faxing, taking copies are nonsense processes, we waste time, nothing else
3,0625	The managers do not consecrate themselves to work
2,9375	Lack of communication between departments is a negative effect
2,5625	Internship doesn't improve an already experienced man, it makes no sense
2,375	They give so much responsibility but less accountability
1,5625	We gained nothing from our internships until now

When the positive findings are analyzed, *"During our internship, if we are given accountability then our self- confidence rises*" is one of the most remarkable expressions. The students believe that if more *delegation* is given they may feel themselves more self-confident. This proves that the managers should be aware of the fact "delegation and self-confidence are positively related".

The following top statements;

- "*It is important to work in an institutionalized organization such as a chain"*
- *"If material and moral opportunities are convenient, we may stay at the organization"*

- *“The efficiency of internal communication in the organization affects us positively”*
- *“To gain an experience and learn the importance of communication is a good point”*
- *“The goodwill and attitudes of employees towards us are important*”
- “*The positive approach of the employer towards the internship students is important”*
- *“Good conditions are essential”*
- *“The nature of the relationships at the working environment generates a desire to work permanently*”

draw attention to *organizational structure* and the *corporate climate*. According to the students, having an experience in an institutional organization eases the internship process because it is an indicator of a powerful organizational structure. In addition communication, attitudes are two important factors which reflect the climate of the organization. If the organizational climate is above the expectations, it affects the wellbeing of the interns.

The following statements on the table reflect the positive circumstances of internship and lead to different important points.

- *“If a student is found successful in the accomplishment of the internship, it may open the doors to other students in the future as well”*
- *“Internship is one of the most important steps to proceed to our professional lives”*
- *“Realization of internship during our education helps us to find a job in the future”*
- *“Some of our courses (lectures) are more helpful and useful for us during our internship”*
- *“We wish to be behaved as permanent employees of the organization”*
- *“It is essential to be paid and provided social insurance”*

One of the important points is the *compensation*. The interns prefer being paid and provided insurance by the managers. This factor sometimes causes conflict between the interns and the management. The interns don’t want to be accepted as gratuitous labor force. This is a critical point that the managers should pay attention to payment for the satisfaction of the interns. Other important factor is that the students assume internship as a *turning point* in their professional lives. They believe the effectiveness of this process may lead them to the right places in the future and is a path for *self-development*.

Statements indicated above are the reflections of positive circumstances but the reality is two fold. There are also negative circumstances that destroy the welfare of the internship experience.

When the negative findings are analyzed, the top negative statements are (4-5);

“They regard us different such as gratuitous labor force”
“If the universities do not promote themselves then the organizations do not pay attention to them, this is the reality”
“They don’t pay; this is the worst part of the internship”
“We dislike the approaches and the attitudes of employers who are in short of education”
“The negative behaviors of the employers are awful”
“Skilled/unskilled arguments are very usual in the hospitality industry”
“The lack of support of the management concerning team spirit can not be desired”
“Why they recruit us is to ease their tasks, that is the only reason, not more”
“They always give us very easy, useless and unnecessary tasks, but why?”

"Well, it is really hard to work at organizations which are not institutionalized"
"The organizations do not care our training"
"People who evaluate our education at the hospitality organizations are in fact are not above our level, they are quite below"

The most significant negative item emphasized by students focuses on *compensation*. The gratuitous labor-force concept is an undesirable and unacceptable one. They think that they deserve an amount of payment in return of their efforts. Some of the statements focus on *favoritism*. The interns have experienced that the managers usually favor their relatives and friends while recruiting employees and in addition they do not give value to the temporary labor force such as the interns. In their point of view being a permanent employee is totally different form being an intern. On the other hand, the other staff and the colleagues also make *discrimination*. The managers and the colleagues prefer giving unnecessary tasks and responsibilities to the interns, do not support team work and do not share their own duties with the interns. This situation is also supported with other statements which are rated lower such as; "*other permanent employees perceive us as a threat because of our education*", "*the lack of self-confidence of the other employees is effective*", "*tasks given at the beginning such as faxing, taking copies are nonsense processes, we waste time, nothing else*", "*the informal groupings at the organization start just before we start working*", "*favoritism is very high during the recruitment process*". One other factor which is quite impressive is *education*. Statements such as *"People who evaluate our education at the hospitality organizations are in fact are not above our level, they are quite below", "Skilled/unskilled arguments are very usual in the hospitality industry*", *"the vision of the managers is not wide enough", "the employers at this industry give more importance to experience than our educational level"* prove that the managers who the interns met are not well educated and they evaluate labor according to experience more than the educational level. This is one of the striking points that the interns dislike most.

When the rest of the negative statements are taken into consideration, it is apparent that some of them are rated very low which shows they are not assumed as important as the others. For instance; *"we gained nothing from our internships until now"* is rated as 1,5625 which is quite below the mean. This means that the interns believe they gained something from the internship although they faced some undesired and unaccepted experiences.

3.3. CONCLUSION

Once the findings and the results are analyzed, the important concepts noticed should be used as evaluative tools for the effective communication and improvement of the relationship between the interns and the managers.

The internship process in fact plays a vital role in the lives of the tourism undergraduate students. As they have indicated through NGT discussions, they are well equipped with theoretical knowledge but if they do not put it into practice it makes no sense. The only way to reach this effective result is the accomplishment of an internship program. They are so willing to meet the reality of the professional life but sometimes miserable outcomes may be experienced and sometimes the outcome is better than expected.

What they desire and do not desire can be summarized in some terms;

According to the interns, *delegation-accountability, organizational structure, corporate climate, and compensation* are the factors they pay attention to. They believe that internship is a *turning point* in professional life and it is a way to achieve *self-development.* What the managers should ensure is that;

- The interns do not face communication problems,
- They are given the responsibility but also accountability is a must,
- The structure of the organization and the corporate culture should possess value towards interns as they do towards permanent employees.

What the interns dislike most can also give some clues to the managers in order to prevent conflict among the organization. Lack of education, lack of compensation, a gratuitous view towards interns, favoritism, and discrimination are the concepts that may disturb the wellbeing of the students. The managers should keep an eye on the relationships between the permanent staff and the interns; they should pay them as they do to others although interns are working for a limited period of time. The managers at the top level management positions at the hospitality organizations should be well equipped and qualified who pay attention to education as well as to experience. It is the educational level which signifies a university student at a hard and tiring industry. The way these interns are being treated at the moment shouldn't shape their own attitudes in the future. If they face a truth that "education isn't important", this may be cause a very harmful social effect in the community. So, if the managers interns meet at the beginning of their professional lives are not qualified, what they should believe may totally change. That is why, in the tourism industry the education level should be kept high as it is in other industries.

In addition, the students indicated some new ideas about the education life as well. What they believe is that they have to practice what they learn, that is why achieving this aim during an education term would be preferred and/or the closing date of a tourism undergraduate program should be before the season starts. The use of Turkish tourism text books is also preferred by them because some of them think that the foreign text books can not be easily adapted to the national culture.

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THE DEVELOPMENT OF THE EU EDUCATION PROGRAMMES AT SCHOOL OF BUSINESS ADMINISTRATION, SILESIAN UNIVERSITY

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ABSTRACT
The article presents several projects that are being implemented at School of Business Administration in the academic year 2006-07. One of them is Grundtvig, a sub-programme of Socrates Programme, dealing with the education of adults, especially in the area of intercultural communication. The other project that is currently being worked on within The Fund of University Development involves the processing of the textbook Czech for foreigners 2 whose first volume has just been printed. The final part involves some information about the Programme Doing Business in Central Europe which is offered to foreign students who come to study at School of Business Administration within the Socrates-Erasmus programme.

***Keywords**: project implementation, European education programmes, Fund of University Development*

INTRODUCTION

The European Parliament and the Council established in 2006 The Lifelong Learning Programme for Community Action in the Field of Lifelong Learning. Its goal is to contribute through lifelong learning to the development of the Community as an advanced knowledge society with sustainable economic development, more and better jobs and greater social cohesion, while ensuring good protection of the environment for future generations. In particular, it aims to foster interchange, co-operation and mobility between education and training systems within the Community so that they become a world quality reference.

Specific objectives involve promoting creativity, competitiveness employability and the growth of an entrepreneurial spirit , contributing to increased participation in Lifelong Learning by people of all ages, including those with special needs and disadvantaged groups regardless of their socio-economic background, developing language learning, and encouraging encourage the best use of results, innovative products and processes and to exchange good practice in the field covered by the Lifelong Learning Programme, in order to improve the quality of education and training.

The EU Education Programmes comprised in Socrates are for example Erasmus, Grundtvig, Comenius, etc. and some of them have been implemented by the School of Business Administration, Silesian University.

1 PROJECT PEACE – POWER EXCHANGE THROUGH ACTING *INTER*CULTURAL EXPERIENCE WITHIN THE PROGRAMME SOCRATES-GRUNDTVIG 2

Project PEACE – Power Exchange through Acting *inter*Cultural Experience within the programme Socrates-Grundtvig 2 was accepted by the National Agency of Socrates Programme in July 2006.

The **main goal** of the project is to contribute to the understanding of cultural differences in European countries (including Turkey), especially in the area of non-verbal communication, and remove communication barriers in direct intercultural interaction. This interaction will take place in workshops where intercultural differences can be explored, discussed and solutions for conflicts and misunderstandings can be developed.

Objectives of the project involve project partner meetings held 2-3 times a year. During these meetings seminars will be conducted for learners where active intercultural experience can be lived. All the learners must be actively involved in the process of discovering intercultural differences, sharing stories about their cultural background and developing strategies on how to communicate effectively with one another. After an analysis of different attitudes and the finding of cultural specifics, the results will be presented by learners to the broad public in a creative way – in role plays or in theatre performances. This will help to transfer the knowledge on a deeper emotional level and disseminate the project results in a broader way.

The main **resource** of the project for gathering information about the different cultures is the historic archetypal knowledge found in myths, legends and sagas of the respective countries. To access this knowledge learners will be shown how to use drama methods such as the Galli Method and psychodrama to discover cultural specifics in a creative way. The knowledge gained through the process will then be shared in public performances, workshops and conferences with a culturally mixed audience of learners such as teachers, social workers, distance students, seniors, the unemployed, and the broad local community. In the process, a communication of friendship between citizens of the participating countries will be developed.

The **target group** involves all the partners and their students, all the participants of seminars held during partner meetings, and general public that the output of the project will influence. The coordinating organization is Galli Group – Verein für Theater für sozialen Wandel in Vienna, Austria, represented by Tatjana Mayer, the other partners are Katja Riemann from Festival of Friends e.V. in Berlin, Germany, Ahmet Kaynar and Abdullah Şafak from Kesas Konya Egitimcilik ve Sanayi, A.S., Private Başak College in Konya, Turkey, and Kristina Heinzová from School of Business Administration in Karviná, the Czech Republic. Learners invited to the seminar and performance process will come from the areas of adult education and social work; distance students, the unemployed, teachers and the local community, who will be able to develop skills related to prevention of conflicts through creating intercultural sensitivity and striving for empathy and tolerance.

The Galli Group, the coordinating organization, has more than 15 years experience in worldwide intercultural work. It uses **the Galli Method** of proven acting techniques to facilitate seminars for intercultural communication and body language. The idea of the Galli Method is to act spontaneously and from this process discover new ways of effective communication, conflict resolution and intercultural sensitivity. It allows people to communicate honestly their feelings and fears and helps to overcome conflicts between people from different cultures and it has been used for example in internationally renowned companies, such as Allianz Group, DaimlerChrysler, Audi, Hewlett Packard, Siemens, and others. It has been confirmed that the core of the Galli method, which encompasses spontaneous role-play, presents an excellent opportunity to experience communicative situations in daily business life from a creative point of view.

The role of the coordinating institution, the Galli Group, is to supervise the management activities involved in the project, for example to ensure regular communication between the partners, respect project deadlines, and write the end of year reports with help from all group leaders. It will drive the project to ensure that deadlines are met, keep in regular touch with all the partners and deal with any problems that may come up in the process.

Each partner is assigned specific **responsibilities:** Galli Group is in charge of design and coordinating the setting up of the website. It shares workshop modules and is essential in the development of the theatre and role-plays. Festival of Friends e.V. is responsible for the documentation of the workshops and performances through video and together with the Galli Group it coordinates the development of theatre and role-plays and provides creative expression expertise. The Private Başak College in Konya deals with developing of the website showing project results and experiences and help in the dissemination through publishing articles and broadcasting project information on radio and television. School of Business Administration in Karviná will develop new teaching curriculum in the field of intercultural communication and conflict resolution. It will also be leading in the publishing of articles related to the project, especially workshops and methods used in intercultural training.

The **output** of the project is aimed at products, such as the performances and role-plays of cultural heritage showing cultural specifics and the production of a DVD showing this process to promote life long learning through the availability of the products to adult learning institutions and the local communities throughout Europe.

Further **dissemination** is done through the publication of articles in academic periodicals and magazines in between project partner meetings, and, moreover, the website that shows the results from the exchange of intercultural interaction will be created.

The **evaluation** will be conducted by means of the method of free associations that learners fill out after each workshop and theatrical event. Written reports following project meetings will be added to the evaluation of the project. The success of the project will also be visible by the number of participants in workshops, conferences and theatre performances. The amount of published articles will refer to the interest of the public in the project. The aim of the learners to continue the project will also reflect on the success of the project and the demand from the public and target groups for more workshops and performances is also a way to evaluate the success.

The first **meeting of the partners** took place in Freiburg in October 2006. The workshops involved the introduction of the Galli Method to the participants and getting experiences in the area of intercultural body language communication, role-plays and theatre techniques. All the partners were asked to present myths typical for their culture and compare them to the ones representing other cultures. The programme also comprised the preparation of the meeting in Konya, Turkey, which will be held in December 2006. The workshops there will be aimed at intercultural training carried out by Kristina Heinzová and creating a theatre performance showing a Turkish myth directed by the author of the Galli Method, Johannes Galli from Germany. The participants of the meeting will also discuss and prepare the next meeting which will take place in Karviná, the Czech Republic in April 2007.

2 CZECH LANGUAGE FOR FOREIGNERS

The project description of ***Czech Language for Foreigners*** conducted within The Fund of University Development in the Czech Republic involves two parts, both of them concern developing new textbooks of Czech for foreign students. They are being worked out in harmony with the goals of the EU within the language planning policy involving the support and promotion of minor languages.

The first project *Czech for Foreigners 1* aims at innovation of the course *The Introduction to the Czech Language and Culture* which was introduced into the curriculum of the programme *Doing Business in Central Europe* in the summer semester 2002. This volume has just been printed. The goal of the course involved the preparation of foreign students for the stay in the Czech Republic and the interaction within multinational and multicultural groups both from the point of view of linguistic and cultural competence. It was suggested that the course might be divided into two parts taught simultaneously at the beginning of students´ stay in the CR. The first part is focused on basic Czech; the other involves data related to Czech culture and comparisons of cultures. The topics covered in the course were selected on the basis of a questionnaire research conducted in the group of foreign students studying at the School of Business Administration in the winter semester 2002, and were processed in the textbook as illustrated in both the following syllabi:

THE SYLLABUS FOR THE TEXTBOOK *CZECH FOR FOREIGNERS I*

Lesson 1

Introduction, Czech alphabet, Pronunciation Social phrases, greetings I, addressing people

Co je to? Kdo je to?

Lekce 2

Greetings II, Who´s it? Kdo je to?

Lekce 3

Speaking about people, Basic information, Gender

Jak se jmenujete? Jmenuju se … Jak se máte/ Jak se máš?

Lekce 4

Speaking about places and time. Locative

Kde je univerzita?

Lekce 5

V restauraci - In the restaurant, Menu, *Co si dáte?*

Grammatical gender II, Nominative and Accusative cases

Lekce 6

V obchodě, Numbers, Prices

Kolik stojí pivo? How much is beer?- Pivo stojí 20 korun.

Lekce 7

Na nádraží - At station, Numbers 2

Kolik stojí jízdenky. Máme slevu?

Revision

Lekce 8

Ve studentském klubu – In the students club, Grammatical gender III, Adjectives

Pojd´ si zatančit.

Lekce 9

V knihovně - In the library, *Chtěla bych si půjčit učebnici.*

Grammatical gender and Adjectives 2.

Lekce 10

Na výletě – Sightseeing, *Je víkend. Máme volno.*

Personal pronouns

THE SYLLABUS FOR CZECH CULTURE

Czech culture is devoted 14 hours out of the total number of 42 hours. The topics involved in the course are the following:

1 Geographical location and history

2 Czech music, art and literature

3 Education in the Czech Republic

4 Czech specifics and comparisons

5 Czech eating habits

6 Places of interest in the Czech Republic

7 Important holidays

8 Commercial information and business etiquette

At the end of each of the topics there are discussion questions. The purpose is to make students compare and become aware both of their home and target cultures.

The present project that is currently being elaborated involves the processing of the textbook *Czech for foreigners 2*. The text is designed for foreigners who come to study economic subjects via Socrates to our university, and have taken the course The Introduction to Czech language and culture covering basic Czech language to be able to communicate in basic everyday situations. It has been agreed that the syllabus will extend especially topics from the first volume adding description of selected basic sentence patterns illustrated as follows:

THE SUGGESTIONS FOR THE SECOND PART

Lekce 1

Revision, social conversation

Vocabulary, dialogues, social conversation

Lekce 2

V obchodě - In the shop

Dialogues, various kinds of shops, goods

Numbers. Prices.Verb to have - mít

Lekce 3

V restauraci - In the restaurant

Menu

Grammatical gender

Nominative and Accusative cases

Verb to want – chtít

Lekce 4

Ve městě - In the town

Places, directions

Locative

Description adjectives and grammatical gender II

Lekce 5

Čas – Time

Kolik je hodin?

Kdy...?

Numbers II

Lekce 6

Na návštěvě - On a Visit

Family, customs, typical dishes

Revision – social conversation

Lekce 7

Na nádraží - At the station

Buying a ticket, directions

Past tense, verb to go

Lekce 8

Ve studentském klubu – In the students club

Social conversation

Planning a trip

Future tense

In both the textbooks, the way of presentation of single communicative phenomena and rules is based on English at intermediate level. It follows that within the project it was necessary to work out suitable specific models of the communicative competence of English as lingua franca for the needs of individual national groups, and in confrontation with them to construct the content, and methods of developing communicative competence in Czech. It can be said that the Czech instruction as a foreign language is not based on grammar in the sense of langue but it attempts at creating foreigner´s speech behaviour qualification for a specific purpose in the given background, ie language in the sense of parole is dealt with. In addition, it was also necessary to consider in the conception that a potential user is a university student not reading linguistics or languages.

The other things that must be taken into consideration are basic linguistic properties typical of the given languages. Czech is a synthetic language, i.e. the grammar and syntactic relations are mostly expressed by the means of endings. As it would be time consuming and demanding to learn Czech sentence patterns, the most suitable method, i.e. the direct method, often used at the beginning of foreign language acquisition, has been chosen. It seems that use of the direct method is rewarding especially, in the multinational group of students whose mother tongues are of various types, eg Slavonic, Germanic, Romance, Ugro-finnish, Japanese, and Turkish. Therefore, above all we have to take into consideration the fact that students whose mother tongues are of various language types come from different cultures. It follows that it is impossible to overestimate the grammar description of the languages based on the thinking in the framework of Latin grammar and logical categories that are not a natural human way of thinking and language comprehension. With respect to typological differences of the instructed languages, the employment of the direction *content*$\rightarrow$*expression*, in other words *semantics* $\rightarrow$ *grammar* has been chosen since the students coming from various language and cultural backgrounds are able to understand semantic concepts better than grammar rules and principles. Moreover, the given direction enables to keep the didactically proper order from familiar to unfamiliar. It seems that it is essential to use semantic basis as the starting point for the language instruction of Czech as the semantic bases are similar even in the languages that are typologically different.

In the first part the basic core of the lessons involves very simple texts or dialogues which sometimes serve for very short and simplified explanation of grammar that is rarely needed. Then various exercises practising vocabulary and very simple grammar are presented. Within the seminars the thorough attention is paid to pronunciation in special phonetic exercises, focusing on the sounds which do not exist in students mother tongues or in English. Similar method is adopted in the second part. As the teaching materials, we have chosen topics and phenomena which may be used in everyday situations, i.e. phenomena having high communicative factor, as could be seen in the above mentioned syllabi for the first part and suggestions for the second part.

3 PROGRAMME DOING BUSINESS IN CENTRAL EUROPE

School of Business Administration has developed a study programme Doing Business in Central Europe offering business courses for foreign students most of whom come to study within Socrates-Erasmus. The programme includes general business courses. The aim of the courses is to introduce the students to the business environment of Central Europe, above all to make them familiar with the economic situation in Poland, Hungary, Slovakia and the Czech Republic. The programme focuses on practical aspects of business activities to allow students to get enough useful knowledge of the region. Graduates of the programme obtain certificates.

Courses in "Doing Business in Central Europe" Programme:

- Accounting of non-profit organizations
- Business Ethics
- Corporate Communication
- Corporate Finance in Central Europe
- Economic Overview of Central European Countries
- European Union Communication
- Financial Reporting & Accountability
- Financial Sector Transformation
- Intercultural Communication

- International Accounting Standards
- International Business Environment
- International Finance
- International Finance and Transition Countries
- International Marketing
- Introduction to the Czech Language and Culture
- Investments in Capital Market in Transition Countries
- Legal Aspects of Entrepreneurship
- Logistics
- Making Business Decisions by the Help of Analytic Hierarchy Process and Expert Choice
- Management Accounting
- Management in Central Europe
- Marketing in Central Europe
- Managerial Skills
- Media and Culture
- Modern Corporation
- Monetary Policy of European Union
- Money and Financial Markets A
- Money and Financial Markets in Central Europe
- Money, Banking and Financial Markets
- Operation Analysis
- Public Communication
- Recent Trends in Information Technologies
- Reciprocal languages, cultures and religions course
- Small and Medium-Sized Enterprises in Central Europe
- Statistical Methods for Economists
- Time Series Analysis

Nowadays, School of Business Administration has to get involved in new European Education Programmes within Lifelong Learning in the area of internationalization of study programmes. The intention is to prepare Joint Master´s Degree programme in cooperation with Faculty of Economics and Administrative Sciences, Çanakkale Onsekiz Mart University, and Oulu University of Applied Sciences, Finland. The faculty will also focus on searching partners for the placement of the students whose specialization is related to hotel management and catering abroad.

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USING ICT IN TOURISM EDUCATION: CASE STUDY OF TURIZM@COMU.

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ABSTRACT

This paper will discuss how web 2.0 technologies can be integrated in a webquest, helping the students even more with various language skills. The Make Your World website (http://turizm.comu.edu.tr/staff/bart/projects/travel/) was created to help students with learning English in a practical, student-centred way, challenging their pre-existing ideas about culture, travelling and tourism, and can easily be used for teaching any language. Using the New London Group's insights on Multiliteracies (New London Group, 1996), the 10 webquests (Dodge, 1995) approach the content matter from a wide range of angles as they try to challenge some of the traditional views on travelling, in many cases simply by reversing a certain point of view.

***Keyword**: webquest, web 2.0, social networks, podcast, videocast*

INTRODUCTION

In 1995, Bernie Dodge came up with something which would, after some further developments, become one of the biggest New Things in online education: the webquest, a (usually) group-based research activity in which students collect information, and where most of this information comes from the WWW. 1995 was also the year when everybody was very enthusiastic about using Netscape Navigator, and when Microsoft was still struggling with their first versions of Internet Explorer – commonly referred to as Internet Exploder. We have come a long way since those days, however.

WEB 2.0: SO-SO…

Calling something *Web 2.0* more or less presupposes that there was ever a thing called Web 1.0. And maybe there was, after all, just about everything we have been doing online until now was mostly a user-centric and user-guided experience. The web was a predominantly read-only medium, with the discussion forum being the most notable exception. The world is spinning fast, though, and while you were watching it, the web as we knew it all of a sudden disappeared out of sight… In came Web 2.0!

New and exciting things to do, easier than ever before, and best of all, your work can be published online at the push of a button. While e-mail, FTP and the WWW were novelty items then, nowadays it's good to mention *Youtube*, *Flickr*, *podcasts* and *Web 2.0* at least once a day to the people around you if you have any serious ambitions about getting on in society. Welcome to the world of *social software*.

All these user-friendly solutions share the same goals: to make our life online easier, and to create a community of people, hence the buzzwords social software and social networking. Almost anyone who has a digital photo camera nowadays can also record film clips with it, so no matter where you go, you can make your own documentaries and even add comments about the things you see while you are filming them. With podcasts, you can share your own ideas with other people – imagine walking through a city, and recording your impressions about all the different buildings, statues, cars, vendors and supermarkets that you see around you. Walking around becomes a study in ethnography, and a social study in ethnography as soon as other people give you feedback and interact with you.

In what follows, we will have a look at some of these technologies, and the possibilities they have in store for us. After that, we will have a look at how I tried to integrate some of these technologies in a set of webquests I made (Bonamie, 2006).

METUBE OR YOUTUBE?

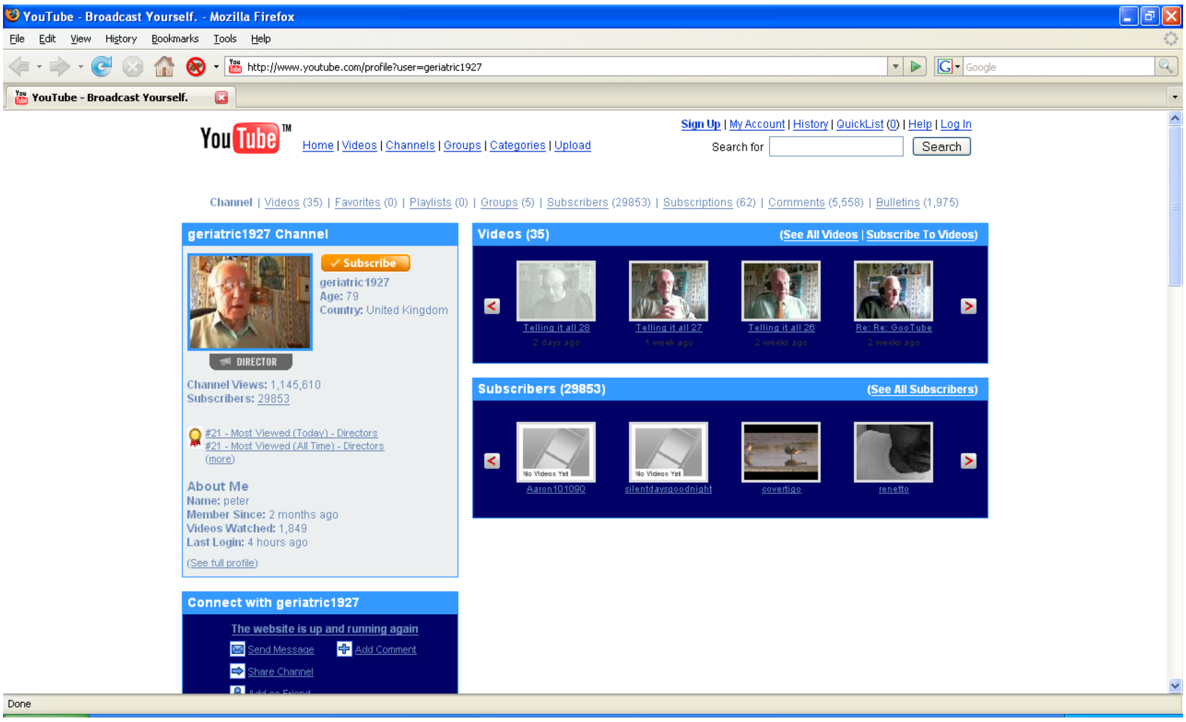
All good ideas are born in a garage, and with YouTube it's not any different. YouTube is basically a way to get your videos online, so that you can share them with the world in general, or just your friends in particular. Upload, tag and share your videos worldwide. Acquiring an account for YouTube is not difficult (and with the recent purchase of YouTube by Google, it probably won't take long before you will be able use your a Google account, either), simply a matter of answering a couple of questions, and you are ready to go.

Creating, editing, uploading, and sharing video with ease is just one of the exciting layers of video on the Internet. In a matter of minutes, anyone with a basic video or photo camera and an internet connection can get their videos online. The number of video-sharing sites is growing, and famous sites such as Google and Yahoo! offer up video content and encourage viewers to upload their own. The staggeringly popular YouTube probably has the most videos (and buzz) to date, though. Any teenager will confirm that YouTube is one of their favourite destinations. You can find music videos, self-created video clip parodies, holidays videos, footage of the 2000 Olympic finals in table tennis, and a tapas bar's worth of the odd and unpredictable. According to their own statistics, more than 70 million videos are viewed on the site each day.

So, what do these sites have to offer for teachers? How might this benefit teaching in the classrooms? After several nights of browsing the YouTube archives, I found tons of fun things, and lots of potentially interesting classroom video clips, as well as the regular eye-opening experience when dealing with the world's population and the things people want to share. Just for the record: Japanese people have an interesting, if somewhat different, opinion on comedy.

If you're new to the site, search for a favourite musician, or a specific date, or even an old movie. There's everything from video footage of a 1940s school picnic to dreadful (and sometimes controversial) looks at 9/11 or hurricane issues. The second most subscribed channel at YouTube is that of an English widower who contemplates on everything from growing up during WWII to his experiences during college.

One issue to keep in mind when sharing and discussing these videos with your students is media literacy, including general Internet reliability. Are the videos truly what they say they are? Might some of these clips violate copyright? What constitutes "good" video? At the same time, since the acquisition by Google, the rough edges of YouTube have disappeared, and tens of thousands of video clips have been removed already (Fisher, 2006), mostly for copyright infringement. In other cases of copyright infringement, the authors often don't care, or even support the clips being distributed, as it only makes the popularity of the content grow.



One of the key features of the social network is called *tagging*. A tag is basically a keyword or category label; they help you find videos which have something in common with yours. You can assign as many tags as you wish to each clip; as you add video clips to your online collection, you become part of a social network of people who have something in common – not only a love for video, but also a similar interest in the subjects you are filming. Through a tag, students can start to construct dynamic information resources that actually grow and evolve, almost on their own, as they add their work to an existing and growing collection, where through the position amongst the other works with similar tags, it gets new and extra meanings.

Another interesting feature has to do with the possibility to comment on work which has been added to the website. Everybody who has an account in YouTube can add comments to the film clips. Usually, though, those comments are unfiltered and only mildly moderated. Nevertheless, using and showing YouTube clips, then having your own classroom discussion about the clips, is an incredibly robust classroom tool. Working with students to create and upload their own videos is an even more powerful application.

Combining the videos with blogging adds even more to the flair of YouTube. Let's say, for instance, that you ask your students to research and produce a 3 minute video blog entry on a new media technology of their own choice – anything from the fashionable social networking website MySpace to mp3 players like the iPod or wearable technologies. This means they will not only be researching new media but also using it and, hopefully, get a better grasp of what it is and how it works.

Taking advantage of the excitement this kind of technology brings to students is a worthwhile endeavour. Youngsters love to produce, and teaching them the skills to make good productions takes advantage of these interests, and provides them with a wealth of skills – it empowers them.

FLICKR

What YouTube does for video, Flickr does for photos. Flickr is a web service which makes it very easy to publish and share images, with many possible uses – from being a place where students can publish and discuss digital photography to a way for students to find images relevant to a particular subject for use in their coursework.

Figure 1. Source: http://www.flickr.com/photos/jon-e/424714186/

Apart from offering the possibility to categorize your work using tags, just like in YouTube, it also has a lesser-known feature that has many potential uses for teaching and learning: the ability to add annotations to an image. Once an image has been published on Flickr, users can draw hotspots on the image and then attach a note to those hotspots. Then, whenever a user moves their cursor over any of the hotspots, the annotations appear.

This is particularly interesting for those (online) situations when you are teaching online and you can't point to a part of a photograph or painting in the way you would in a regular face-to-face classroom situation. By using Flickr's annotation function, you can have students engage more directly with the photo or work of art itself, again creating meaning on different levels.

While the x-factor of Flickr might be less than, say, that of YouTube, it still offers interesting possibilities for use in class. You might ask your students to tell a story in five frames, for instance: "The first part is creating and telling a story through visual means with only a title to help guide the interpretation. The second part is the response of the group to the visual story. The group response can take many forms such as, a poetic or prose rendering of the visualization, a critique on the structure of the story, comments on the photograph, or other constructive forms of response" (Van Geete, 2006).

And talking about sharing all kinds of (personal) photographs: concerns about privacy are addressed because students can mark their work as only being visible to those they specifically list as contacts. This effectively shields the students' work and details from the wider internet population.

George Siemens (2004, 2005) writes about connectivism, the life long learning that occurs when people connect themselves to other people and resources that help them do their jobs. Professional educators, adapting their practices to a rapidly changing world, must be connected, and it has to be within an environment that is flexible, expandable, and teacher controlled. Web 2.0 makes this possible by virtue of how it works, how information arranges itself through the use of tags and RSS[22], how people can connect through their ideas.

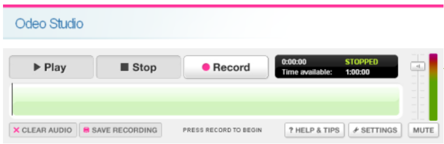
THE PODFATHER

"Podcasting, a portmanteau of Apple's "iPod" and "broadcasting", is a method of publishing files to the Internet, allowing users to subscribe to a feed and receive new files automatically by subscription, usually at no cost. It first became popular in late 2004, used largely for audio files" (Wikipedia, 2007).

Odeo is a free, online service which allows you to record, store and share audio files. Everything you record there is saved in the mp3 format, so it can easily be downloaded to an mp3 player. Alternately, since you can upload files to the website as well, you can prepare an mp3 file on your own computer, using an editor like Audacity, and when you are happy with the result you can add it to your collection. You can email these audio clips to your friends, and if you want to publish audio on a topic on a regular basis then you can publish your recording as podcasts too.

[22] RSS: RSS is a simple XML-based system that allows users to subscribe to their favourite websites. Using RSS, webmasters can put their content into a standardized format, which can be viewed and organized through RSS-aware software or automatically conveyed as new content on another website. Source: <http://en.wikipedia.org/wiki/RSS_(file_format)>.

After creating an account (just a matter of providing a valid email address and a password), you can start recording, uploading, or adding audio from an existing source on the web. The recording studio works via Flash, and is therefore compatible with most operating systems. Create a channel where you will save all your recordings, press the record button, talk, stop recording, and you're ready. Save your recording, add some extra information to it, and you are ready to add it to your channel. Now all you have to do is advertise your channel a bit, so that everybody can start listening to your recordings!



Maybe you are travelling around Scotland and you want your friends to follow your trip by listening to your audio clips every couple of days, you can hop into a cybercafé, log on to Odeo and record your audio. As a language teacher you can provide your students with audio clips of your lessons every week, to listen to for (extra) practice. Using any kind of device that can record voices, (mp3 player, photo camera, mobile phone, etc.) you can conduct interviews with people in the street, and maybe even become the next Carl Bernstein or Bob Woodward. You can create your own radio station if you want, but if your vision of the future does not include going through play lists all day long, then you could simply use Odeo as an easy way to occasionally communicate with other people all over the globe, possibly even with your own family or friends. Since everything can be easily added to a weblog, a podcast can be excellent food for (online) classroom discussions: record part of an online news broadcast and provide it to your students as a topic for discussion. Oh, yes…you can also just use the service to other people's podcasts as well, of course.

EDUCATION: WEBQUESTS 2.0

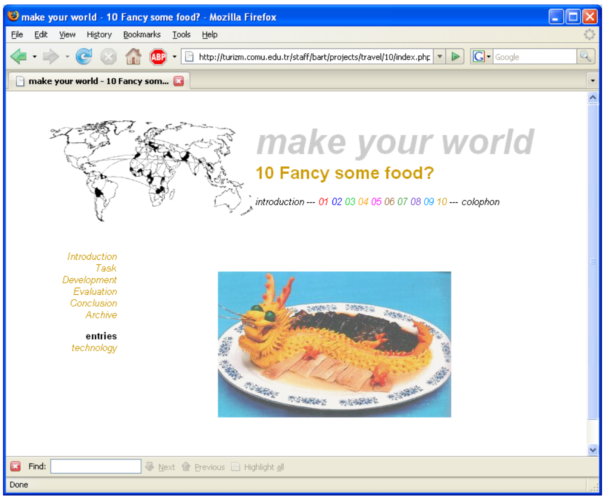
As mentioned before, webquests have been around for a long time already, and they have proven their many advantages. Thanks to the new developments on the web, however, many of the assignments teachers had in mind before now require few, if any, really technical skills. Scanning photographs is hardly necessary anymore since digital cameras are quite abundant by now, and even mobile phones are getting multi-megapixel quality cameras. A microphone connected with your computer is enough to have your voice recorded and stored online, and the weblog eliminates the need for those web pages that had to be created before.

When I started designing the Make Your World website, it was clear that I had to aim for a "webquest 2.0" format, so I tried to combine the insights offered by the multiliteracies approach (New London Group, 1996) with the several technologies available online (some of which have been discussed above), to make webquests even more interesting than they were before.

In order to better grasp the complexity of (mediation of) culture, I took the concept of literacy as a starting point. Key issues of concern were: how do I make my students reflect upon culture in general, upon culture as a social construction, since any kind of (political, religious, cultural) belief is indeed deeply social, embedded in a certain culture and intertwined with the social practices prevalent in that culture.

…A NET IS A COLLECTION OF HOLES, TIED TOGETHER WITH STRING…

Being a teacher in tourism, travelling and tourism was an obvious choice in terms of content matter; making webquests about travelling and tourism *interesting*, though, is a different kettle of fish. Via a deconstruction of the concept of tourism, taking concepts which are laterally related with the core concept as the basis for the different webquests, I ended up with webquests which focus, for instance, on how grandparents used to travel, some 65 or more years ago, how technology as influenced the way we travel, how travelling to/discovering new countries and continents has had an impact on what we now eat every day, etc.



The webquests try to challenge some of the traditional views on travelling, in many cases simply by reversing the point of view. A net as a collection of holes, if you want, tied together with string. While a wonderful view of the sea may produce a tremendous feeling of freedom, Robinson Crusoe rather thought of the sea as his prison.

Taking up these ideas, I wrote some pages with the information about the new Web 2.0 applications I wanted to use in a special 'technology section', in order to familiarize students (and colleagues) who had never heard of these services before. Rather than having the students prepare everything in groups and on paper (where usually the 'smart one' does all the work, and the 'lazy ones' watch and wait), it was better to have them prepare everything in an online environment such as Google Docs and Spreadsheets. Google Docs has a couple of very interesting things about it: it allows people to write collaboratively, for instance. It is possible to see the changes that have been made to the document in the documents' revision history, and you can even roll back to any version you want. From a teacher's point of view, this is interesting evaluation material, since it gives you a clear picture of who did what, and when. The documents are all stored online, so they can be accessed from anywhere. Moreover, whatever has been prepared online can easily be published online, posted in a weblog, or saved as a Word or PDF file.

Students are invited to use the tools they have available already for some different purposes. Many mobile phones can take pictures, and even record audio and video clips – perfect for an interview, in other words. The ones who have an mp3 player can use it for interviews as well, or for a guided podcast tour as they are walking you through a museum or are giving you an alternative tour of a city.

Usually, the tasks that have been set out in the webquests involve people collecting photos, film clips, mp3 files, etc. online, sometimes with an integrative weblog as a kind of presentation of their work to the world. YouTube and Odeo even offer you the <object> code you have to insert into your weblog to create a direct link to the work you have just uploaded!

FROM TAGS TO RICHES

One of the key features of the social network is called *tagging*. A tag is basically a keyword or category label (a type of metadata, in other words); they help you find videos which have something in common with yours. Many web 2.0 sites (such as YouTube, Flickr, etc.) allow for tagging of the contents uploaded by the users.

Users can assign as many tags as they wish to each clip; as people add video clips to their online collection, they become part of a social network of people who have something in common – not only a love for video and life online, but also a similar interest in the subjects they are filming. Through a tag, people can start to construct dynamic information resources that actually grow and evolve, almost on their own, as they add their work to an existing and growing collection, where through the position amongst the other works with similar tags, it gets new and extra meanings. Using tags, people identify their work as part of the larger group: they position themselves amidst the rest of the group.

Making students explore the tags is an extremely powerful way of learning through serendipity, and as the Flickr Related Tag Browser will show, language teachers will immediately come to appreciate some of the tremendous possibilities – for building up paradigms of related vocabulary items, for instance, and to name just one.

Content vs. Conversation, Lecturing vs. Guiding

In the published print world and even, to some degree, with Web 1.0, content arrived as a result of a process. Information was solicited or received, then evaluated, possibly selected, published, and finally distributed by the gatekeeper who had the resources to accomplish the task. In the end, skills are what everything is all about, and thanks to the many web 2.0 services you don't need at least one tech-savvy person per group anymore. Students work online and publish the ideas they have come up with. The border between readers and authors is increasingly disappearing, and from a (language) teacher's point of view, this can only be applauded. The skills they acquire go far beyond being able to digitize something; they learn how to integrate various media, to discuss issues and strategies with their fellow students, and to look up the information they need in order to fulfil the assignment.

Another important implication for teaching and learning is the motivational power of making our students a part of the global conversation. There are many stories out there about students who become engaged, because they are writing or speaking to an authentic audience and having their ideas responded to by that audience.

Beyond the obvious need to teach students to be their own gatekeepers, it is essential for teachers to keep in mind that even though much of what is published online in the various weblogs is trivial, some of it *does* comprise important ideas from serious and thoughtful people. In times of rapid change, the answers to brand new questions will often come, not from a book that was published five years ago or an expert who earned their PhD a decade ago, but from something that somebody said yesterday – an important resource that we (educators) need to learn and teach how to use!

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Odeo homepage: <http://odeo.com>.

YouTube homepage: <http://www.youtube.com>.

Tourism & Ethics

ETHICAL CONCERNS ABOUT MEDIA – TOURISM RELATIONS IN THE CHANGING SOCIETY: EVALUATION OF MEDIA'S IMPACT ON TOURISM FROM THE ETHICAL POINT OF VIEW

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ABSTRACT

The world has been faced rapid changes during the last decades and these changes has led to a new world order, an alternating society, changing roles of some sectors, changing actors and power balances in the world.

Ethical standards of media has become under question in all over the world, since the media had gained huge power over societies and its role in leading people and influencing decision-makers has become more intensive than before. The era in which today's society live can be called as communication era; all kind of news on any subject can reach to anywhere in the world simultaneously. Tourism by its very own nature is an extremely knowledge-intensive sector. The intangible nature of tourism product leads consumers to search for any kind of information about it. Therefore, the media plays a very important role in creating a destination's image and in the decision-making processes of all the stakeholders in tourism.

The media has serious responsibilities in the development of the tourism sector, since the specialized travel press and other media, including means of electronic communication, should give honest and balanced information on events and situations which could influence the tourism demand. Consumers in the tourism sector demand accurate and reliable information about tourism product and a destination.

In this study, after evaluating the former studies on the subject, changing society, changing consumers in the tourism sector, media ethics, and media - tourism relations, ethical concerns about these relations are examined. In addition, based on some observations and determinations, some suggestions on media – tourism relations and media ethics in tourism in the information society are made.

Keywords: *Ethics, Media Ethics, Media, Tourism, Destination Image*

1. INTRODUCTION

Today, the media's huge power over societies and its influence on decision-makers has made the media an important actor in the world. While the media's importance and role have been increasing, the ethical concerns related to the media has also gained importance and media ethics has become a serious matter of today's societies. Unethical behaviors of media people could lead the societies and decision-makers to wrong ways and influence some sectors of the economy negatively.

The media in all over the world, especially in the developing countries, has a leading role in development and a potential as a catalyst for growth and change. A free press can reduce poverty and boost economic development in poor countries but the success of newspapers, radio, and TV stations in spurring development depends on their independence, ethical behaviors, quality, and their ability to reach a wide audience and reporting the truth. Free and independent media can expose corruption in government and the corporate sector, provide a voice for the people/citizens to be heard, and help build public consensus to bring about change (Yılmaz, 2006).

Countries begin to recognize the importance of developing more knowledge-based economic systems to guarantee their economic future. They want to find ways to develop the incentives, the policies, the education systems, and the technical expertise that allow them to take advantage of the enormous changes brought by the rapid spread of communications and information technologies. Countries, especially the developing ones, need to understand that focusing on creating free and professional media - and learning to live with criticism – makes them a part of the information society and the modern world (Carrington & Nelson, 2002).

The media has serious responsibilities in the development of the tourism sector, since the specialized travel press and other media, including means of electronic communication, should give honest and balanced information on events and situations which could influence the tourism demand. Consumers in the tourism sectors demand accurate and reliable information about tourism product and a destination. Destination image plays a critical role in a touristic consumer’s decision-making process and the media is seen primary sources of destination image. Unethical behaviors of the media people damage a destination’s image and a country’s tourism seriously.

2. The Media In The Changing Society

Recently, institutes, researchers, and social scientists have produced studies that show a steady and serious decline in public confidence in news media, and the standards of journalism in all over the world. This decline in public confidence in news media has created a depression inside and outside of journalism. The decrease in media credibility is linked to an increase in skepticism about democratic political institutions. A non-credible media combined with a politically uninterested public is an alarming prospect (Ward, 2005).

Since the beginning of its history, the media has had great influences over societies. The development of the Internet has changed everything, especially the global of media companies. The Internet has given a chance of working globally to the media companies without any constraints of regional or national boundaries. The internet as an unlimited (by time or by distance) source of information and tool for the media allows people to get information whenever and wherever they want it. Today, the supply side of new media faces a variety of challenges in finding revenue, controlling costs, and developing sustainable business models. Good planning and good management alone are not enough to overcome the market and ensure success of new media. The biggest challenges come not from the supply side of new media but from the demand side. The choices of consumers have changed and they become more sophisticated and demanding (Picard, 2003, 151). They have also lost their confidence to the media and begun interrogating the ethical standards of the media and media people.

Rapid changes of the last two decades present the media with the great opportunities and great problems. The opportunities arise from the global need for information. The media follow the traditional role of the press as providers of information, but the quality of this information becomes questionable and ethical concerns about the media’s activities arises. The dissemination and discussion of information concerning the major problems of the world –wars, political instabilities, discrimination, racism, uneven distribution of income, poverty, unfair resource allocation, starvation, environmental problems, terrorism…- is necessary to both democratic understanding and the democratic action without which these problems cannot be solved. Here is great opportunity for the media to contribute to advancement of peace, prosperity, and progress. However, the effectiveness of the media’s response is arguable. Global, monopolistic media networks controlled by transnational corporations are seen to pander a passive consumerism with negative psychological and political consequences. The meaning of “free press” is questioned (Belsey & Chadwick 1994).

In order to reduce poverty in the world, access to information must be liberated and the quality of information must be improved. People with more information are empowered to make better choices. Free press should not be seen as a luxury for only prosperous countries, since equitable development is dependent on free press. For a strong world economy, institutions such as a free media that support transparency and the empowerment of the disenfranchised are essential (Wolfensohn, 2002).

Free and independent media can complement weak and unenforceable national corporate governance laws by providing information to the public and prompting companies to improve their behavior. The media play a role in shaping corporate behavior by driving politicians to take action, prompting shareholders to scrutinize managers' actions, and affecting managers' and board members' reputations in the eyes of society. The reputation that decision-makers seem to care about is not just the reputation in the eyes of current and future employers, but more broadly, their reputation in they eyes of the public at large, that is, their public image (Dyck & Zingales, 2002).

A free and vigorous press and other organs of mass media and mass communications are agreed to be among the essentials of a healthy democracy. The media is restricted by the law, both criminal and civil, in many countries. It has not been decided certainly yet whether the law can act as a mechanism for quality control or this should be rather a matter of ethics (Belsey & Chadwick 1994).

Internationally, news media manipulate public support for wars, human rights, famine relief, environmental treaties, and the termination of ethnic conflict. Such overwhelming responsibilities are now in the hands of global news corporations that face intense market competition and pressure from stockholders. Credibility is linked to free press issues. If public trust in news media continues to fall, journalists will find it increasingly difficult to claim that they act as agents of the public, and that they are not just agents for a business interest. Public trust will be essential for the future success of journalist-led battles for better freedom-of-information laws, the protection of confidential sources and the revision of security laws that threaten civil liberties. Journalists do not need to be appreciated to carry out their democratic function, but they need to be respected (Ward, 2005).

3. The Ethics Concept In The Media

Ethics can be understood as follows: ethical practice locates the responsibility and the right to make decisions about right conduct within an individual. There are two primary reasons for the ethical failures: The first lies in the political economy of late capitalism, which requires that the private profit of share holders of major news corporations be the overarching goal of media activity. The second failure is a product of the news media’s social success. In today’s society, the media has accumulated an extraordinary power (Allen, 2001). Ethics is not just a matter of codes of conduct or rules to be followed. It is more to do with principles concerning the rights and wrongs of human conduct, principles which have theoretical basis and which could be applied objectively and fairly (Belsey & Chadwick, 1994, 10).

Journalism is seen a praiseworthy profession, but it is thought that many of those who care for it, often including its own professionals have dishonored it. Governments of most ideological leanings have sought to censor and control the media. Owners of the media organizations have used the media as a means of satisfying their quest for power and wealth. Bribery and unethical behaviors have become very common among the media people (Belsey & Chadwick 1994, 1). The mass media representatives are usually seen manipulative, unfair and prejudiced by small and large organizations (Marconi, 2004).

All over the world codes of conduct have been proposed for journalists since many people think the media are inaccurate and biased. In fact, ethics is inseparable from journalism, because the center of practice of journalism is a set of essentially ethical concepts: freedom, democracy, truth, objectivity, honesty, privacy. If the proper role of journalism is seen as providing information, then the ethical questions focus on one issue: maintaining the quality of the information (Chadwick, 1994). The media's huge power on in the society – especially in the field of politics and on the decision-makers- has made this issue become a matter of political controversy and public concern.

Today, the ethics of media professional have come under question and it is seen that the ethical bar keeps being lowered. Technological developments have lead to a major cultural change with new rules and new standards of what is socially acceptable. Bad news is more interesting than good news and is remembered longer – even after it has been proved to be not true. Although people say that they want the truth, they seem to want an answer that their purpose or point of view. The truth has become a relative thing (Marconi, 2004, 241).

The media in every countries of the world has been restricted and controlled by different regulating bodies and the law, but ethics in the media is still be required, because there are many ways in which the media can offend without straying beyond the law: inaccuracy, lies, distortions, bias, propaganda, favoritism, sensationalism, trivialization, lapses of taste, vulgarity, sleaze, sexism, racism, homophobia, personal attacks, smears, character assassinations, cheque-book journalism, deception, betrayal of confidences, and invasion of privacy (Belsey & Chadwick, 1994).

There are different ideas about precautions that should be taken to solve the problem of media malpractice such as contemplating the introduction of a code of conduct which would prohibit journalistic malpractices and provide that the media people be accountable for their actions or the idea that a journalist should be licensed to practice –with the license being removed for serious violations of a code of conduct (Belsey & Chadwick 1994, 9; Harris, 1994). There can be different disciplinary mechanism associated with a code and a code of conduct play an essential role in quality assurance. The content of the code –whether it should be specified in broad-sweep principles or closely defined points of detail- could be different, but whichever approach is chosen, application of ethical issues is a matter of discussion. Honesty, privacy or behaviors of the media people when the subject is terrorism are difficult matters to decide where the line in drawn. It is not easy to draw clear lines in a code of conduct. Moreover, it is the individual journalist who faces very difficult ethical dilemmas and has to make moral choices. No code can anticipate every situation (Belsey & Chadwick, 1994, 9).

There exist the newly established regulatory bodies in developing countries whose possible areas of regulation could be grouped into the following clusters (Vogt, 2002, 214):

- developing guidelines for media policies and proposing broadcasting or general media legislation
- safeguarding press freedom in general
- safeguarding free access to information
- restructuring state broadcasting corporations into public institutions and nominating of directors of public media
- defining broadcasting regulations and criteria for private commercial and community or other nonpublic radio and television
- granting licenses (and frequencies) to private and community broadcasters
- monitoring program content
- monitoring election reporting
- settling complaints (committee, ombudsman, consultation by judges, etc.)
- issuing reprimands or sanctions against journalists, media companies, and so forth
- issuing (and retaining) press cards

- training journalists (basic as well as advanced training)

The regulatory bodies may have some members determined by the ruling parties and sometimes no provision is made for the profession or civil society groups to nominate members. Moreover, usually a government majority is guaranteed. These bodies may claim independence, but since its members are appointed by the government, they could be subject to excessive political pressure (Vogt, 2002). A constructive approach should be one that improves the quality of media performance and identifies a consensus on "dos and don'ts" and other ethical questions, has a better possibility of achieving a common understanding among regulatory bodies and media practitioners (Vogt, 2002, 220).

Mutual understanding and common concepts of ethical standards between regulators and those who are regulated could establish the ground for the long demanded eradication of a penal code that charges journalists for misconduct and an improved capacity to resolve disputes within the framework of complaint settlement committees, ombudsman systems, and other means of pre-judicial conflict resolution. As much as journalists need to channel their ambitions to exploit the unsteady environment of political transition and to develop self-regulatory bodies that promote responsible journalism work in democratizing societies, governments and politicians (who at present file the large majority of denouncement lawsuits against journalists) need to learn to become accustomed to and live with journalists who try to hold decision makers accountable for their actions in the public interest. The self-regulation of the sector obliges the media not only to adopt a code of ethics but also to make sure that it is respected by all practitioners (Vogt, 2002, 221).

4. The Media – Tourism Relations And The Image Of A Destination

In today's society, it can be said that the media determine what people think. By selecting the stories which is published on the front page or are included in nightly television news programs, the media determine what people think about. If people cannot get access to other points of view (for example, in war situation, where limited news is available and often heavily censored by the military) they become dependent on the media's angle on a story. "Embedded" journalists almost always keep to the official line and, or face the possibility of being excluded from briefings or even dismissed. What appears in the news is a mediated reality, as events are packaged into highlights; and if repeated often enough, this can affect people's view of the world. The media's inclination to concentrate on conflict and crisis situations can sometimes give people a wrong view of what is really happening (Theaker, 2004, 148).

Over the last decades, tourism has been attracting increasing media interest and the number of news media outlets dedicated to covering travel and tourism has risen sharply. Many big TV companies devote considerable time to tourism industry news, and there exist cable channels exclusively devoted to travel and food sectors. Largest circulation daily newspapers publish extensive travel sections and they expand their weekly coverage of travel and tourism. In the magazine sector, many publications have emerged as prestigious leaders in industry coverage (Deuschl, 2006).

During the recent years, the role of mass media and its crucial position in the tourism information and decision-making process has increased. The messages which the mass media are communicating to the public can have a significant impact on the numbers of visitors to the destination. An event published in the mass media is seen as objective and factual because a third party writes it. However, editorial staff of the media controls what is being published, and it is difficult, sometimes impossible, for the tourism operators to control the content strictly and the subject's possibility of publishing. There is a strong relationship between tourism and the effects of news reports on customers decisions-making and motivations resulting in the tourist's travel behavior. The mass media plays an important role in tourist's decision-making process.

It can be said that "*media is to tourism what water is to fish*." However, the relationship between media and tourism is not always symbiotic if proactive management of public relations does not exist. The media can create negative destination images has a great power on the stakeholders (Pan, 2006).

Tourism product, by its very nature, could not be delivered to the customers. Touristic consumers have to travel to the places where tourism product exists. Therefore, the destinations have to attract customers from other places, regions, countries, and even from other continents, to visit their destination to become successful. It is claimed that image is a crucial component in the process of selecting a destination (Baloglu & McCleary, 1999).

The importance of the tourist destination's image is universally recognized, since it affects the individual's subjective perception and consequent behavior and destination choice. It is considered that "images are more important than tangible resources", because "perceptions, rather than reality are what motivate consumers to act or not act" (Gallarza, Saura & García, 2002, 57).

The initial image formation stage before the trip is the most important phase in destination selection processes of tourists. It is considered that human behavior is dependent upon image rather than objective reality. In the early studies, based on the image theory, it is suggested that the world is a psychological or distorted representation of objective reality existing in the mind of the individual (Baloglu & McCleary, 1999, 869). A commonly adopted definition of image is that it is a set of beliefs, ideas, and impressions that people have of a place or destination (Kotler, Haider & Rein, 1993). It is a mental representation of an object or place which is not physically before the observer. Image can also be defined as a total perception of a product that is formed by processing information from various sources over time. These definitions mostly emphasized perceptual/cognitive component of image. Destination image is defined as the expression of all knowledge, impressions, prejudices and emotional thoughts an individual or group has of a particular object or place (Baloglu & McCleary, 1999, 869).

Information sources that are also known as stimulus factors or image forming agents are defined as the forces which influence the forming of perceptions and evaluations. They refer to the amount and diverse nature of information sources to which individuals are exposed. From the perspective of behavior in the choice of a destination, models have been proposed models in order to explain this behavior. Therefore, it can be said that the information sources to which the individuals are exposed determine that certain destinations are considered possible alternative choices. The image forming process can be regarded as a continuum of different agents or information sources which act independently to form one single image in the mind of the individual. As stated by Gartner (1993), the different agents or information sources are classified as follows (Beerli & Martín, 2004, 661):

- overt induced, found in conventional advertising in the mass media, from information delivered by the relevant institutions in the destination or by tour operators and wholesalers;
- covert induced, using celebrities in the destination's promotion activities or destination reports or articles;
- autonomous, including mass-media broadcasting news, documentaries, films, television programs, etc., about the place;
- organic, involving such people as friends and relatives, giving information about places, based on their own knowledge or experience, whether the information was requested or volunteered; and

• a visit to the destination, the end point of the continuum of the forming process.

The image formed by organic, induced, and autonomous sources of information is basically one perceived before experiencing a destination, called secondary image. On the contrary, the primary image is formed by actually visiting the destination in question. Because choice of destination involves a certain risk for touristic consumers, the secondary sources of information play a significant and essential role in forming images of the alternative destinations to be considered in the decision-making process. It is demonstrated the secondary sources of information fulfill three basic functions in destination choice: to minimize the risk that the decision entails, to create an image of the destinations, and to serve as a mechanism for later justification of the choice (Beerli & Martín, 2004).

The media has great impact on destination image. The media has the power of shaping an audience's ideas, feelings, perceptions, and motivations. The media is extremely powerful in convincing and leading the public (Mercille, 2005). All the stakeholders in tourism are concerned about their destination's coverage patterns in the media. They tend to accuse the media people of distorting their destination's image by means of news definitions that focus mainly on negative events such as crime, violence, and social problems, while ignoring positive events and important developments. The journalist and editors usually defend themselves by saying that their audiences prefer this kind of news (Avraham, 2000). In fact, in today's society some people experience a sense of schadenfreude, a feeling of joy that comes from witnessing the reversals of the rich and powerful (Marconi, 2004, 241). Moreover, they prefer to hear about bad news, and the media stories related to the negative sides of any event, people, or place.

There are different factors affecting the coverage patterns of a destination in the media in a negative or positive way, such as characteristics of destination, editorial policy of the media organs, social and political environment, and public relations efforts of destination. The destination does not have a control over the most of the factors by which the image of a destination is determined. However, this does not mean that the destination cannot affect its own media image. This can be achieved by public relations and promotional efforts (Avraham, 2000).

The media has education value in increasing people's conservation awareness (Pan 2006). The media can educate people involved in tourism (local people, tourism workers, managers in tourism, decision-makers, tourism students, and government officials) and make them understand the importance of cultural and natural resources, energy saving, suitable resource allocation, destination image, cultural values, sustainable tourism development, technology, protecting and preserving natural environment for tourism. In addition, the media can lead to develop alternative tourism types, and to create innovative marketing strategies. It can support to improve the image of destination and healthy development of tourism in a destination.

The media is a primary source of destination image. Travel writing seems to straddle two levels. For the most part, writers can be categorized as producing induced images as these articles are often juxtaposed with commercial tourism advertisements and promotions and share their concerns and perspectives. They also try to maintain notions of credibility and adherence to journalistic practice. Travel writing is usually considered to be easy news, but falls more readily into the category of "soft" feature stories (Daye, 2005, 14).

When a destination is covered positively by the media, the stories help creating a good image for the destination. By giving place to articles and stories about a destination, according to the coverage pattern the media plays a supportive role in developing the destination's tourism, creating a good image of the destination, and making the destination attractive in the eyes of touristic consumers. In today's society, the media power and role in shaping the people’s perceptions and decision-makings cannot be denied. If a destination is covered negatively by the media, this destroys the image of destination, influences people’s perceptions and decreases attractiveness of destination.

5. Conclusion

The important question for decision-makers in all countries, rich or poor is what types of steps might be taken to establish and maintain free and independent media, that can promote better economic performance. The media can decrease abuses of government powers. Improvements in information and the rules of governing its dissemination can reduce the scope for these abuses both in markets and in political processes. Many of the decisions taken in the political arena have serious economic consequences. Better and timelier information results in better and more efficient resource allocations (Stiglitz, 2002).

Unethically behaving media people mislead decision-makers, distort perception of people, and hide the truth. The first aim of the media people must be telling the truth, and showing respect to people’s right of getting true information. Today, it is not unanticipated to see some media people, such as embedded journalists, who choose ethically and socially unacceptable ways in order to gain personal advantage . Especially, when the media people have close and suspicious relationships with the politicians, they are seem to be obliged to follow official view on any subject; they neglect ethical principles and their responsibility of telling the truth and preserving public benefit. In some countries, due to pressures of polticians or other groups, the media people mislead the public intentionally.

Governments can expand the reach of the media by enhancing competition, reducing restrictions on the entry of new media, establishing a balanced regulatory framework and encouraging and participating in innovative ways to reach people. The media has a role as a watchdog of governments and the corporate sector. Moreover, it has power to influence markets, to transmit new ideas and information, and to give a voice to the poor. However, an unethical or irresponsible press has a potential to harm (Islam, 2002).

The media’s huge power over societies makes the media a very important player in the field of image formation and highlights media relations and media ethics. The media people’s ethical or unethical behaviors affect a destination’s image positively or negatively and the country’s tourism image as a whole. While preparing a news story about a destination, the media people should keep in mind that their coverage pattern and attitudes will determine the future of a destination. The media ethics concept plays a key role in tourism. In order to provide coverage of a destination positively and ethically in the media, the stakeholders in the destination should give importance to the public relations; otherwise they will have no control over the media coverage of the destination (Yılmaz, 2006).

For the positive image of a destination, the media and the stakeholders in tourism should work in cooperation. There are some efforts to improve a destination’s image such as advertising, direct marketing, public relations, personal selling and sales promotion (Kotler et al., 1993). The competition between destinations to attract tourists reinforces the need to actively market and promote these places. The destinations’ public relations efforts are crucial in times of crisis when they receive large national –sometimes international- media coverage that can create a perception –by the national and international public- of a dangerous place (Avraham 2000).

Irresponsible and unethical behaviors of the media people make serious harms on a destination’s image and a country’s tourism. All the stakeholders in tourism have to form strong relationships with the media people in order to prevent negative media coverage of their destinations, to handle crisis situations efficiently, and to create a better destination image (Yılmaz, 2006).

In order to create a good image of a destination, all the stakeholders in tourism should work in cooperation with the media people by respecting ethical standards and codes of conduct of professions. In creating an ethically acceptable working environment for the media, government's approach to the subject plays a vital role.

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Tourism & Research Issues

aTouristic: Space, Discourse, And Identifications

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Abstract
The dichotomy between the world of practice and the world of thought in tourism studies is not there to be reconciled. Psychoanalysis is chosen as the privileged analytical instrument for an understanding of the demand at the basis of all tourism, subjecting any attempt to understand tourism to its analytical principle. Indeed, in the orientation of our investigation towards that which is displaced onto the temporary spatial, corporeal displacement that tourism appears to be, one can, without much difficulty, recognise something of the psychoanalytical discourse organising our gaze upon it. However, our analytic of that subject cannot be confined to the 'discovery' of a latent content in tourism out of the reach of the tourist's consciousness, to a speculation on the meaning of tourism, which would almost definitely regress from a potential meta-psychological study of tourism to the construction of yet another tourist-motivation model, but it must primarily be concerned with the analysis of the possibility of relating the mechanisms of the dream-work with those of what might, thus, be called tourism-work, the processes that constitute a latent content of the touristic action, that is tourism qua discourse of displacement, possible.

***Keywords**: Lacan, Displacement, Discourse, Desire, objet-petit-a, Subject*

Introduction

Is there a reason, and, furthermore, is there a purpose in relating two concepts as different as tourism and psychoanalysis? Even when it would be useless to deny that there is some kind of striking categorical un-similarity between them, constituting any articulation of the two, if this would be the required task, a quite problematic one. Why would one resort to bringing tourism and psychoanalysis side by side, in the first place, and would that necessarily signal a request for what is common between a socio-economic, historical, and even anthropological phenomenon - as tourism has been characterised - and metapsychology?

Perhaps the problem of articulation continues being posed, to a great extent, with a somewhat exaggerated exclusiveness, as a problem of transference or exchange, in the best of occasions, between fields of knowledge, and, indeed, often without problematising the subject of knowledge, and what the desire of articulation, or even articulation itself as desire, has to reveal about that subject. It would be, however, possible to form a discourse on articulation within a different frame, especially if this would allow us to discern behind the philosophical and scientific object the emergence of an object of desire; and this in a manner which could very well lead us to the questioning of objectivity as the defining principle of our relation to reality. And, to follow Milner (1995), in this fashion, instead of obtaining its ideal *from* science, psychoanalysis would rather create an analytical ideal *for* science, one of discourse, by necessity.

In this fashion, only when Tourism as a concept is cleansed of its established 'industrial' references, only through its de-anchoring from commercially imposed 'optics' (in times that merchants and other forces of the market feel compelled to teach us what is the meaning of knowledge), and when it is expanded to such a degree that it finally means nothing, only then will it be able to mean something for the subject. Only when the motion of nostalgia, and the nostalgia of all motion, with whatever nostalgia allows to emerge, this ἄλγος of νόστος, the pain of return to a forever lost home, subdues the study of socioeconomic impacts of the temporary displacement of objects of some industrial or postindustrial structure, and breaks any bonds to 'learning how to do the job', we may be able to learn something about the Subject from Tourism. Only when Tourism as such is posed as a problem and a request for Truth, and its existence is denied, only then will its Subject appear. The diagnosed dichotomy between the world of practice and the world of thought in tourism studies (Tribe, 1997; Ross, 1998) is not there to be reconciled.

A (Psycho)Analytical Definition Of The Field

Hence, it is precisely psychoanalysis that is chosen as the privileged analytical instrument for an understanding of the demand at the basis of all tourism, traversing it all along, and subjecting any attempt to understand tourism to its analytical principle. Psychoanalysis has been identified with the discourse of displacement, since Freud has appropriated the question the hysteric poses – What does the woman want? – as his own (Kaufmann, 1993).

Indeed, in the orientation of our investigation towards that which is displaced onto the temporary spatial, corporeal displacement that tourism appears to be, one can, without much difficulty, recognise something of the psychoanalytical discourse organising our gaze upon it. The displacement of the body takes here the place of the body itself; if something is displaced upon the body in the case of hysteria, for example, there is some sort of legitimacy in an attempt to look for something displaced upon the displacement of the body, in the case of tourism.

Not because this is necessarily so, but rather because, if one chooses to attempt an articulation of tourism and psychoanalysis the obvious ground for it to take place would be none other than the discourse of displacement. It is in, by and through that discourse that the touristic demand will be structured, and the act of placing that demand at the centre of the analysis of tourism derives from the study of psychoanalysis, to the extent that the latter has established the discourse of displacement as central.

The fact that tourism has remained virtually unexplored through such a prism, despite the very few interesting, yet sporadic relevant attempts (eg. Haddad & Haddad, 1995; Kingsbury, 2005), seems to be quite paradoxical, given the ever growing importance that tourism, qua discourse of displacement, seems to be enjoying in modernity, to such a degree that McCannell (1995) will be able to discern in the tourist the model of the modern subject. It may be not by accident that at precisely the same period hysteria would become (re)cognisable in the context of that very discourse of displacement, of *Verschiebung*, as it appears in its most precise form in the fifth chapter of the Interpretation of Dreams, dedicated to deformation.

If McCannell is right, and, despite the objections his thesis has raised (Kaplan, 1996), the tourist is, indeed, the model of the modern subject, nostalgic of itself as he portrays it, and if, as Lacan (1966) has, in every possible tone, asserted, the subject upon which psychoanalysis is exercised is exactly the modern, Cartesian subject, the subject of science, it follows that the tourist is also the model of the subject upon which analysis is exercised. If when we speak of a subject of tourism we most frequently have no idea what we're talking about, it is most probably due to the fact that we forget that it is the Cartesian subject, the subject of the *cogito*, that we are concerned with.

However, our analytic of that subject cannot be confined to the ‘discovery’ of a latent content in tourism out of the reach of the tourist’s consciousness, to a speculation on the meaning of tourism, which would almost definitely regress from a potential meta-psychological study of tourism to the construction of yet another tourist-motivation model, but it must primarily be concerned with the analysis of the possibility of relating the mechanisms of the dream-work with those of what might, thus, be called tourism-work, the processes that constitute a latent content of the touristic action, that is tourism qua discourse of displacement, possible.

Even with every single meaning of such an action unveiled, the action itself remains an enigma, simply because the labour to be ultimately undertaken is not one of translation – translating the latent into the apparent. If there is something to be articulated, that would be the question of the form itself – why a significant action has taken this or that form, or a form in general, and in this case that of tourism, of corporeal displacement followed by the reassertion of the initial position.

This question of form itself is always imprinted in the seemingly simple phrase ‘I need a vacation’, which, of course, doesn’t really refer to any need – any claim concerning the existence of a ‘tourist need’ wouldn’t fall short of outrageous, an outrageous biologisation of tourism - but is already a demand, for which no object that would satisfy it can be located. There is no object ‘vacation’, as anything else than what its etymology implies, and if a reference to etymology is considered of any relevance here, it is because we know the answer in advance: the Latin *vacare*, to empty, to vacate.

If, nevertheless, we can conceive the Cartesian subject as one thriving in a nostalgia for itself – and it remains to be seen if indeed we can – and if the same, modern, subject is the one that can enunciate ‘I feel a Tourist in my own Life’, we are faced with a dialectic development, necessary due to the second direction research has to take:

We have only to wonder and examine whether it is not the tourist, in the act of tourism on the level of reality, that makes the positioning of the signifier ‘tourist’ in this enunciation possible, but rather the signifier emerging in that position that makes possible the act of tourism. In this way, touristic subjectivity becomes not only a reference to the subject in the act or performance of tourism, but also a digressive possibility that the modern subject is per se touristic, which has to be explored. The concept of distance needs to be investigated in this respect, since the specular relation distances the subject from itself, although a rapprochement of the Ego with the specular image by no means offers a solution to the problems emerging from this distance (Safouan, 2001), and this because the subject itself emerges *in* distance. Since the subject exists as ex-sistant, the dialectics of distance – the name of difference echoed in space – and of being-out-of-place will define the horizon of subjectivity. What has to be analysed is the relation of being-in-the-world, being-toward-death, and being-out-of-place, whether they are poles of a dialectic development, and whether being-out-of-place enters the scene as a third pole between Eros and Thanatos.

BEING-OUT-OF-PLACE AS RETURN

In his seminar of 1966-1967, titled “The Logic of Fantasy”, Lacan, drawing legitimacy from the psychoanalytic discovery of a “knowledge which doesn’t know itself” (Lacan, 1975, p. 122), will perform a memorable manipulation of the cogito through DeMorgan’s rules to negate it, and to demonstrate that ‘either I don’t think, or I am not’: ‘Ou je ne pense pas, ou je ne suis pas’. The question then becomes relevant to the examination of the legitimacy of adding a mere accent (Où je ne pense pas, où je ne suis pas - where I don’t think, where I am not, or ‘I am where I don’t think, I think where I am not’), and examining the possibilities opened up by such an addition.

Material, corporeal displacement will result to a status of a temporary being-out-of-place, equally material to begin with, addressing, however, the question of the subject's consistency of being-in-the-world, further displacing the latter onto the dialectics of space, in what could probably be an attempt to materialise it. The fact that space itself is symbolically constructed will only function as an additional support. One has to keep in mind, of course, that the dialectics of space in operation are not merely expressed by the opposition of here to there, but also by that of internal to external, and that, in the latter case, the external is not given as a projection of the subject's internal, of the subject's drives (Safouan, 2001), but rather "as the position or the place where the desire of the Other is positioned, there where the subject will meet it" (Lacan, 1988, p. 272).

The question that can be raised in relation to this is whether it could not be precisely the reassertion of the initial position, of the initial place, that is what is the desire of the tourist. I leave only to return to where I already was, to re-occupy the place that I already occupied, to affirm my identification to my proper place. The resonance to the '*Wo es war, soll ich werden*', where It was must I be, is not accidental, since the *Wo*, the 'where' of the dictum, indicates the possibility of processes through which the symbolic construction of space lends itself to metaphoric uses that have supported the psychoanalytic discourse of displacement.

Parallels can also be drawn between this reading of touristic desire to the 'fort-da', another metaphor illustrating, if nothing else, how the spatial becomes a symbolic construction: I let go, objectify myself and throw it away, in order to re-appropriate it, to pull it back. I try to recover a unity, to de-alienate myself from my body by displacement. Something hides in order to be found, gets thrown away in order to be pulled back.

In a nutshell, I become a tourist, because I will, by necessity, also learn that I have to become a re-tourist. Despite my claims about the reasons of my trip, which will most probably be accurate as regards the subject of the sentence in which they take place, it is the production of this knowledge, on the level of the desiring subject, the subject of the enunciation, which manifests itself as Reason, in revealing that mastery over the body – by the very act of returning – constitutes a renouncement (Kaufmann, 1993).

Had I not returned, had I gone on with the pleasure of being there, this pleasure would turn into a suffocating, painful thing of death, depriving me of any possibility to desire being there; therefore, I return, I cut it off myself, and give myself the chance to have a 'there' that is not 'here', offering an opportunity to the spatial (in this case) dialectics of desire to function. It is practically the structural necessity of castration that the produced knowledge reveals: I, as the master of my body, have to be castrated in order to be able to desire and have the ontological status of a desiring subject. In this manner, though, the subject also discloses the failure of mastery over the body - that is castration - which, paradoxically, is also the condition of the existence of any mastery.

FREUD ON THE ACROPOLIS

This is one way to read what Freud has described as "A Disturbance of Memory on the Acropolis", one of the earliest accounts of what has later become known as the Stendhal Syndrome (Magherini, 2003): it is the threat of a pleasure too intense to be pleasurable that inhibits him at Trieste, of a pleasure that will have been no pleasure any longer, because it has crossed a limit that is set by a master constituted in paternal impotence. Freud's being there functions as an interrogation that will bring to light the impossible of mastery, the fact that the master is, indeed, castrated.

Acropolis is an 'unattainable thing of desire', the meeting with which can never take place, an ever missed object. It can only be a limit which can never be reached (Žižek, 1989).

It was as early as the time of Seneca that this knowledge has become available, when he attested that man travels in search of an eluding object (Urry, 1990). This is what ascribes, in the mind of the young student Freud, the character of the sublime to Acropolis. It is a sublime object that exists only as elusive, the existence of which is guaranteed by its unattainability, the latter guaranteeing, in its turn, the possibility of desire. The object Acropolis seems to be a maternal thing, and as such not only unattainable, but also forbidden.

The knowledge produced by the travel to Athens, and the visit to Acropolis, expressed by the realisation that it, Acropolis, really does exist, is the knowledge that the master, that is represented by the father in this case, could have never attained it, could have never been the desire of the mother, since he was never man-for-her. Hence the visit to Acropolis becomes an interrogation of the master, regarding the structural necessity of the master's castration.

In a bizarre way, this disturbance of memory on the Acropolis reflects the problematic of the question itself of the subject of the cogito: it is one thing to think of Acropolis, and another to be there. This is yet another way given to us to approach the manner in which the discourse of displacement gains its existence within the dialectic entanglement of what is spatial with what is of the subject. Indeed, what is seen here is the splitting of the subject, finding a support to symbolically emerge, in the presence of what can only be inscribed as absence and cannot be symbolised. The Acropolis keeps the role of that impossible object.

The Acropolis stands there not as an object of reality, not as a symbolic object, but as a Real object, that managed to become inscribed only because there was a failure in the process of formalisation, an object that, had it not been for the question Freud had to pose by his travel, and the failure that travel would evoke, would remain one that doesn't cease not to be inscribed (Lacan, 1975).

In the last resort, it was the enjoyment mediating the knowledge Freud the tourist gained, that the master, in the face of his father, is castrated, that was the non-sense of his trip, filled with guilt and pain, as all such enjoyment is.

Nonetheless, to return to vacation and the void of tourism, to which vacation is a reference, this not a void to be left behind, or even to be carried along in the travel, but rather what really travels, simply because it is this very void that is in the very centre of the subject.

DISCOURSE

I am condemned to be the representative of myself in my word, by means of the 'me' that I am obliged to use, which is an imaginary construction by which the subject objectifies itself through its own representatives (Dor 1985, 1992). Indeed, as Lacan has it, "The misfortune of the subject in word (the "drama", he calls it) is that it proves there its lack-in-being" (Lacan 1966, p. 655), given the relation that the subject forms with itself through and by the signifying order, a word in which the 'me' mistakes itself for 'I'.

A true Other is necessarily supposed, an Other like the subject itself. And, in the same manner that the subject's symbolic registration suggests that the subject will be only represented in its word by a signifier of itself, and, therefore, the true subject will be forever eluding in word, the Other too, will be present there through a representative, a signifier. This is the meaning of the, somewhat enigmatic, phrase "A signifier is what represents the subject for another signifier" (ibid, p. 819). Furthermore, inasmuch as the subject is only represented in word, the signifier is nothing but the "symbol of an absence" (ibid, p. 24). Wherever the signifier is, the subject is not, with the substantial consequence of the subject and the Other becoming positioned on the two opposite sides of a wall called 'Language' (Lacan 1978), the order of which presupposes the absence of the true subject. It is not by accident, so to speak, that the word 'Sign' in ancient Greek – Σήμα – means 'Sign' only as much as it also means 'Tomb', 'Grave'. To name is to name an absence, and to signify is to signify something of

Death. This more-than-relation between signification and Death, and, hence, the Real, justifies the accreditation of the character of *joui-sens* to the signifying chain (Lacan, 2001), and, furthermore, the situation of the signifier at the level of the *substance jouissante* (Lacan, 1975).

Another consequence of the symbolic registration of the subject, of its emergence within language, where, at the same time, it will be forever disappearing, is that the signifier 'me' and the signifier of the Other will relate upon an axis that we may call imaginary, for two reasons: first, because the 'exchange' taking place between them is of an imaginary nature, and, second, because those two 'me's are imaginary entities, relics of the primordial specular identification, as it takes place at the mirror stage. As a matter of fact, 'me' and other represent the 'couple of reciprocal imaginary objectification' (Lacan, 1966, p. 53).

However, something always eludes the other and within the Other. Therefore, although the signifier hides the truth of the subject, it is, at the same time, supported by it. Nevertheless, it is the signifier that seems to be speaking the truth, to be conveying meaning to the other, to be the subject that acts, although it is but a mere agent, one, moreover, that has no idea about the true meaning of the message it conveys.

If the agent acts upon the other, supported by a truth hidden by him, then there must be an outcome, an effect of that action, a production of the exercise of power.

Given that, for all the aforementioned reasons, the discourse, as the 'missed action' that it is, is not there to generate truth, its inaugurating truth, but to generate meaning – hence, it becomes clear that there is a mismatch between meaning and truth, a forever unattained meeting – and that its effect, the product, cannot become its cause (Wajcman, 1982), that between the place of truth and the place of production there is a disjunction.

THE OBJET-PETIT-A AND/AS A TOURISTIC

In the beginning of the discourse there is a demand, or better put, there is a demand which will become, through and by the discourse, a request. What remains of the demand in the request is the object a. In this sense, the product of the discourse, the object a, is a by-product of commandment, of the signifier of the subject's action upon the signifier of the Other. What we could say here is that the place of production is a place *au-delà*, a place-beyond. And desire - constitutively alienated in the desire of the other, for the sole reason that its first object is to be recognised by the other (Lacan 1966), to be the desire of the other, to be the other's Phallus, the castration of which gives birth to the subject as such, and which, thus, bars the subject – is produced in the *au-delà* of demand, exactly for these reasons. Because the demand initiating the discourse, driving it, is the communication of two subjects, an impossible task, echoing, if not being identified with, the demand to be the Other's desire. What remains of it is the object a, and it is the object a, as object cause of desire, that is produced by the discourse.

The object a is the *plus-de-jouir*, to the extent that if the demand had not been transformed into a request, if the castration had not taken place, by the symbolisation of Law, what we would then have would be *jouissance*. What there was before Law, against which Law was established, against which signification arose, is the place of *jouissance*. But since jouissance is refused, and this is the meaning of castration, the subject can emerge in the symbolic order, where the dialectics of being (the Phallus) will be replaced by the dialectics of having. In the lack that the castration created, desire will be born, as the metonymy of the lack of being (ibid).

In a sense, tourism is nothing more and nothing less than a reversed symptom, than a symptom turned inside out, not the opposite of hysteria, but rather some kind of counter-hysteria, starting from the end to make a circle all the way to the beginning, that is hysteria par excellence. The Hysteric is a tourist of her own life, in her own right, in the sense that her body becomes a produce-able and consumable landscape of an unaccountable picturesque. The difference between the tourist and the hysteric is the difference between hospitality and the hospital.

But, still, within the Discourse of the Tourist, the tourist is a mere shadow of the Gaze. And the tourist gaze is not seeing; it is, on the contrary, showing. It is not the manner in which the tourist appropriates the landscape, the picturesque, let alone the picture, it is, reversely, the manner in which the tourist is appropriated by and objectified within the landscape. The tourist gaze is not understood when I gaze myself in the mirror. But I will confront it as what it is, when, with a specific arrangement, after the introduction of one more mirror, I will see myself being gazed at by myself. It is the shadow of the Gaze, confronted like that, as an object to be gazed upon, that the tourist is. The Gaze is what introduces the tourist into the picturesque, regardless of the form the latter may take, something ever outside the picture dropping its shadow – namely the tourist- inside the picture. If tourism is unfinished, or un-finalised, this is because the Gaze cannot return to the subject; the subject will not recover the Gaze. As Lacan puts it, “We can capture this privilege of the gaze in the function of desire, rolling, if I might say, along the veins from where the domain of vision has been integrated within the field of desire” (1973, p. 98).

The critical dimension is that of the relation of tourism to the *fantasme*, to an imaginary effect, formulated as $◊a (Lacan, 1966). Tourism expresses the latter, given that the supposition of an Other in tourism is the supposition of an incomplete Other, necessary for this imaginary effect to take place. As fantasmatic, tourism seeks to ‘invade’ the Other, to fill out “a void in the Other”. The picture of the picturesque is the picture including the tourist himself, by means of the tourist’s absence. It functions as Other as long it includes an offer-able void to be filled in by the touristic *fantasme*. Why should we then be surprised by the multitude of advertisement photos of empty hotel rooms, with a balcony door in the middle of the perspective opening up to the view of the sun setting down on the sea? To see it is to be in it, and it can be filled by fantasy only as long as it is empty. Its incompleteness introduces the position of the signifier-tourist. The tourist seeks to enter the Other. Moreover, the tourist desires to see himself *within* the Other.

Whatever the tourist may be trying to retrieve, to re-cover, he will always be coming face to face with an always-already covered object. Whatever the tourist gazes is the gaze of whatever gazes back at the tourist, the thing of which the tourist is the shadow. Therefore, the tourist will always re-turn, he will always be a re-tourist. However, the re-tourist will always re-turn as a symptom. Externality, exclusion from the Truth of the - hence lacking - Other, the Truth of whom is that he does not possess my Truth, introduces the subject as an integral part of the Other’s game. My externality is internal to the Other (Žižek, 1989). The *objet petit a*, in tourism the Gaze, is this ‘secret’ of the Other, eluding as much the Other as within the Other.

The fundamental presupposition of Desire is absence. There must be something missing which will be desired, something eluding to be run after. This is the object cause of desire. But this object is positioned as such by desire itself retrospectively, to the extent that desire itself is its own object. Distance, the spatial distance to be covered, to bring the body of the tourist to the place of the Other, functions as nothing but the metonymy of difference, and, in being so manifestly metaphoric, this *metaphora* of the tourist body characterises tourism.

Conclusion

For the tourist, distance is experienced as traumatically as the alienation of narcissistic identification. In fact, distance is part of the process. And it is experienced as a difference, the ‘geographic’ difference between the here and the not-here, the here and the elsewhere, the place of the Other, metonymic of the ‘linguistic’ difference between the subject and its representation. The question of the tourist, articulated through the discursive device, is taking up the form – ‘Where is (it) … missing?’, in which the ‘where’ is the indicating instance of the metonymy of desire, supported by the ‘missing’ of the subject that the signifying question ‘where is (it)’ will be hiding, and only as long as the persistence of the “missing?” will be kept concealed can tourism be articulated.

Although the tourist will be positioned as the ‘where is (it)’, seemingly looking for something, something the capture of which he demands by his question, it is the ‘missing?’, the lack of being that is the truth of the subject, that carries with it, in it, the true question-mark. It is because the metonymy will be signified by the ‘where’, and because this ‘where’ will have a spatial expression, that this mastery discourse will become the discourse of the tourist. If desire is the metonymy of the lack of being, of what the being lost in order to become a subject, namely, castration as entrance to the symbolic, the subject of desire will be signified in the discourse by the tourist when the metonymy of desire, which, according to Lacan (1966) is the ‘me’, can be positioned as a ‘where is (it)’, to which the answer will, very simply, be ‘here ... it is’.

The ‘here’ positioned at the place of the other, signifies the tourist’s externality, his exclusion from the truth of the Other. The ‘here’ must be elsewhere, since what is at stake seems to be the ‘where’. The ‘it is’ is the object cause of desire, the object Gaze in the tourist’s discourse, in disjunction with the missing of the subject. Hence, in trying to capture desire, the tourist will be constantly ending up being captured by it. This is the meaning of the quoted ‘it’, echoing, being the shadow of the un-quoted, plus-de-jouir, ‘it’ of the answer. This is why instead of photographing, I am being photographed. Because the tourist gaze is the desire to gaze, and the tourist desire is the gaze itself as desire - the gaze gazing at itself.

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SERVICE QUALITY OF TOURISM HIGHER EDUCATION IN PRIVATE COLLEGES OF THESSALONIKI

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ABSTRACT

The purpose of this paper is to analyse the meaning of service quality with regards to tourism higher education, from the students' perspective. Because hospitality industry is growing fast all around the world and declare an acute need for educated people, the role of Tourism Management educational institutions becomes very important and knowledge development is viewed as the key challenge. The research will try to determine students' opinion about the quality of academic service provision, by using both quantitative and qualitative methods, the collected data being coded and interpreted with the help of SPSS in order to see if there is any connection between the literature and our results.

Keywords: *tourism management higher education, academic service, service quality, and customer satisfaction.*

1. INTRODUCTION

The primary purpose of this study was to analyze the construct of service quality and the applicability of its measurements with regard to the private Colleges of Thessaloniki, offering tourism management higher education.

It is important to analyze service quality in tourism education because of its pivotal role in hospitality industry where educated people are needed. For this reason the research was interested in finding out students' opinion about the quality of academic service that is why we conducted our research inside two of Thessaloniki's private college, using both quantitative and qualitative methods.

The paper was structured in five sections discussing on important issues related to tourism education and service quality, research strategy and methodology and then analyze the data collected from questionnaires and interviews and ending with conclusions resulted from the literature and findings.

2. LITERATURE REVIEW

Reviewing the literature we aimed to discuss the importance of tourism education, service quality in education, customer satisfaction, service quality models, measuring service quality models and academic service as all these elements are linked together and play an important role in tourism education.

In order to understand what is meant by service quality in tourism education, the literature analysed what it is essential in higher education and leads to service quality. To offer high quality services, educational institutions have to be aware of the needs and trends of the hospitality industry and that is why the literature discusses on the specific industry.

The literature review is structured in five sections. The first one examines the concept of tourism education; the second one is focused on service quality in education. The third section discusses about customer satisfaction, as it is an important measure of providing service quality. The fourth part presents services quality models and also measuring service quality of academic service. The last section emphasizes the reasons for which service quality is an important part of tourism education's success and summarizes different aspects concerning its effects.

2.1 TOURISM EDUCATION

Amoah and Baum (1997) have stated that the human factor is fundamental to development of tourism sector, since it constitutes the very essence of quality in tourism supply. Dale and Robinson (2001), Connoly and McGing (2006) have emphasized the need of educated staff, seeing the growth of tourism courses supply as a consequence of the rapid expansion of the hospitality industry.

Sahney et al. (2004) and Becket and Brookes (2006) have explained higher education through the system theory, considering students and all the resources used to deliver a module as the inputs (Becket and Brookes, 2006), the delivery and assessment methods including teaching, learning, research administration and knowledge transformation (Sahney et. al, 2004) as the processes generating the outputs of achieved results and learning.

Markovic (2003) defined the academic service as any activity in which the faculty member offers his or her professional expertise or time to others, either within or outside of the academic community.

When designing programs for hospitality industry, the name is the first one to rise up discussions. Middleton and Ladkin (1996) founded the distinction between tourism, leisure, recreation and hospitality to be blurred because; all have a common core with a strong business flavor as Morgan, 2004 said.

Riegel (1995) cited in Markovic (2006) and Tribe (1997) have seen the tourism and hospitality education as a field of multidisciplinary study which brings the perspectives of many disciplines, especially those found in the social sciences, to bear on particular areas of application, and practice in the hospitality and tourism industry.

Amoah and Baum (1997) have interpreted this aspect as a negative one, talking about the considerable gap between what providers offer as management level tourism education, and the needs as expressed by the tourism management. They gave the example of higher education in UK, where broad-based, generic knowledge are provided; meanwhile the industry seeks personal skills such as communication, leadership, adaptability and numeracy.

Dale and Robinson (2001),have also talked about tourism education in a three-domain approach: generic degrees, offering the interdisciplinary skills required for a broad understanding of the tourism industry, functional degrees providing students the functional expertise in a particular area of tourism and market/product-based degrees focus on the nature and development of particular niche products and markets. Later on, the authors concluded the generic degrees are still the most popular through universities providing tourism management courses.

Airey and Tribe (2000) analysed hospitality education from two different perspectives: the vocational-liberal approach, developing study and reflective skills and the reflection-action approach concerned with putting ideas into action. This is the controversy theory versus practice, in other words, the preference of industry for people having experience more than theoretical knowledge. This idea was supported with data by Connoly and McGing (2006) in their study, indicating that industry has a strong preference to hire people with strong practical skills and ’’ soft ‘‘ people management skills and suggested a solution in lengthy placements in hotels and more practical skills training as an improvement or change of the current hospitality education offerings.

Morrison and O'Mahoni (2003) argued strong against this reality and conclude that the key challenge for tourism and hospitality education is not with narrow vocationalism simply to satisfy the employment needs of industry but to harness the development of knowledge that will contribute to the successful development of tourism and hospitality industry as a whole.

2.2 SERVICE QUALITY IN EDUCATION

Parasuraman, Berry and Zeithmal (1990) defined service quality as the difference between customer expectations and perceptions of service. This particular view of service quality leaded to the expectancy-disconfirmation theory of Oliver (1980, 1981) based on the assumption that customers perceive service quality as the difference between actual service performance and their expectations. Lewis (1983) has also referred to the delivery of quality service, conforming to customer expectations on a consistent basis, and Gronroos (1984) developed a model in which he contends that consumers compare the service they expect with perceptions or the service they receive in evaluating service quality.

Donaldson and Runcinam (1995) have seen the service quality not only a mean of differentiation or a key to developing a competitive advantage, but the heart of any organization, public or privately owned.

Talking about higher education institutions, Donaldson and Runciman (1995) have linked the quality of academic service with the quality of the service provider, which is why delivering quality service was said by Athiyaman (1997) to be an important goal for most higher education institutions. Hence, the level of service quality provided by institutions of higher learning is an important area of research and Joseph et al. (2003) have proved its strong impact on recruitment and retention of qualified students.

When, the problem of measuring service quality of education came across, different authors spoke about same characteristics of academic service.

Becket and Brookes (2006) proposed lecturers' teaching ability, availability of staff; library and computing facilities; class sizes and student workload as the important factors, one should be aware when analysis service quality of an university. Academic factors, study factors, general welfare factors, course administration factors, physical environment were among the factors found by Cook (1997) and Joseph et al. (1999) to be critical when evaluating service quality of academic service.

Markovic (2006) spoke about the use of the constructs of tangibles, reliability, responsiveness, assurance and empathy, when talking about academic service.

Cook (1997) and Russell (2005) emphasized the role of the human ''actors'' participating in the delivery of a service by saying they influence the customer's perception of the service itself and in teaching, and that the lecturer forms the main part of the service provision. Russell (2005) found the effective management of physical evidence also important in education.

2.3 CUSTOMER SATISFACTION

WTO (1985) has developed a definition of customer satisfaction that was later confirmed by Oliver's theory of expectancy-disconfirmation. They defined it as a psychological concept that involves the feeling of well-being and pleasure that results from obtaining what one hopes for and expects from an appealing product and or service.

Petruzellis et al. (2006) agreed customers are satisfied when the service fits their expectations, or very satisfied when the service is beyond their expectations, or completely satisfied when they receive more than they expect, seeing customer satisfaction measures as a tool for discovering customer tastes and understanding their need s and expectations.

Athiyaman (1997) has chosen to explain perceived quality of education in terms of satisfaction with a manageable set of general university characteristics. The author defined satisfaction as a transaction-specific, short-term attitude.

Becket and Brookes (2006) agreed that the type of feedback generally entails students assessing their overall satisfaction with the perceived quality of various aspects of provision including in the design of the curriculum, the quality of the teaching, learning and assessment methods and the resources available to support these.

2.4 Service quality models

Researchers ‘efforts conducted to the development of few models for measuring service quality: the servqual model of Parasuraman and colleagues (1986, 1991), in the form of a questionnaire with 22 items divided into the 5 underlying dimensions: tangible, reliability, responsiveness, assurance and empathy, the servperf model of Cronin and Taylor (1992) based on a performance evaluation, and the gap model of service quality. Before them, Sasser et al. (1978) have developed a three-dimensional perspective of service performance: levels of material, facilities and personnel.

2.5. Measuring S.Q. of academic service

Despite the abundance of service quality literature, Becket and Brookes (2006) stated the lack of consensus on how best to measure quality in higher education among researchers.

Given that education is an experience good, Petruzzellis et al. (2006) talked about measuring education efficacy by evaluating its effect on users (students). Moreover, the higher education experience has two overlapping areas (Rowley, 1997); the evaluation of quality of teaching and learning (Cuthbert, 1996; Soutar and McNeil, 1996) and the evaluation of the total student experience (Hill, 1995). We have already mentioned above, few critical factors to take into account when measuring service quality of education.

Since universities are moving toward a more market-led approach, the Servqual questionnaire was not seen anymore as appropriate for measuring quality (Pariseau and McDaniel, 1997, Chua, 2004, Sherry et al. 2004) cited in Petruzelis et al. (2006).

Taking into account that none of the previous methodologies analyzing quality in higher education was concentrating on what the customer (in this case, the students) expects from his/her university experience, Joseph and Joseph (1999) have developed an instrument called the importance/performance paradigm. This instrument was chosen by our study, because it better identified the most important service attributes while comparing their performance relative to their importance. As mentioned in the study of Joseph et al. (1999) the original theory behind this method is on the original Martilla and James (1997) importance/performance paradigm a two-dimensional graphical representation that can be used to demonstrate the mean importance and performance ratings on attributes that are used to asses the quality of a particular service.

2.6 Conclusions

During the last years, service quality in tourism education has become a key element in guiding the organizations to high performance. This paper addressed the importance of service quality in tourism education and the link between education and hospitality industry.

With regard to tourism management education, we need to be aware of the special needs of hospitality industry. Even though the demand for tourism courses is high, the literature showed that the difficulty of designing relevant programmes for the hospitality industry and suggested that a partnership between hospitality industry and educational would be a solution to overcome this problem.

3. Research Strategy And Methodology

3.1 Introduction

The research aimed to examine students' opinion about the quality of academic service provision by using both quantitative and qualitative methods. It is important to add that this study will be an exploratory research as it is important to understand what is happening in tourism education and to ask in depth questions.

Based on the assumption that quantitative research can explore large-scale macro-structures, whereas qualitative research can focus on small-scale micro aspects of the project, we used the combination of quantitative and qualitative data to improve the validity of our research (Finn et.al, 2000).

3.2 Sample selection & Data collection

The survey is conducted in Thessaloniki in two privates colleges; College A was founded in 1989, and became affiliated of an English university in 1997. College B was also founded and became affiliated of an American University in 1989, and has its own branches abroad nowadays.

Due to their affiliation of prestigious universities, both Colleges search the excellence in education, recruiting and employing good quality staff, with a special accent on lecturers. This has an impact on their popularity among International (of which Bulgarians Serbians, Macedonians, Romanians and Albanians form the majority) students coming to Thessaloniki for obtaining an English or American degree at a lower cost of studies and living.

3.3 The Research Approach

The primary data includes use of interviews (quantitative data) and questionnaires (qualitative data).

We used quantitative methods to generate hypotheses and develop theory and qualitative research in order to test the main hypothesis. (Finn et. al., 2000)

1st stage-We used a questionnaire with 12 questions, collecting demographic data in the first section and opinions about the importance and degree of satisfaction with fifteen characteristics of academic services in the second part.

2nd stage-we conducted 8 in-depth interviews with tourism management students, based on the relationship education versus practice inside hospitality industry. Topics like career opportunities, need of placements inside hotels, skills development and service quality in education were discussed.

3.4 Research questions:

1. What are the most important/unimportant characteristics of academic service and who are the main actors inside the academic environment for students?
2. What are the differences between international and Greek students' ratings regarding their degree of satisfaction with education's provision? Is there any relationship between nationality and the degree of satisfaction?
3. What are the differences between males and females ratings? Is there any relationship between gender and the way students rated the satisfaction with various parts of academic services?
4. How is the relationship between tourism management education and hospitality industry seen by tourism management students?
5. Do tourism management students understand service quality of academic service as an overall satisfaction with education provision?

3.5 SERVICE QUALITY IN HIGHER EDUCATION QUESTIONNAIRE

We have delivered a total of 120 questionnaires to the students, 60 in each college. We've got back 51 (from College A), and 37 (from College B) valid questionnaires, meaning a rate of response of 85% respective 61, 6%. We agreed to proceed with the analysis, based on the assumption of a representative sample.

The first part of the questionnaire collected demographic data meanwhile the second part asked for students' opinions about the importance and degree of satisfaction with fifteen characteristics of academic services.

In designing our questionnaire, we used 2 nominal and 15 ordinal variables. The nominal variables were gender and nationality, while the ordinal variables were fifteen characteristics of the academic service, that summarized best what literature has agreed upon, when talking about service quality of education (see Table 1).

As Kinnear and Taylor (1996) advised, following a descriptive attempt, it was required to calculate the median for ordinal variables, meanwhile, for the nominal variables, we calculated the mode and frequency (relative and absolute) as central tendency indicators.

We have calculated then the means, and ran a One-Way Anova test, in order to observe the p-value, and conclude things about correlations between gender or nationality and all the ordinal variables.

3.6 STATISTICAL ANALYSIS

We've asked respondents to evaluate the importance and the degree of satisfaction with 15 characteristics of academic service. An ordinal scale from 0-5 was constructed, rating gradually students' perception from 0-not important to 5-very important.

3.7 FOLLOW-UP INTERVIEWS

Findings from the questionnaire indicated as important theme of the Interviews, the relationship between education and hospitality industry in terms of internships and career opportunities. That is why; they were conducted only with tourism management students.

The open questions of the interview referred to the link between tourism management education and hospitality industry in the first section and to the service quality at a postgraduate level of education in the second section.

4. STUDENTS' RESPONSES ON SERVICE QUALITY OF HIGHER EDUCATION

4.1 INTRODUCTION

Until now, we have analyzed the meaning of service quality in tourism education and it has been noted the importance of tourism education for the hospitality industry as it needs instructed and educated people. The goal of the research is to examine students' perceptions about service quality and we considered it is interesting to see if there are differences between genders, nationalities inside the colleges.

This part of the paper shows students' responses to service quality in education, based on the paradigm of importance/performance of 15 characteristics of academic service. Results are organized according to the main research questions.

4.2 IMPORTANT ISSUES OF ACADEMIC SERVICE AND IMPORTANT ACTORS INSIDE THE ACADEMIC ENVIRONMENT

Based on the literature review, academic factors, study factors, general welfare factors, course administration factors, physical environment were the factors we took into account in our research. We have grouped them into four main categories: lecturers' performance, general staff (lecturers and administrative personnel) performance, physical facilities (building and library) and administrative tasks. For each of the categories, we have searched certain characteristics or dimensions.

Lecturers' performance was referring to their skills, knowledge and general performance in class; fairness in students' evaluation; consistency and utility of their lecture's notes.

General staff performance included the following dimension: personal support and encouragement, accessibility and promptness in answering queries, personal appearance and courtesy.

Physical facilities' category referred to the proximity, accessibility and facilities of the building, along with the accessibility and variety of materials inside the library.

Administrative tasks' category comprised the career opportunities and internship provision, extracurricular activities, accommodation, visa/residence/traveling issues, but also appropriateness of class schedules and deadlines for assignment, and information to guide with studies.

We've calculated Median for both Colleges (See Table 2) in order to find out what are the most important characteristics of academic service, along with the main actors of the academic environment.

For College A, the lecturers' skills, knowledge and performance in classes along with internships and career opportunities were found to be very important factors; meanwhile, extracurricular activities were found to be completely unimportant. Other characteristics related to staff, administrative tasks or physical facilities were rated moderately important.

For College B, lecturers' skills, knowledge and performance along with fairness in evaluating and marking students performance were found to be the most important factors, meanwhile help with visa/residence/traveling and the extracurricular activities were unimportant issues. Other issues as location, accessibility and facilities of the university were also found to be important and became, later on, causes for dissatisfaction.

4.3 GENDER AND NATIONALITY DIFFERENCES

One of the research questions this study addressed was to see whether service quality in terms of customer satisfaction with academic services of the Colleges is different from gender to gender, from nationality to nationality or from college to college.

Gender distribution inside College A is similar between males and females they are almost equal as percentages, meanwhile the nationality distribution is in the favour of International students, with a percentage of 74,5%. The Greeks represents only 25,5% from the respondents. (See Table 3)

College B is more dominated by Greek students rather than international ones 73%, and the sample is again, almost divided in two between males and females. (See Table 3)

Due to the difference generated by the nationality distribution within the Colleges, we tried to figure out if there is any relationship between nationality and students' perceptions in terms of degree of satisfaction with the academic service. Further more, we tried to observe if there is also a relationship between gender and students' perceptions in terms of degree of satisfaction with the academic service.

We ran a One-Way Anova test, with the purpose of noticing the minimum and maximum of students' ratings regarding the degree of satisfaction, correlating both gender or nationality with the degree of satisfaction with academic service's characteristics. The results of the Anova test can be seen in Table 4 and 5. The observing significance level of the correlation between nationality, respective gender and degree of satisfaction, for all the fifteen characteristics of academic service is a value above 0.05 (See Tables 4 and 5). This could be better observed from the descriptive part, because the degree of satisfaction among males is lower then the females' degree of satisfaction (for both colleges). The same happens with Greeks and International students' perceptions of customer satisfaction, International students being more satisfied then Greeks. This is easily noticed in College B, where the values of Sig are higher than in College A. This means that nationality, gender and degree of satisfaction are linked.

4.4 TOURISM MANAGEMENT EDUCATION AND HOSPITALITY INDUSTRY

Based on the literature review and the quantitative data why collected from Master Students, we could noticed a general tendency to consider education important for better career opportunities. We say this, because internships provision and career opportunities were found to be the very important issues of service quality of educational institutions, along with lecturers' skills, knowledge and performance. That is why we conducted in depths interviews with tourism management students in order to collect their view about education and hospitality industry. We've asked students to express their opinion about various issues. The starting question was related with their own perception of what is happening in hospitality industry today among managers seeking to recruit staff having a degree in hospitality management or work experience? We asked them about the skills highly valued by the hospitality industry today, and how do they relate these skills with their purpose to enrol to Tourism Management post-graduate courses? The answers we received were labelled as students' expectations and reasons pre-enrolment. The majority of respondents have agreed that hospitality industry needs to employ people having both knowledge and experience in the field of tourism, that is why a degree in Tourism Management is valuable and a placement in a hotel as trainee is acceptable, even though is not paid. The skills mostly valued by the respondents were people and communication skills, promptness and clever solutions for solving problems or complaints, connected with general knowledge regarding tourism management. They all enrolled in the Master program for better career opportunities, and considered provision of internships or career opportunities a task of their university.

4.5 SERVICE QUALITY OF ACADEMIC SERVICE – OVERALL SATISFACTION WITH EDUCATION PROVISION

Asking tourism management students to define service quality, we received the same feedback from them: a service that fulfils sometimes exceeds one's expectations. Education provision was again divided in four dimensions: academic dimension-lecturers performance, administrative dimension-auxiliary staff performance, facilities of building and library and administrative tasks. The most important factors were found to be lecturers' performance, their teaching methods, in terms of general knowledge with the subjects and recent examples they brought from hospitality industry. As we can easily notice, these questions were designed to collect students' perception post-enrolment about quality of education, and the conclusion was that their expectations were met during the course and also the course syllabus was suitable for hospitality industry needs nowadays.

5. CONCLUSIONS

Even though Howarth (2003) stated that teaching students of multi-cultural and linguistic diversity is more demanding due to the much wider range of learning preferences that have to be understood, we could notice the degree of satisfaction among international students was higher from their Greek colleagues. They have all paid attention mainly to lecturers' skills, knowledge and general performance in class, and to the internship and career opportunities.

This happens because their pre-enrolment expectations are gaining valuable knowledge and better career opportunities. Greeks care more about tangible characteristics, as location, accessibility, and facilities of the college and tend to be not very satisfied with education provision.

Talking about relationship hospitality industry education, they all placed a special accent on the skills gained through studying, searched the performance improvement and wanted to gain special knowledge required by the special design of hospitality industry need of personnel.

Private education in Thessaloniki has a great potential, the Colleges have a good reputation among foreigners and are about to be recognized by the Greek Government. Hence they expect an increase in their popularity among Greeks. The demand for tourism management education is also expected to increase, due to the need of professionals in the hospitality industry, especially in Greece, but everywhere else in the world.

One important limitation of this study was poor access to some colleges due to the holidays and exam period as the researcher encounter problems with them. A large group of colleges do not have tourism management programmes so that we couldn't have a larger picture of tourism education in Thessaloniki.

The main advantage of this research is the actuality of the topic of the research especially in Greece where tourism is one of the leading industries, being one of the main sources of income for the economy.

APPENDIX

Table 1: Dimensions of academic service

MAIN CATEGORIES	SPECIFIC DIMENSIONS
1. lecturers' performance	Skills, knowledge and performance in classes
	Fairness in evaluating and marking students' performance
	Consistency and utility of the lecturers' notes
2. general staff (lecturers and aux. personnel) performance	Personal support and encouragement
	Accessibility and promptness in answering queries
	Personal appearance and courtesy
3. physical facilities	Library facilities
	Location and accessibility of the buildings
	Facilities of the buildings
4. administrative tasks	Information to guide with studies
	Appropriateness of classes schedule and deadlines
	Help with accommodation issues
	Help with visa/residence/travelling
	Internships and career opportunities
	Extra curricular activities (clubs or courses)

Table 2: Importance of academic service characteristics within colleges (median's calculation for ordinal variables)

	College A	College B
Skills, knowledge and performance in classes	5	5
Fairness in evaluating and marking students' performance	5	4
Consistency and utility of the lecturers' notes	4	5
Personal support and	5	4

encouragement		
Accessibility and promptness in answering queries	5	4
Personal appearance and courtesy	5	4
Library facilities	5	4
Location and accessibility of the buildings	4	4
Facilities of the buildings	4	4
Information to guide with studies	5	4
Appropriateness of classes schedule and deadlines	4	5
Help with accommodation issues	4	4
Help with visa/residence/travelling	4	3
Internships and career opportunities	5	4
Extra curricular activities (clubs or courses)	2	3

Table 3: Relative and absolute frequency of gender and nationality

COLLEGE A	Frequency	Percent (%)	***COLLEGE B***	Frequency	Percent (%)
GENDER					
Male	27	52.9	Male	19	51.4
Female	24	47.1	Female	18	48.6
NATIONALITY					
Greek	13	25.5	Greek	27	73
Non-greek	38	74.5	Non-greek	10	23
TOTAL	51	100	TOTAL	37	100

Table 4: Test of significant differences of satisfaction degree by gender

p-value	COLLEGE A	COLLEGE B
Skills, knowledge and performance in classes	.307	.091
Fairness in evaluating and marking students' performance	.624	.096
Consistency and utility of the lecturers' notes	.487	.086
Personal support and encouragement	.866	.715
Accessibility and promptness in answering queries	.571	.745
Personal appearance and courtesy	.973	.608
Library facilities	.350	.948
Location and accessibility of the buildings	.561	.413
Facilities of the buildings	.509	.387
Information to guide with studies	.104	.838
Appropriateness of classes schedule and deadlines	.956	.592
Help with accommodation issues	.723	.853
Help with visa/residence/travelling	.235	.706
Internships and career opportunities	.705	.721
Extracurricular activities	.757	.570

Table 5: Test of significant differences of satisfaction degree by nationality

p-value	COLLEGE A	COLLEGE B
Skills, knowledge and performance in classes	.010	.558
Fairness in evaluating and marking students' performance	.098	.738
Consistency and utility of the lecturers' notes	.412	.940
Personal support and encouragement	.022	1.000
Accessibility and promptness in answering queries	.025	.722
Personal appearance and courtesy	.005	.373
Library facilities	.314	.428
Location and accessibility of the buildings	.657	.781
Facilities of the buildings	.213	.846
Information to guide with studies	.037	.924
Appropriateness of classes schedule and deadlines	.018	.581
Help with accommodation issues	.360	.936
Help with visa/residence/travelling	.032	.974
Internships and career opportunities	.376	.234
Extracurricular activities	.026	.429

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IS THE TURKISH TOURISM INDEX EFFICIENT?

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ABSTRACT

Tourism is a sector that leading countries economics development has been growing faster in Turkey as like most of the other countries and it has an impact on the success of non-tourism companies. In this sense, tourism is an important sector which generates foreign currency inputs and new job opportunities.

Tourism has a value added effect on national incomes with redounding supplies of foreign currencies. Consequently, it contributes to the balance of payments. High amounts of state income have an effect on domestic prices and employment and other sectors are indicated the importance of tourism in terms of economy. Also, tourism is being used as a dynamic and important tool to overcome national and international economic crises.

Achievements of firms depend on their financial decisions successes. Firms that seek to improve their equities go public and sell some part of their shares at either national or international stock exchanges.

Investors who trade tourism companies' shares should take into consideration not just the technical and fundamental analyses but also the efficiency of the market. The Efficient Market Hypothesis (EMH) says that in an efficient market no one can beat the market systematically because security prices fully reflect all available information[23]*. This means that in inefficient market investors can use a strategy to beat the market. There is lots of evidence against EMH such as the Day of the Week Effect, the January Effect, and the Weather Effect etc. Hence, a Day of the Week Effect anomaly has an important implication in finance. According to Day of the Week researchers, holding period returns are lower on Monday than on other days of the week*[24, 25]*.*

This study will investigate whether the Tourism Index of Tourism companies traded in ISE have an efficient market or not. With this in mind, the tourism index income will be calculated; non-parametric methods will be used to investigate whether or not the average income shows significant differences with respect to days and months. Daily returns will be taken as a factor variable. The Probit Model will be applied to take into consideration the possibility of negative returns of the tourism index for days and months. Logistic regression method will provide us the return variation of the tourism index between base day and month to other day and month returns.

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However, using logistic regression and taking the day or month as a base, we will investigate the state of the rate of losing or earning of the Tourism Index.
Key Words: *Day of the Week Effects, Market Anomalies, Turkish Stock Market, Tourism Index, Probit Model, Logistic Regression*

1. INTRODUCTION

The markets reflecting all the existing information of the shares are labelled as efficient markets. In such markets, considering that everybody can reach the information without any effort or cost, it is not possible to beat the market. According to the efficient markets hypothesis there are three types of efficiencies: Weak Form Efficiency, Semi-Strong Form Efficiency, and Strong Form Efficiency. The Weak Form Efficiency states that all the previous price movements are reflected on the current prices. In such markets considering those previous price movements, one cannot make more than average market returns.

In finance literature, the efficiency of the world stock exchanges have been tested several times according to the efficient market hypothesis. The findings indicate that developed stock exchanges are Weak Form efficient, whereas developing stock exchanges are not efficient. This study will test whether or not the Istanbul Stock Exchange's Tourism Index is efficient or not according to the Efficient Market Hypothesis. The Istanbul Stock Exchange (ISE) Tourism Index was set up on 27.12.1996 to measure the performance, as a whole and as a sector, of price and profit of Tourism shares traded at ISE.

A vast number of literature studies provide evidence for day of the week effect and seasonal anomalies. Defusco (1993) has examined returns for U.S. firms in the five-day interval surrounding a board meeting date and found that a firm's Monday return in that interval is more likely to be negative than other Monday returns. Cornell (1985) has investigated whether cash and futures markets have some seasonal pattern or not for S&P500 Index. He has reported that a weekly pattern of returns was observed in the cash market but that no similar pattern could be found for the S&P500 futures. Ayadi (1998) has reported that there is no seasonality in the distribution of monthly stock returns in Nigeria, Zimbabwe and Ghanaian market. Kato (1990) has reported low Tuesday and high Wednesday returns for the Japanese stock returns. Gibbons and Hess (1981) have reported strong and persistent negative mean returns on Mondays for the S&P500 and the value-and-equal weighted portfolios. Athanassakos and Robinson (1994) have tested day of the week effect for Toronto Stock Exchange and they have reported that they found evidence for a strong and statistically significant negative Tuesday effect. Rogalski, in his study, (1984) investigated the daily profit of DJIA index and found that daily returns were different. When the returns of each day of January were investigated, the returns were not found different. Balaban (1995) has investigated daily anomalies for Turkish Stock Market and reported that significant day of the week effect for the Turkish market. Metin et al (1997) have examined the weak form efficiency of Istanbul Stock Exchange (ISE) by using random walk test and the day of the week effect. They have used data between January 4, 1988 to December 27, 1996. They have reported Friday and Monday effect but Monday effect was not statistically significant. Bildik (1999) has investigated the day of the week effect in overnight interest rates in interbank market, overnight interest rates in interest rates of the Istanbul Stock Exchange (ISE) and daily closing values of the Istanbul Stock Exchange's Composite Index. The researcher has reported that there is no significant difference between the repo rates occurred in the ISE repo Market and interest rates in Interbank Market. He also reported an overnight interest rates decrease on Wednesdays and increase on Mondays, relative to previous days. In the stock market, he found patterns of low or negative returns over the first part of the week (Monday through Tuesday) and high and positive returns over the second part of the week (Wednesday through Friday). Çinko (2006), in his study, investigated the returns of ISE 100 index. The researcher divided the data into two parts according to exchange duration, and tested whether the exchange period had a day of week effect. The entire data set and exchange duration for one day was found negative for Monday and Tuesday and positive for the other days of the week. The highest profit was found to be earned on Friday. When the exchange was carried out in two days, Tuesday was also positive. Çinko applied regression analysis to the returns of the days and found the Monday and Tuesday regression coefficient to be negative for the entire data set.

2. DATA AND METHODOLOGY

In this study, the tourism index daily closing values have been used, covering the period of 2 January 1997 to 30 December 2005. The data are in a time order. The closing values of the index were obtained from ISE index. The return series were calculated using the following formula:

$$R_t = \frac{V_t - V_{t-1}}{V_{t-1}} 100 \qquad (1)$$

Here R_t, indicates the return of day t, V_t and V_{t-1} show the closing prices of t and t-1 days respectively. The first phase of the study investigated whether there is a difference between daily and monthly average returns using non parametric statistical methods. In the other phase of the study, the data was transformed according to dummy depending variable regression model. For this, the data were converted into the following equity.

$$R_i = \begin{cases} 0, & if\ return \rangle 0 \\ 1, & if\ return \leq 0 \end{cases} \qquad (2)$$

Here, if the return is smaller than 0, it means that a negative return was observed; if the return is larger than 0 it means that a positive return was observed. The negative and positive index return possibilities have been investigated according to the days and months, using the Probit Model and Logistic Regression.

2.1. PROBIT MODEL

The Probit Model is a probability model in which variables have binary values, the individual's decision depends on unobserved positive index. The Probit model is based on utility theory and rational preference choices. Our study established that the higher I_i index determined in relation to explanatory variable X_i, the higher the possibility of positive and negative state. The index is calculated as follows:

$$I_i=\beta_1+\beta_2 X_i \qquad (3)$$

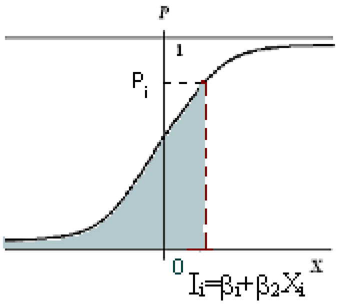
in the equity X_i is the return state of any day or month. If the index is negative, $Y_i = 1$, if it is positive, $Y_i = 0$. It can be assumed that the index has a critical value that can be called I_i for each observation. If I_i exceeds I_i^* the return of the day or the month will be negative for the investor. If it does not, it will be positive. I_i^* critical value can not be observed as I_i can be, but when it is assumed that it is distributed normally with the same average and variances, it can not only predict the population coefficient of the given index but also give clues about the unobserved index itself. Under the normality assumption the possibility of $I_i^* \leq I_i$ can be calculated from the normal accumulated function as in the equity 4 (Powers 2000).

$$P_i=\Pr(Y = 1) = \Pr(I_i^* \leq I_i) = F(I_i) = \frac{1}{\sqrt{2\pi}} \int_{-\infty}^{\beta_1+\beta_2} e^{-t^2/2} dt \qquad (4)$$

here t indicates standardized normal variable. P_i indicates the possibility of loss, or in other words no profit for the tourism investor. The possibility of the event occurring is measured with the area below the standard normal curve from $-\infty$ to I_i (Gujarati 1995). In case the reverse of the normal distribution function is taken, the following equity is obtained to obtain information about utility index I_i, β_1 and β_2:

$$I_i = F^{-1}(I_i) = F^{-1}(P_i) = \beta_i + \beta_2 X_i \tag{5}$$

This equity will give us the positive and negative possibility of TI and will enable us to explain graphic 1. While $I_i^* \leq I_i$, the negative possibility of TI can be found from the vertical line (Kutlar 2005).



Graphic 1. Probit Model

2.2. Logistic Regression

Logistic Regression is a method used to determine cause and effect relations with explanatory variables where the answer variable is observed in binary, triple and multiple categories. This model, according to explanatory variables (in our study these are the returns in relation to days and months), is a regression model from which the expected values of the answer variable were obtained as a probability (Özdamar 2002). The main idea behind the Logit model is the logistic distribution function shown below:

$$P_i = \Pr(Y = 1|X_i) = \frac{1}{1 + e^{-(\beta_1 + \beta_2 X_i)}} \tag{6}$$

In this model the negative return probability of TE is P_i; on the other hand the positive probability is 1- P_i. Accordingly, P_i /(1- P_i) is the rate of positive return probability to the negative return probability of any day or any month of the index. This rate can be explained as Odds Ratio (OR). We can show this model as Logit model as follows (Sharma 1996):

$$P_i = \ln\left(\frac{P_i}{1 - P_i}\right) = \beta_1 + \beta_2 X_i \tag{7}$$

where β_2 is the curve as it is in the Probit model and X_i is the independent variable. Accordingly we can predict how the unit of shift changes the logarithmic rate of the negative probability of the index to the positive probability. It is assumed that variable X is in linear relation with logarithmic bet ratio indicated in the Logit model. Exp (β) values of each parameter can be seen as OR values. Hence, Exp (β_p) shows what percentage and how many times the dependent variable has the probability of observability with the effect of X_p (Özdamar 2002).

3. Findings

First of all, we investigated whether TI returns normally distributed or not. According to the Kolmogorov-Smirnov and Shapiro-Wilk normality tests, the returns represented normal returns [Kolmogorov-Smirnov=,84, p<0,001 and Shapiro-Wilk=,936 p<0,001]. Similarly, normality tests were applied to the days and months and the returns were found not to distribute normally according to all sub categories. Thus, while average returns are compared, non-parametric statistical methods will be applied.

Secondly, descriptive statistics has been applied for investigating the days of week anomaly. The highest return was observed on Thursdays, while the lowest was on Mondays, respectively. Standard deviation as a risk measure was observed to be the highest on Mondays while it was the lowest on Wednesdays and Fridays, respectively. Mondays and Tuesdays had negative returns. The results are provided in Table 1.

Table 1. The Descriptive Statistics of Tourism Index for Days of the Week

Days	N	Mean	Std. Deviation	Std. Error	Minimum	Maximum
Monday	444	-,166689189	4,528941154	,214934035	-14,82579437	21,561382870
Tuesday	449	-,039220490	4,070208354	,192085008	-15,38755578	21,414476280
Wednesday	448	,176227679	3,694128943	,174531187	-17,71272619	20,135524173
Thursday	448	,548683036	4,136155020	,195414957	-16,024810526	17,599520075
Friday	441	,398616780	3,694411337	,175924349	-16,794360213	21,948535574
TOTAL	**2230**	**,183376682**	**4,042054637**	**,085595266**	**-17,712726195**	**21,948535574**

Subsequently descriptive statistics was applied for months; the highest returns were observed in January and April where the lowest were in August and September, respectively. The returns were observed to be negative in May, June, August and September. The lowest and the highest risks were found to be in June and February respectively. The results are given in Table 2. May, June, August and September had negative returns.

Table 2. The Descriptive Statistics of Tourism Index for Months

MONTHS	N	Mean	Std. Deviation	Std. Error	Minimum	Maximum
January	177	,8488215460734	4,6514307006	,349626932	-11,903486638	21,4144762807
February	169	,1227920137497	5,0083868699	,385241916	-17,712726195	21,9485355740
March	186	,4154363862317	3,8441102422	,281856511	-9,5767862894	14,9842444816
April	177	,6289685481898	4,3707512596	,328499271	-11,484233176	21,5613828706
May	191	-,0081260687586	3,4425204558	,249087367	-8,2746540550	17,5881716852
June	193	-,1696407292782	2,6982897079	,194252836	-8,7426856581	10,5150845674
July	200	,0559603593730	3,1704251123	,224215197	-9,5660391768	9,1122321492
August	185	-,3875418404491	3,2679876507	,240245654	-12,871354747	9,3405089102
September	193	-,4641866886316	4,4748515530	,322090166	-16,794360213	19,3041728606
October	191	,4486957328827	3,6485526344	,264017688	-12,466791939	12,4851004654
November	182	,3753799194978	4,9971453710	,370422022	-15,387555780	15,0956992819
December	186	,4282298323790	4,3246595859	,317117517	-13,027107232	21,282775658
TOTAL	**2230**	**,1833536791933**	**4,0420449008**	**,085595266**	**-17,712726195**	**21,948535574**

To investigate whether there is a significant difference between days average returns, the Kruskal Wallis Test (K-W) was applied and a significant statistical difference was found. The Kruskal Wallis Test is a rank test and investigates whether a random independent variable comes from a specific group or not with using k coefficient. It tests especially the hypothesis, H_0: $\tau_1 = \tau_2 = ... = \tau_n$ and the null hypothesis claims these parameters are not equal.

A statistically significant difference was found among returns of days according to K-W test [$\chi^2_{(4)}$= 17,634, p<0,01]. So to identify which groups these differences belong to, the

Mann Whitney U Test was applied. The Mann Whitney U Test is used to test whether two independent samples with n_1 and n_2 unit numbers are the random samples taken from population having the same median. Two independent samples are non parametric alternatives of t test (Özdamar, 2002). The return differences among the days are shown in the Table 3. As can be seen in Table 3 there is a significant difference between the returns of Wednesdays, Thursdays and Fridays on the one hand, and those of Mondays on the other hand. Similarly there is a significant difference between the returns of Tuesdays and those of Thursdays and Fridays.

Table 3. The Results of Mann Whitney U Test for Days of Week

Days	Tuesday	Wednesday	Thursday	Friday
Monday	Z=-1,090 P*=,276	Z=-2,371 **P=,018**	Z=-3,384 **P=,001**	Z=-3,196 **P=,001**
Tuesday		Z=-1,464 P=,143	Z=-2,452 **P=,014**	Z=-2,305 **P=,021**
Wednesday			Z=-1,158 P=,247	Z=-,865 P=,387
Thursday				Z=-,329 P=,743

* P>0,05 ^{ns} there is no significant difference. P $\leq$ 0,01 ** there is a highly significant difference
P $\leq$ 0,05* there is a significant difference P $\leq$ 0,001*** there is highly significant difference.

The Kruskal Wallis Test was applied for monthly returns as well, but was not able to find a statistically significant difference [$\chi^2_{(11)}$= 12,164, p=,351].

In the following phase of the study the probability of days that TI tends to cause negative returns on was researched. In the period during which TI tends to cause a loss, this will influence both the investors and the entrepreneurs dominating in the sector. The fact that the return is null or smaller than null means the index causes a loss for this observation; on the other hand the fact that the return is bigger than null means the index causes positive return. The returns of TI have been recalculated as in the equity 2 and the days when index causes the loss are coded as 1 because the possibility of negative return will be focused on in this study. The Probit model was first applied to the data and then the following results were obtained.

In the application of the Probit Model, response frequency, return of days variable and returns of month variable were accepted as KayKaz as factor and as covariate variable respectively. The covariate variable was not found to be significant in the results of the analysis. Factor variable and returns of Monday and Tuesday, which are the categories of this variable, were not found statistically significant. The regression coefficients of these days and those of other days were found positive and negative respectively. This is an expected state. TI tends to cause a loss on Monday and Tuesday, but to cause a profit on other days. When the returns of other days are null, the day Monday will mean that TI will increase the possibility of negative return by 0,167. Similarly, the returns of Tuesday will increase the possibility of negative return by 0,129. The regression coefficient of other days (Probit Model) was not found to be statistically significant. However it can be said that the coefficient of Thursday is significant when the level of significance is taken as 10%. For the regression coefficients of these days to be inverse is an expected state. These findings verified the state in Table 1. Briefly, TI tends to cause a profit, not a loss for Wednesday, Thursday and Friday. The results are provided in Table 4.

Table 4. Probit Model Results

Variables	Estimate	Std. Error	Z	Sig.
Month	,000	,008	,053	,958

Intercept-Monday	,167	,079	2,121	,034
Tuesday	,129	,065	1,984	,050
Wednesday	-,031	0,79	-,392	,695
Thursday	-,137	,078	-1,752	,080
Friday	-,125	,079	-1,590	,112

On the other hand, the coefficients show the effect of independent variable on the probability. To find these marginal effects the related coefficient should be multiplied with probability density function. These values are calculated by a packet programme. Accordingly, when the day is Monday and the month is December the negative return probability of TI is calculated as 0,568439 max. or 56,84%. Similarly when the day is Thursday and the month is January the negative return probability of TI is shown as 0,445524 min. All the possible circumstances that may occur according to days and months are given in Table 5. This table demonstrates, as the most important find that the possibility of negative return of TI depends on the days, whatever the month is. This is because, no matter what the month is, on Mondays, as the negative return possibility of TI increases, it decreases daily towards to weekend. The negative return possibility of index is higher on Friday than on Thursday. However, this is not found significant according to the Mann-Whitney U Test.

Table 5. The Probability of Negative Return of TI Obtained from Probit Model

Days	Months	Probability		Days	Months	Probability
Monday	January	0,566661		Wednesday	July	0,488909
Monday	February	0,566822		Wednesday	August	0,489073
Monday	March	0,566984		Wednesday	September	0,489237
Monday	April	0,567146		Wednesday	October	0,489401
Monday	May	0,567307		Wednesday	November	0,489565
Monday	June	0,567469		Wednesday	December	0,489729
Monday	July	0,567631		***Thursday***	***January***	***0,445524***
Monday	August	0,567793		Thursday	February	0,445687
Monday	September	0,567954		Thursday	March	0,445849
Monday	October	0,568116		Thursday	April	0,446012
Monday	November	0,568278		Thursday	May	0,446175
Monday	***December***	***0,568439***		Thursday	June	0,446337
Tuesday	January	0,551432		Thursday	July	0,4465
Tuesday	February	0,551595		Thursday	August	0,446662
Tuesday	March	0,551757		Thursday	September	0,446825
Tuesday	April	0,55192		Thursday	October	0,446988
Tuesday	May	0,552083		Thursday	November	0,44715
Tuesday	June	0,552245		Thursday	December	0,447313
Tuesday	July	0,552408		Friday	January	0,450342
Tuesday	August	0,55257		Friday	February	0,450505
Tuesday	September	0,552733		Friday	March	0,450668
Tuesday	October	0,552896		Friday	April	0,45083
Tuesday	November	0,553058		Friday	May	0,450993
Tuesday	December	0,553221		Friday	June	0,451156
Wednesday	January	0,487926		Friday	July	0,451319
Wednesday	February	0,488089		Friday	August	0,451482
Wednesday	March	0,488253		Friday	September	0,451645
Wednesday	April	0,488417		Friday	October	0,451807
Wednesday	May	0,488581		Friday	November	0,45197
Wednesday	June	0,488745		Friday	December	0,452133

So far in this study, we calculated how the returns of TI differ according to the days. In addition, we observed how the negative return possibility of TI changed in relation to variables by means of the Probit Model. In the later phase of the study, using Logistic Regression, we calculated the rate of the negative return possibility of any day or any month of TI to positive return possibility according to the probability of negative return P_i and negative return possibility $1-P_i$. The results are given in table 6. According to this table the independent variables of returns of day were found significant while independent variables of month were not. With Friday, taken as the base in the variables of returns of days, the amount of negative return was determined. Accordingly the regression coefficients were found positive for days except Thursday. This state may mean that TI may cause a loss except on Thursday and may cause a profit on Thursday. Monday, Tuesday and Wednesday were found to cause a loss 1.6, 1.505, 1.167 times as much as Friday. As the variable obtained according to returns of months was not found statistically significant, negative returns of TI of months were not studied. Therefore, variable of months was not investigated as a factor variable.

Table 6. The Negative Return Probability of TI Obtained from Logistic Regression

Independent variables	B Lower	S.E. Upper	Wald Lower	Df Upper	Sig. Lower	Exp(B) Upper
DAYS			***22,580***	***4***	***,000***	
Monday	,470	,136	12,018	1	,001	1,600
Tuesday	,409	,135	9,159	1	,002	1,505
Wednesday	,154	,135	1,309	1	,253	1,167
Thursday	-,018	,135	,018	1	,893	,982
Months			***7,352***	***11***	***,770***	
January	,008	,211	,001	1	,969	1,008
February	,082	,214	,149	1	,700	1,086
March	-,020	,209	,010	1	,922	,980
April	-,014	,211	,004	1	,948	,986
May	,187	,207	,814	1	,367	1,206
June	,330	,207	2,525	1	,112	1,390
July	,112	,205	,301	1	,583	1,119
August	,255	,209	1,484	1	,223	1,290
September	,183	,207	,782	1	,377	1,201
October	-,026	,207	,015	1	,902	,975
November	,020	,210	,009	1	,925	1,020
Constant	-,293	,171	2,928	1	,087	,746

4. CONCLUSION

This study investigated the days of the week and the months of the year anomaly for TI for the Turkish stock exchange. We investigated whether there was any difference between daily and monthly returns, using non-parametric tests. Then, Probit and Logit models were applied as the probability models in which the dependent variable has binary value, and we obtained the probability of loss or no earning from the Tourism Index. Thus, the weak form efficiency has been tested for Turkish TI using a different approach.

The findings reveal that there is a day effect on TI, and that there are differences among the days in terms of return. Returns are negative on Mondays and Tuesdays, but positive on the other days. It was found that TI has the lowest return on Mondays and the highest return on Thursdays.

Statistically significant differences were found between the return of Mondays and Wednesdays, Thursdays and Fridays. Significant differences were found between the return of Tuesdays and Thursdays, too. The returns of Mondays and Tuesdays were found negative, but those of the others positive.

We determined that the month effect was not found on TI; however it was found that the highest return was realized in January. This also coherent with the past researches results in market anomalies literature.

We tested the probability of loss in TI, and it was found that the days of the week effect was significant but the months of the year effect was insignificant both in Logit (Logistic Regression) and Probit models.

Due to the Probit model, regression coefficients of Monday and Tuesday are positive, the rest are negative. These findings are compatible with the findings of non-parametric statistical methods. Indeed, this is the expected result, because the days with a positive regression coefficient of TI indicate loss. Thus, the probability of loss of TI increases on Monday and Tuesday.

Another result is that, in terms of Probit Model, no matter what the month is, the probability of loss is highest on Monday, and decreases along the days of the week. The least loss probability was found for Thursday. It can be concluded that day effects of the week is seen in TI in terms of Probit model.

Probit Model results were also similar to Logistic Regression results. Day variable is significant but month variable is insignificant in the regression model. So, when Friday is assumed as the base, TI has the tendency of loss in the days of the week except Thursday. This result supports all the findings mentioned above.

As a conclusion, TI return is not influenced by the month of the year, but rather by the days of the week. All these findings reveal that TI is influenced by day, not by month. So far, the investor can set an active trading strategy using the days of the week anomaly, but not months of the year. This study proves that TI of Turkish Market is inefficient in weak form.

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FORECASTING OF TOURISM INCOME OF TURKEY WITH FUZZY C-REGRESSION MODEL

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ABSTRACT
In emergent countries like Turkey, the efforts to increase an income acquired from tourism sector are among the basic economical policies of the countries. Because, the main factors affecting the tourism income should be studied in order to suggest reliable marketing strategies. In this paper, the functional relationship between the dependent tourism income y and independent x variables such as number of travel agents, active bed capacity, allocated budget amount for advertisement), amount of foreign direct investments in Turkey, number of terror incidents, rate of USD's exchange is examined. For evaluating this relationship, a multimodel regression modeling approach based on partition a data set into c- linear shaped fuzzy clusters each of which is corresponded a single model is considered. In order to obtain best-fitting models, fuzzy partition of the data set and estimation of regression parameters of models are provided simultaneously. For correct prediction of given datum a best-fitting model is found that is based on the rule of maximum fuzzy membership to clusters. In this study, c-regression model to predict tourism incomes in period relating years 1985-2005 is built that yields better prediction results compare to other existing methods. Later constructed model is applied to forecast tourism income of Turkey up to year 2010. For this aim, firstly, the values of each independent variable for all future years are predicted.

Keywords: *Tourism income, fuzzy clustering, fuzzy regression, forecasting*

1. INTRODUCTION

Tourism is one of the most rapidly world wide developing sectors due to its contributions to the economies of nations and effects to the relations between countries. For our country as emerging one development of tourism sector is very important as well. In Turkey, since 1940 year economical and socio-cultural effects of tourism were realized and between years 1963-1980 these effects had been grown. After 1985s years the tourism demand to our country was over of the average of demands and hence these years were a turning point for the Turkish tourism. These growths are seen from Fig1 where the variations of portions of tourism income in the Gross Domestic National Product (GDNP) are pictured for period years 1963-2003:

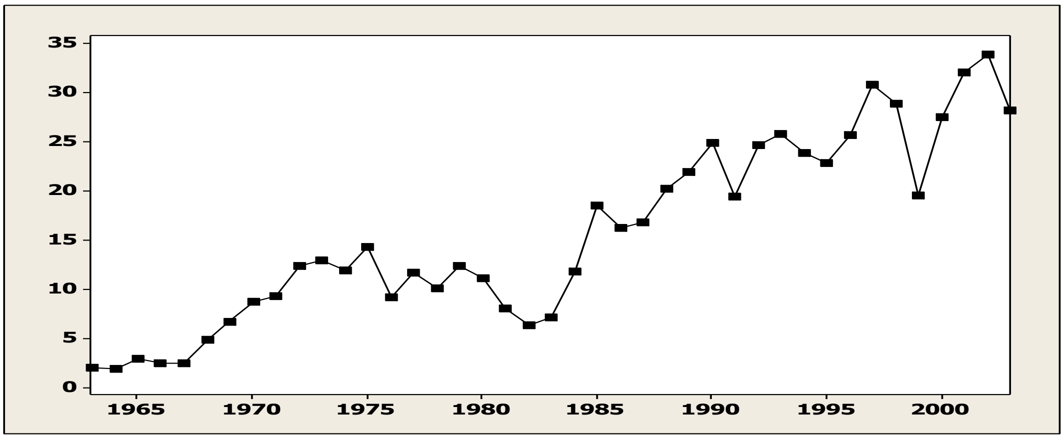

Fig. 1. The variation of the portions of tourism income in the GDNP for the years 1963-2003 (URL2)

The main factors affecting the tourism income should be studied and on the base such studied can be suggested the reliable marketing strategies. In this work, the factors mostly affecting tourism income such as number of travel agents, active bed capacity, allocated budget amount for advertisement, amount of foreign direct investments in Turkey, number of terror incidents, and rate of USD's exchange were selected as independent variables. To define a functional relationship between tourism income as dependent variable y and given independent variables, the best prediction model has to be found. Recently, for building such kind of prediction model, mainly statistical multiple regression technique (MRT) and Artificial Neural Network (ANN)(Zhang et al., 1998)approaches have been used. As seen from previous researches that ANN gives more accurate results than other classical prediction methods especially for nonlinear system applications (Baldemir&Bahar, 2003). Nevertheless, ANN modeling has some considerable disadvantages such as the necessity of using a great of data for training and testing. Additionally, the other disadvantage of ANN is that far too much tests for determination of the number of hidden layers and neurons in them and the for definition of the shape of activation functions are needed. It is obvious that such routine tests for the constitution of the model are rather time costly. On other hand, ANN does not provide correct prediction results compare with fuzzy models based on fuzzy clustering for nonlinear systems.

Therefore, in this study for prediction of nonlinear function relationship between tourism income y and affects variables x in period the years 1985-2005. We use a multimodel regression modeling approach that is based c-linear shaped fuzzy clustering. According to this modeling method, in contrary to the conventional regression analysis that adopts the use of a single model, relation between the dependent and independent variables is described by c linear models. Later constructed model is applied to forecast tourism income of Turkey up to year 2010. For this aim, firstly the values of each independent variable have to be forecasted for future years. The reason is because the values of mentioned independent variables are unknown in advance and need to determine for forecasting.

2. FUZZY CLUSTERING BASED MULTIMODEL REGRESSION ANALYSIS

A statistical technique applied to data to determine the best mathematical expression describing the functional relationship between one dependent and one or more independent variables is called regression analysis. The value minimizing the difference between the real value and its estimator is used as the estimator of regression parameters (Buckley&Choi, 2005). In this technique it is supposed that there is single functional relationship between dependent variable y and independent variables x for all data set $S = \{(x_1,y_1),$

$(x_2,y_2),\dots,(x_n,y_n)$. Regression analysis involves finding the best-fit model to explain how the variation in a dependent variable, Y, depends on the variation in independent variable, X. In case of choosing in the form of linear function a regression model is represented as follows:

$$y = b_0 + b_1 x_1 + ... + b_p x_p + \varepsilon \tag{1}$$

where $\beta = (b_0, b_1, ..., b_p)$ is a vector of parameters to be estimated and then the error term ε is a random vector that it is assumed to have a mean value of zero, a constant variance $N(0, \sigma^2)$. This type of model is well known and can be found in most texts on multiple statistics. As known, such kinds of regression models suffer from the high estimation accuracy in the case of non-linear system modeling.(Hathaway&Bezdek,1993).

In the present paper we handle the multimodel regression analysis in which instead of a single model for the all data in S, c-linear regression models as the form:

$$y = b_{i0} + b_{i1} x_1 + ... + b_{ip} x_p = B_i^T X \quad \text{i=1,2,..,c} \tag{2}$$

is used, where $B_i = (b_{i1}, ..., b_{ip})$, $x = (1, x_1, .., x_p)$. There each model from (2) represents a subset S_i obtained by partitioning the data set S into c-groups and for the all data in each subset a single well fit model is corresponded. From this is followed that the unlabeled data in S have to be partitioned into c-subsets.

The multimodel regression analysis that is based on the cluster analysis can be executed in two different ways. The first approach involves two stages: I) data points in the data set $S=\{(x_1,y_1), (x_2,y_2),\dots,(x_n,y_n)$ are partitioned into c subsets and membership values to the sets are determined. II) c-regression model are found using weighted least squares method where membership values are obtained from the first stage. In the second approach, partition of S data set in to c fuzzy sets and detection of the best fit regression models are carried out simultaneously. This approach is named as one-staged multimodel regression analysis. In both method, appropriate number of sets (number of regression models) should be determined in advance. In the literature, several techniques developed for this purpose exist (Kim et al., 1997).

2.1 Two-Staged Multimodel Regression

According to two-staged multimodel regression modeling, in first stage, the data points are partitioned into c subsets. For this purpose, ordinary (such as crisp c-means) or fuzzy cluster analysis can be used. As known clustering analysis is a method for dividing scattered groups of data into several groups. It is commonly viewed as an instance of unsupervised learning. The grouping of the patterns is then accomplished through clustering by defining and quantifying similarities between the individual data points or patterns. The patterns that are similar to the highest extent are assigned to same cluster (Pedrycz, 1997). Classical clustering analysis is based on partitioning a collection of data points into a number of subgroups where the patterns inside a cluster show a certain degree of closeness or similarity (Dulyakarn & Rangsanseri, 2001). Fuzzy clustering analysis in difference with classic one allows assigning a datum into two or more clusters at the same time that is possible by using membership values which represent degree of belongingness a data point to corresponding cluster. One of the best known fuzzy clustering methods is Fuzzy C-Means (FCM) algorithm developed by Bezdek (Bezdek, 1981).

In the second stage, using clusters and membership values (u_{ij}) of the data points to all clusters obtained from the first stage, the best fit regression model is determined for each cluster by the Weighted Least Squares Method. This process is applied to the data set only once. The fit of the regression models obtained by this approach is very sensitive to the results of the clustering process realized in the first stage.

2.2 One-Staged Multimodel Regression

One-staged multimodal regression problem can be solved using Fuzzy C-Regression Model (FCRM) (Hathaway&Bezdek, 1993) or by rule based fuzzy models. Fuzzy C-Regression is a clustering algorithm which is used to partition the data set into subsets which have a prototype of $f_i(x,b_i)$ lines. In other words, FCRM assumes that the data drawn from c different models. The distance of object data vector to some representative of cluster as the measure of goodness of fit is replaced by the fit of different regression models to each output. The FCRM approach yields simultaneous estimation of the parameters of *c* regression models, together with fuzzy partitioning the data.

Let X =[$x_1,x_2,\ldots,x_n$]be a set of given data points, where each data point x_k {k=1,2,..,n} is a vector in R^p. Let us denote the set of all cxn matrices by U_{cn} ($2 \le c<n$). Then the fuzzy c partition space for X is the set $M_{fcn} \subset U_{cn}$ such that $U \in M_{fcn}$ if and only if

$$u_{ik} \in [0,1] \qquad \text{for all i =1,...,c}$$

(3a)

$$\sum_{i=1}^{c} u_{ik} = 1$$

(3b)

where u_{ik} is interpreted as the membership of an object x_k in cluster i (i =1,2,…,c).

The FCRM clustering criterion aims to minimize the total distance between data points and prototypes (regression models) weighted by corresponding membership values.

$$J(U,\{B_i\}) = \sum_{i=1}^{c} \sum_{k=1}^{n} u_{ik}^{m} \left\| y_k - B_i^T X_k \right\|^2$$

(4)

where $B_i^T = \{b_{0i}, b_{1i}, ...b_{pi}\}$ parameters representing the regression models (2), are obtained by the minimization of the J(U,{B_i}) function, m>1 is a constant which affects the membership values, determining the degree of fuzziness of cluster partition, $\|.\|$ is Euclidian distance, $\tilde{y}_{ik} = B_i^T x_k$ is ith model output for kth data point. It is obvious that the objective function defined is similar to the objective function used in fuzzy c-means (FCM) (Bezdek, 1981), but its prototype is hyperplane presented as $B_i^T X$ instead of the hyper point (centroid). Clustering criterion J(U,B_i) belongs to class of the weighted least-squares criteria. Since it is nonlinear function, for its minimization Bezdek proposed a version of the alternating optimization algorithm shortly described as follows. Any iteration consists of two steps: the first, given the membership values u_{ik}^{t} , calculates c-model parameters B={ $b_{0i}, b_{1i}, ...b_{ip}$ }(Nascimento et al., 2003)

$$B_i = (X^T D_i X)^{-1} X^T D_i Y \quad \text{i =1,2,..,c k =1,2,..,n} \tag{5}$$

where n data (x_k, y_k) and membership values are arranged in the following matrices:

$$\mathbf{X}_i = \begin{bmatrix} \mathbf{x}_{i,1}^T \\ \mathbf{x}_{i,2}^T \\ \vdots \\ \mathbf{x}_{i,N}^T \end{bmatrix}, \ \mathbf{y} = \quad D_i = \begin{bmatrix} \mu_{i,1} & 0 & \cdots & 0 \\ 0 & \mu_{i,2} & \cdots & 0 \\ \vdots & \vdots & \ddots & \vdots \\ 0 & 0 & \cdots & \mu_{i,N} \end{bmatrix}.$$

(6)

The second, given the new c-model parameters B={ $b_{0i}, b_{1i}, ...b_{ip}$ }, update membership values u_{ik}^{t} =[0,1]:

$$u_{ik} = \left(\sum_{j=1}^{c} \left(\frac{\left\| y_k - B_i^T x_k \right\|^2}{\left\| y_k - B_j^T x_k \right\|^2} \right)^{\frac{1}{m-1}} \right)^{-1} \quad \text{i=1,..,c k=1,..,n}$$

(7)

Generally, all probabilistic fuzzy clustering algorithms mentioned above are heavily sensitive to initialization of partition matrix $U^{(0)}$ and owing to this fact the different partition results are obtained. In particular, under a poor initialization of FCRM that has hyperplane-shaped prototypes the undesirable estimates are observed. For this reason, the run of clustering (modeling) for many various random initializations (20-25 times (Hathaway & Bezdek, 1993; Leski, 2004) is needed and the best partition is chosen by comparing all partition results. It is undesirable too much computational time for modeling is needed. In the modeling method suggested to overcome this weakness, $U^{(0)}$ initializes with partition matrix that is resulted from FCM clustering (input parts of the data are used in partition only) (Eminov&Güler, 2006).

So, steps of the fuzzy clustering based multimodel regression analysis described above as follows;

Step 1: Given a of data set S={(x_1,y_1),(x_2,y_2),…, (x_n,y_n)} specify c, (Kim et al.,1997) the structure of regression models(2), choose fuzziness index m>1, a termination tolerance ε >0 and define an initial fuzzy partition $U^{(0)}$ using FCM algorithm;

Step 2: Calculate values for the model parameters B={ $b_{0i}, b_{1i}, ..., b_{pi}$ }by using (5) that minimize objective function J(U,B_i).

Step 3: Update membership values according to (7)

Update $U^{(t)} \rightarrow U^{(t+1)}$

Step 4: Check for termination condition and if $\left\| U^{(t)} - U^{(t-1)} \right\| \leq \varepsilon$ then Stop, otherwise set t =t+1 and return to Step 2

Therefore, by FCRM method partitioning S data sets into c-clusters and estimating parameters, c regression model is determined. For prediction a data point the best fit-model is selected so that a membership degree of this data point to corresponding cluster is maximal. Namely, it is should be satisfied the follows:

$$y_i : x_k / u_{ik} > u_{jk}, i \neq j, i = 1,.., c, k = 1,..., n$$

(8)

For that reason, such kind of regression modeling is referred to as switching modeling, as well and we will be use below FCRM for prediction and forecasting tourism income of Turkey.

3. PREDICTION AND FORECASTING TOURISM INCOME OF TURKEY WITH FCRM

In this section, FCRM is applied for prediction and forecasting tourism income of Turkey. For this purpose, firstly the variables used in this paper are selected as given in Table 1.

Table 1. Variables used in the research

Y	Tourism Income(Million €) (URL1)
X1	Number of Travel Agents (URL2)
X2	Active bed capacity (URL2)
X3	Allocated budget amount for advertisement (Million €) (Sahbaz, 2000; URL3)
X4	Amount of foreign direct invesment in Turkey(Million €) (URL4)
X5	Number of Terror Incidents(URL5)
X6	Rate of USD’s exchange (currency buy converted to €)(URL6)

Whole data set for period the years 1985-2005 is divided into two parts as training and test data: a)data for related to the years 1985-2000 as training data to build the model; b) data related to the years 2001-2005 as test data for testing the validity of the model are used.

3.1 DEFINITION OF REGRESSION MODEL FOR TOURISM INCOME

Taking into account of independent variables mentioned above and Eq.2 for prediction of the tourism income can be represented by Eq.9 as follows.

$$Y_i = b_{0i} + b_{1i}x_1 + b_{2i}x_2 + b_{3i}x_3 + b_{4i}x_4 + b_{5i}x_5 + b_{6i}x_6 \quad \text{i =1,2,..,c} \tag{9}$$

Values of the parameters of these models are indicated as implementing the training data set into the mentioned prediction algorithm. For this purpose, in the first stage initial criterion as, fuzziness index (m), number of clusters (c), partition matrix [U_{ik}], stopping criteria (ε) should be defined. These parameters are selected as the follows: m = 3, c = 2 (from indication of the optimal number of clusters method), ε = 10^{-8} and partition matrix obtained by Fuzzy C-Means algorithm. After initialization, within t iteration steps, $\{b_{0i}, b_{1i}, b_{2i}, b_{3i}, b_{4i}, b_{5i}, b_{6i}\}$ parameters corresponding to $U^{(t)}$ partition matrix are determined and consequently, the minimization of the goal function is obtained. According to the results reached, the regression models are found as follows:

$$\hat{y}_1 = -72{,}3 + 2{,}04x_1 - 0{,}00098\,x_2 + 79{,}12x_3 + 2{,}195\,x_4 - 0{,}4387\,x_5 - 0{,}022\,x_6$$

$$\hat{y}_2 = -1053{,}76 + 1{,}17x_1 + 0{,}00736\,x_2 + 35{,}476x_3 - 1{,}641x_4 - 0{,}2176\,x_5 - 0{,}0051x_6 \tag{10}$$

In prediction for each x_k data point, the best-fit model from (10) is that to corresponding cluster of which a maximum membership is assigned according partition matrix U terminated. For the comparison of the results obtained by the FCRM, ANN and

MRT, Absolute Percentage Error (APE) and Mean Absolute Percentage Error (MAPE) criterion were used.

$$\text{APE} = \frac{\left|Y - \hat{Y}\right|}{Y} * 100 \qquad \text{MAPE} = \sum APE \Big/ n$$

(11)

For the years 1985-2000 prediction results of tourism income with respect to MRT, ANN and FCRM modeling methods are given and are compared using APE, MAPE (11) in Table 2.

Table 2. Tourism Income Prediction for the years 1985-2000

Prediction(Million €)					APE		
Years	**Actual**	**FCRM**	**ANN**	**MRT**	**FCRM**	**ANN**	**MRT**
1985	1.143,6	1140,9	1050,6	764,87668	0,24024	8,13603	33,1167646
1986	914,91	915,26	1130,1	1075,80127	0,038255	23,52035	17,5867603
1987	1.296,1	1300,42	1179,3	1516,78246	0,331566	9,01323	17,02665381
1988	1.753,5	1754,05	1739,1	1818,3088	0,026945	0,825598	3,690054745
1989	1.906,0	1903,45	2092,2	1853,04752	0,137063	9,765551	2,783299932
1990	2.439,7	2441,19	2141,1	2310,97108	0,058612	12,24137	5,280306583
1991	2.058,5	2051,48	2252,9	2245,37861	0,343325	9,441244	9,078387661
1992	2.744,7	2765,49	2764	2642,79901	0,756359	0,702073	3,712645827
1993	3.049,7	3049,16	2882,1	2655,88009	0,017707	5,495623	12,91339837
1994	3.278,4	3274,84	3403	3302,21881	0,109427	3,799764	0,72653764
1995	3.812,1	3812,63	3808,7	4251,04644	0,013247	0,089845	11,51455733
1996	4.498,3	4497,32	4484,6	4748,22078	0,021953	0,304726	5,555894004
1997	6.099,4	6099,13	6101	5866,54187	0,004427	0,026232	3,817721907
1998	5.946,9	5947,15	5942,3	5709,6565	0,003952	0,077603	3,989364207
1999	3.964,6	3965,74	3966,5	4330,24931	0,028502	0,047672	9,222855017
2000	5.794,4	5793,72	5794,1	5609,32076	0,012253	0,005695	3,194105343
				MAPE	**0,134**	**5,22**	**8,950581705**

As can be seen in Table 2, FCRM can produce the least MAPE related to the predictions for the years 1985–2000. Consequently, by regression model based on FCRM, more accurate and consistent results compare to other methods are obtained.

In order to forecast for tourism income, the long-term values of the independent variables should be known. Therefore, for each independent variable, the model is built by using same methods. MAPE produced by these methods for training set is shown in Table 3.

Table 3. MAPE values of Independent Variables for the years 1985-2000

Variables	**FCRM**	**ANN**	**MRT**
Number of travel agencies(X1)	**1,132**	7,73	4,77
Active bed capacity(X2)	**0,313**	1,58	12,09
Allocated budget amount for advertisement(X3)	**2,61**	15,28	37,059
Amount of foreign direct investment in Turkey(X4)	**2,14**	11,69	42,58
Number of terror incidents (X5)	**4,076**	10,29	74,31
Rate of USD’s exchange(X6)	**6,87**	38,101	23,47

In Table 3 it can be seen that for all of the independent variables FCRM produces the best predictions (with the smallest MAPE).

3.2. Validity Test of Regression Model

After defining the models in respect of three methods, the forecasting performance of the models obtained is tested comparatively using data related to the years. 2001-2005 (test data set). The forecasting results that are obtained from the test process and APE are shown on Table 4.

Table 4. Prediction values of tourism income for the years 2001-2005

Prediction(Million €)					APE		
Years	**Actual**	**FCRM**	**ANN**	**MRT**	**FCRM**	**ANN**	**MRT**
2001	7.700,49	6.827,99	7.725,00	-3875,000159	11,33048	0,318259	150,3214098
2002	9.072,86	7.783,56	6.473,00	-2643,933593	14,21049	28,65533	129,1409978
2003	10.064,01	9.331,71	8.950,00	-1069,990841	7,276424	11,06925	110,6318645
2004	12.122,56	11.448,79	10.536,0	-476,419125	5,557969	13,08765	103,9300078
2005	13.723,65	15.658,56	15.964,0	-3619,57275	14,09909	16,32474	126,3746129
				MAPE	**10,49489**	**13,89105**	**124,0797786**

Meanwhile, as can be seen from Table 4, it is found that multiple regression analysis cannot be used to forecast the long term of tourism income when the whole independent variables mentioned are used. Thus, the variables X1 and X6 that are most affecting tourism income have been selected via forward variable selection method. However, multiple regression method produces somehow imprecise results with those variables to forecast long term tourism income. This is why; the forecasts obtained via MRT for tourism income will not be mentioned under subsections of this study. For three of methods, forecasting values related to independent variables can be seen on Table5, Table6 and Table7 respectively ($\hat{Y}$ =Prediction).

Table 5. Prediction values of independent variables for the years 2001-2005 (MRT)

Years	**X1**		**X2**		**X3**		**X4**		**X5**		**X6**	
	Actual	$\hat{Y}$	**Actual**	$\hat{Y}$	**Actual**	$\hat{Y}$	**Actual**	$\hat{Y}$	**Actual**	$\hat{Y}$	**Actual**	$\hat{Y}$
22001	4.376	5956	595.027	552041	46,43	48,12	2.555	817,81	1611	6720	778.136	653504
22002	4.465	6975	619.024	552555	68,69	53,28	866	857,66	1380	7653	883.505	1086372
22003	4.495	8168	663.300	552879	64,12	58,72	1.335	897,5	2261	8715	754.497	1805961
22004	4.493	9565	713.714	553083	70,91	64,43	2.198	937,35	2239	9925	725.452	3002192
22005	4.878	11201	761.585	553212	73,19	70,42	7.481	977,19	2593	11303	725.938	4990781
	OMYH	**83,31**	**OMYH**	**16,89**	**OMYH**	**9,49**	**OMYH**	**49,23**	**OMYH**	**347,3**	**OMYH**	**215,93**

Table6. Prediction values of independent variables for the years 2001-2005 (ANN)

Years	**X1**		**X2**		**X3**		**X4**		**X5**		**X6**	
	Actual	$\hat{Y}$	**Actual**	$\hat{Y}$	**Actual**	$\hat{Y}$	**Actual**	$\hat{Y}$	**Actual**	$\hat{Y}$	**Actual**	$\hat{Y}$
22001	4.376	4374	595027	598950	46,43	47,296	2.555,65	764	1.611	1.387	778.136	725.650
22002	4.465	4415	619024	702240	68,69	47,134	866,877	4.254	1.380	1.596	883.505	726.000
22003	4.495	4525	663300	742940	64,12	54,623	1335,77	5.477	2.261	2.519	754.497	727.790
22004	4.493	4690	713714	740850	70,91	56,276	2198,07	6.521	2.239	1.995	725.452	756.940
22005	4.878	4887	761585	761960	73,19	72,584	7481,68	6.600	2593	1.744	725.938	883.500
	OMYH	**1,28**	**OMYH**	**5,99**	**OMYH**	**13,90**	**OMYH**	**195,85**	**OMYH**	**16,92**	**OMYH**	**10,83**

Table7. Prediction values of independent variables for the years 2001-2005 (FCRM)

Years	**X1**		**X2**		**X3**		**X4**		**X5**		**X6**	
	Actual	$\hat{Y}$	**Actual**	$\hat{Y}$	**Actual**		**Actual**	$\hat{Y}$	**Actual**	$\hat{Y}$	**Actual**	$\hat{Y}$
22001	4376	4375	595027	595.238	46,43	46,68	2.555,65	1738	1.611	1.359	778.136	719.68
22002	4465	4417	619024	675.612	68,69	68,44	866,877	1136	1.380	1.617	883.505	725831
22003	4495	4466	663300	707.068	64,12	63,17	1335,77	1361	2.261	2.260	754.497	728056
22004	4493	4502	713714	730.802	70,91	63,93	2198,07	2779	2.239	2.085	725.452	726703
22005	4878	4878	761585	761.817	73,19	73,19	7481,68	7587	2593	1.957	725.938	727139
	OMYH	**0,39**	**OMYH**	**3,64**	**OMYH**	**2,45**	**OMYH**	**18,57**	**OMYH**	**12,85**	**OMYH**	**5,84**

As it can be understood from the tables above, for FCRM yield more consistent yearly forecast comparing with ANN and MRT.

3.3. THE LONG TERM FORECAST OF TOURISM INCOME OF TURKEY UP TO 2010

At the last step of research, using the considered models built up, tourism incomes of Turkey up to 2010 year are forecasted. For this purpose, firstly, the values of all independent variables are forecasted up to 2010 year by using corresponding model. For each of three methods, the forecasting results of the independent variables for the years 2006-2010 are given in Table 8.

Table 8. Forecasting results of independent variables for the years 2006-2010

Years	**X1**			**X2**			**X3**		
	MRT	**ANN**	**FCRM**	**MRT**	**ANN**	**FCRM**	**MRT**	**ANN**	**FCRM**
2006	13118,1	4813	4873	553293	767200	761.697,00	76,681	77,79	74,52
2007	15362,1	5266	4902	553344	782000	804.362,00	83,22	79,89	76,75
208	17990	5648	5233	553376	819900	821.061,00	90,036	81,01	79,81
2009	21067,4	5909	5412	553396	883500	833.660,00	97,127	82,61	82,53
2010	24671,3	6238	5592	553409	940000	850.122,00	104,494	87,74	86,69
Years	**X4**			**X5**			**X6**		
	MRT	**ANN**	**FCRM**	**MRT**	**ANN**	**FCRM**	**MRT**	**ANN**	**FCRM**
2006	1017,04	7365,00	7532,00	12872,9	2595,00	2385,00	8296568	884300	725840,30
2007	1056,88	7531,00	7787,96	14660	2596,00	2636,00	13792040	884900	726595,25
2008	1096,73	8206,00	8043,69	16695,1	2604,00	2686,00	22927596	885200	727352,20
2009	1136,57	10086,00	8299,42	19012,8	2636,00	2736,00	38114352	885800	728108,14
2010	1176,42	12384,00	8555,16	21652,2	2702,00	2786,00	63360495	886600	728864,09

Finally, using the forecasting values of the independent variables, the forecasting of tourism income for the years 2006-2010 is executed by using FCRM, ANN methods and forecasting results is presented in Table 9.

Table 9. Forecasting Results of Tourism Income for the years 2006-2010

Years	**Actual (Million €)**	**FCRM (Million €)**	**ANN (Million €)**
2006	12808	13421,72686	14.021,00
2007		13703,47706	13.795,00
2008		15539,4852	14.675,00
2009		16431,81929	21.741,00
2010		17636,39051	18.212,00

It is obvious that in this case also FCRM method yields the better results than ANN one.

4. CONCLUSION

Forecasting in tourism sector which includes huge investments and financial expenditures is a important factor in the tourism marketing, effective usage of the tourism resources and balancing the supply with respect to the demand. Hence, in this study, the correct forecasting of tourism income in depending on six independent factors is aimed. For this purpose, three distinct forecasting methods as FCRM, ANN and RA were used and their forecasting performance for the tourism income were compared. As it was mentioned in the implementation part of the study, by FCRM method is provided more realistic results.

After applying FCRM method to data set related to the years from1985 to 2000 with respect to the independent variables and tourism income the following results have been obtained;

- Although an increment by the number of travel agencies has got a positive effect on tourism income but this affect is not significant.
- Bed capacity has neither a positive nor a negative affect on tourism income.
- Advertisement expenditures generally affect the tourism income positively and this affect is rather significant.
- Direct foreign investments do not have an important affect on the tourism income.
- Terror incidents affect tourism income negatively and this affect is rather significant.
- USD exchange currency has a negative and small effect on tourism income.

Furthermore, as a consequence of this study it can be concluded that tourism income will rise after the year 2008 but this rise will not be sufficient in comparison with the other countries.

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Dark tourism

ATTRACTIVENESS OF DEATH AND DISASTERS: DARK TOURISM – IS THIS A TYPE OF TOURISM OR A MORBID INTEREST?

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ABSTRACT

Rapid changes in the society and developing communication tools have been alternating people's thoughts, life styles, perceptions, expectations, and values. Crimes, violence, death, and disasters have been fascinating people and the places where such events happened have become tourist destinations. Today, there exists a different and strange type of tourism called "Dark Tourism". Since the ancient times, people have been traveling for many different reasons. However, today an unusual and arguable reason has added to reasons of travel; curiosity of disasters and interest of death.

Why do some people have a great interest to see places where crimes, deaths, and disasters occurred? This travel theme has been argued by researchers and academicians in order to be explained and understood. Unlike the other types of tourism which are accepted by the society and are never been judged, Dark Tourism has some specialties which are not seen reasonable and ethical.

Today, there exists a niche market of Dark Tourism and some unusual destinations such as Ground Zero, Chernobyl, Death Fields, houses of serial killers, haunted houses etc. serve people who are interested in Dark Tourism. The question is to define where the line should be drawn: Should Dark Tourism market be treated as the other tourism markets? Should ethical concerns be taken into consideration while evaluating Dark Tourism?

In this paper, after defining the Dark Tourism concept, it is compared with other types of tourism, and the reasons behind people's interest of death and disasters are searched and analyzed in order to explain the concept by taking ethical concerns into consideration.

Keywords: *Dark Tourism, Niche Markets, Tourism*

INTRODUCTION

Curiosity of unknown is one of the most important characteristics of human beings. Since the beginning of history, people have been trying to explain mysteries of nature. These efforts have led great inventions and explorations. Today the society is in a stage of transformation. Values, ideas, attitudes, judgments, wants, and expectations of individuals are shaped according to changes of this era.

Information age has brought some changes which have made communication easier than ever. In all over the world, consumers have begun sharing the same consumer culture. Media and popular culture have important role in creating and shaping common consumer culture in the world. This culture has been criticized since it has been seen a factor which has caused degenerating and losing values of the society.

Today, as all the other sectors, tourism has also been affected by the changes of this new era. While some tourism types are losing its importance slightly, some new and different tourism types re being created. Tourism demand, expectations and wants of tourism consumers are changing. In fact, some types of tourism such as Dark Tourism, which could not be seen as a type of tourism in the past, have gained importance.

Deaths, disasters and atrocities in touristic form are becoming an increasingly pervasive feature within the contemporary tourism landscape, and as such, are ever more providing potential spiritual journeys for the tourist who wishes to gaze upon real and recreated death (Stone, 2006, 145).

2. THE PHENOMENON OF "DARK TOURISM"

People are fascinated with death and disaster. One simply has to watch traffic slow to a crawl when passing a car accident to understand this. However, this fascination goes beyond the side of a highway and enters the realm of tourism.

Thanatourism, more commonly known as dark tourism is a type of tourism involving travel to sites associated with death and suffering. This includes sites of pilgrimage such the site of St Peter's death in Rome; castles and battlefields such as Culloden near Inverness, Scotland; sites of disaster, either natural or man made such as Ground Zero in New York; prisons now open to the public such as Beaumaris Prison in Anglesey, Wales; and purpose built centers such as the London Dungeon. One of the most notorious destinations for dark tourism is the Nazi extermination camp at Auschwitz in Poland (Wikipedia, 2007).

In many cases, there is no clear definition of this tourism niche. Dark tourism may be identified as "visitations of places where tragedies or historically noteworthy death has occurred and that continue to impact our lives." (Tarlow, 2005, 48).

Today, numerous sites of death and disaster attract millions of visitors from all around the world: Auschwitz-Birkenau, Anne Frank's House, Graceland, Oklahoma City, Gettysburg, Vimy Ridge, the Somme, and Arlington National Cemetery. The list grows each year as exhibited by the recent creation of an apartheid museum in Johannesburg, South Africa. These sites, and many like them, are bound together by a shroud of darkness. They exemplify the darker aspects of the human experience: crime, war, death, murder, atrocity, and disaster. They also share an additional social phenomenon: tourism. Each year, visitors around the world flock to an ever-increasing number of sites associated with death and disaster. These sites range from actual locations of dark events to off-site locales that are in someway connected to such an event (such as Holocaust museums). The latter often houses related artifacts and survivor stories that are directly connected to the event (Yuill, 2003, 1).

It is necessary to first understand the concept of dark tourism and its related terms. The term dark tourism was first coined by two researchers, Malcolm Foley and J. John Lennon, as a means of describing, "the phenomenon which encompasses the presentation and consumption (by visitors) of real and commodified death and disaster sites". In their book Dark Tourism: The Attraction of Death and Disaster, Lennon and Foley refine this definition even further by noting what actions do and do not constitute dark tourism. It is those who visit due to serendipity, the itinerary of tourism companies or the merely curious who happen to be in the vicinity who are the basis of dark tourism (Lennon and Foley, 2000, 23).

Seaton (1996, 240) coined a similar label in his definitive article. In it, he describes thanatourism as being, "travels to a location wholly, or partially, motivated by the desire for actual or symbolic encounters with death (Light, 2000), particularly, but not exclusively, violent death, which may, to a varying degree be activated by the person-specific features of those whose deaths are its focal objects". Seaton furthers this definition by adding two factors. First, thanatourism is behavioral; the concept is defined by the traveler's motives rather than attempting to specify the features of the destination. Unlike Lennon and Foley's concept, Seaton recognizes that individual motivations do play a role in death and disaster tourism. Secondly, thanatourism is not an absolute; rather it works on a continuum of intensity based on two elements: First, whether it is the single motivation or one of many and secondly, the extent to which the interest in death is person–centered or scale–of– death centered (Yuill, 2003, 11).

Thanatourism has been seen as a long established form which comprises five broad categories of tourism behavior. The first is travel to witness public enactments of death. Though morally proscribed in modern Western societies, this was common in the past (e.g., gladiatorial combats to the death in Roman times; or political executions and public hangings in Britain which were legal until 1868). It has its modern manifestations in the sightseers who rush to disaster scenes of air crashes, ferry sinkings, and terrorist explosions, or slow down their cars to gaze at motorway pile-ups. The second category is to travel to see the sites of mass or individual deaths, after they have occurred. This is the most common form of thanatourism which encompasses a great amount of tourism behavior. It includes travel to atrocity sites (the holocaust camp of Auschwitz, the Colosseum in Rome where martyrdoms and combats to the death were staged); disaster sites (Pompeii, destroyed by volcanic eruption in A.D. 79, and discovered and excavated from 1748, after which it became a prime tourism sight); sites of individual, celebrity deaths (the book depository in Dallas from which Kennedy was assassinated, Graceland where Elvis Presley died); and visits to battlefields. The third is travel to internment sites of, and memorials to, the dead. This kind of thanatourism includes visits to graveyards, catacombs, crypts, war memorials, and cenotaphs. To continue with the thanatourism categories, the fourth category is travel to view the material evidence, or symbolic representations, of particular deaths, in locations unconnected with their occurrence. This kind of thanatourism is directed towards synthetic sites at which evidence or simulacra of the dead have been assembled. It includes museums where weapons of death, the clothing of murder victims, and other artifacts are put on display (e.g., the Museum of the Revolution in Cuba exhibits the blood-spattered, bullet-ridden clothing of heroes of the Revolution and torture instruments used under the Battista regime; and Madame Tussauds in London has always included wax effigies of famous murderers). The Holocaust Museum in Washington is a recent addition. The last one is to travel for re-enactments or simulation of death. This form was, until the 20th century, largely confined in European culture to religious presentations which restaged the death of Christ or other Christian figures, often at Easter. The Passion Play at Oberammergau in Austria is the most celebrated example, but other Catholic regions have their own plays, pageants and processions in which effigies of Christ's body are carried through the streets (Seaton, 1999, 131).

3. A Fascination Of Death And Disasters: The Reasons Of People's Interest

People have always held a fascination with death, ranging from a simple morbid curiosity through to respect and reverence. However, it is society's apparent fixation with death and how it is consumed by the present day tourist that is of fundamental importance (Stone, 2005, 110). The consumption of dark tourism within contemporary society is complex and raises a number of emotive, provocative and controversial ideas. Nevertheless, as tourism consumption generally is considered to be socially and culturally framed, dark tourism consumption is also likely to be influenced by the cultural condition of society. In particular, Stone (2005) notes that dark tourism consumption may rest upon wider thanatological and cultural concerns.

There are an increasingly number of death-related visitor sites, attractions and exhibitions, often trading under the guise of remembrance, education and/or entertainment, which attract people eager to consume real and commodified death. Indeed, the act of touristic travel to sites of death, disaster and the macabre is becoming a pervasive cultural activity within contemporary society (Stone, 2007).

Consequently, research within dark tourism is growing and is attracting greater attention from the academic community and media alike. A particularly complex issue revolves around consumption of dark tourism and the motivational drivers of ‘dark tourists’. The question of why people visit such dark sites is intriguing and presents emotive and controversial ideas. Do people, within contemporary society, visit such places out of respect and remembrance? Or do people take a secret pleasure in gazing upon the macabre? Do we contemplate our own mortality at such attractions and exhibitions? Have people a morbid curiosity which triggers the ghoul in us? What is the role of the media and the wider socio-cultural influences upon dark tourism consumption? These questions and many more beside remain, by and large, unanswered. Over the next few years dark tourism will increasingly feature on research and media agendas, in addition to appearing more and more on the educational curriculum (Stone, 2007).

Although tourism consumption is suggested to be socially influenced and culturally framed, the theory of dark tourism consumption remains underdeveloped, as does the empirical interrogation of dark tourist motives. A number of motivating factors behind dark tourism consumption are identified including “fear of phantoms” (i.e. addressing childlike fears), the search for novelty/difference, or a more basic “bloodlust” (Stone, 2005).

Analysis of dark tourism supply cannot be complete if tourist behavior and demand for the dark tourism product are not known. Indeed, it is crucial to the understanding of this phenomenon that an ability to extract and interrogate the motives of so-called dark tourists exists. This is particularly so within a variety of social, cultural and geographical contexts. It is perhaps this fundamental requirement of ‘understanding the underside’ and extricating consumer motivation that is propelling the current dark tourism debate (Stone, 2006, 146).

Dark tourism refers to events which are more than just tragedies in history, but rather touch our lives not merely from the emotional perspective but also impact our politics and our social policies. Postmodernists argue that people live in a world dedicated to fun. Authors such as Bell, Riesman and Rojeck often define modernity as the seeking of fun in the everyday. For example Rojeck (1993, 133-134) hypothesizes that (Tarlow, 2005, 49):

- The modern quest for authenticity (in leisure travel) and self-realization has come to an end.
- Due to de-differentiation leisure activity acquires some of the characteristics of work activity.
- There is a questioning of the state’s moral density.
- Post-leisure and post-tourism celebrate fictive and dramaturgical values.

Postmodernists note that the search for fun is often more difficult than it seems at first. Mestrovic (1991, 25) highlights this paradox by saying that “postmodern vacations are usually stressful, few exotic places are left in the world and most vacation spots promise to deliver the same bland product-fun.”

Tourists want to seek to heal from past hurts by traveling back in time. It is the blending of “restorative” and “reflexive” tourism: it is touching danger without actually being in it. This can be called as “tourism nostalgia” which is a way to dedifferentiate the past from the present, to find danger in the safe. This does not mean that all history is dark tourism, but rather that all dark tourism is history. Few people would want to experience the fog of war first-hand; almost no one would willingly suffer the torment or death of a concentration camp nor run for one’s life from the collapsing Twin Towers. Yet while most people would not want to live the experience, many do want, in the simulata of the experience, the model in which they live at home. That is to say, tourists seek the different in the protection of the familiar, they seek the danger of history in the protection of the known (Tarlow, 2005, 52).

It is suggested by Seaton (1996) that dark tourism is essentially a behavioral phenomenon, defined by tourist's motives as opposed to particular characteristics of a site or attraction. However, Seaton's view rather restricts dark tourism to a demand orientated phenomenon, whilst overlooking important supply aspects. Moreover, Sharpley (2005) suggests that it remains unclear as to whether the dark tourism phenomenon is attraction-supply driven or indeed consumer-demand driven. So Sharpley argues that it is important to consider both demand and supply elements in attempting to construct any framework of this phenomenon. Complex demand motivators for the dark tourism product are explored especially with regard to consumer experiences of dark tourism and the meaning of death and dying within contemporary society (Stone, 2006).

Therefore, before fundamental task of extracting and interrogating consumer demand, there is a serious need to appreciate dark tourism supply more fully. There exist not only diverse and fragmented set of dark tourism suppliers, but the motives of tourists who visit and consume these products are also diverse. Before addressing systemically the fundamental question of why people visit such places, a recognized and structured framework of dark tourism supply is required to aid the identification, and subsequent research of potential visitors and their experiences to these dark tourism products (Stone, 2006, 147).

While it remains unclear as to whether death-related tourism is attraction-supply driven, it is suggested that within contemporary society people regularly consume death and suffering in touristic form, seemingly in the guise of education and/or entertainment. Consequently, this phenomenon has become increasingly diverse and accepted within contemporary society (Stone, 2005, 111).

4. A Framework For Dark Tourism Supply And The Product

Miles (2002) suggests that there is a distinction between "dark" and "darker" tourism, that is, a greater notion of macabre and the morose can exist between sites. According to the temporal dimension and spatial affinity with a site, Miles proposes that there is a clear difference between sites associated with death and suffering, and sites that are of death and suffering. For example: the product (an experience) at the concentration camp site at Auschwitz-Birkenau is possibly darker than the one at the US Holocaust Memorial Museum in Washington DC (Miles, 2002).

Higher Political Influence and Ideology	Lower Political Influence and Ideology
⇈	⇈
"Sites of Death and Suffering"	"Sites Associated with Death and

⇈					Suffering” ⇈
DARKEST	**DARKER**	**DARK**	**LIGHT**	**LIGHTER**	**LIGHTEST**
⇊ Education Orientation					⇊ Entertainment Orientation
⇊ History Centric (Conservation / Commemorative)					⇊ Heritage Centric (Commercial / Romanticism)
⇊ Perceived Authentic Product Interpretation					⇊ Perceived Inauthentic Product Interpretation
⇊ Location Authenticity					⇊ Non-Location Authenticity
⇊ Shorter Time Scale to the Event					⇊ Longer Time Scale from the Event
⇊ Supply (Non Purposefulness)					⇊ Supply (Purposefulness)
⇊ Lower Tourism Infrastructure					⇊ Higher Tourism Infrastructure

Figure 1: A Dark Tourism Spectrum: Perceived Product Features of Dark Tourism within a “Darkest-Lightest” Framework of Supply

Source: Stone, P.R. (2006). A dark tourism spectrum: towards a typology of death and macabre related tourist sites, attractions and exhibitions. Tourism: An Interdisciplinary International Journal, 54(2), 151.

By using the parameters of this conceptual framework, it can be possible to build a typological foundation for dark tourism supply by outlining “Seven Dark Suppliers” (Stone, 2006, 152-157:

i. **Dark Fun Factories:** A Dark fun factory refers to those sites, attractions and tours which have an entertainment focus and commercial ethic and which present real or fictional death and macabre events. These products possess a high degree of tourism infrastructure, are purposeful and are in essence “fun-centric”, and may occupy the lightest edges of the dark tourism spectrum. (Dungeon concepts across Europe, Dracula Park in Romania)

ii. **Dark Exhibitions:** They refer to exhibitions and sites which blend the product design to reflect education and potential learning opportunities. They offer products which revolve around death, suffering or the macabre with an often commemorative, educational and reflective message. These products are perceived as more serious and possess a darker edge and thus may be typified towards the darker periphery of the dark tourism spectrum. They have a degree of tourism infrastructure and some commercial focus. (September 11: Bearing Witness to History Exhibition at the Smithsonian Museum of American History, Body Worlds Exhibitions)

iii. **Dark Dungeons:** They refer to those sites and attractions which present bygone panel and justice codes to the present day consumer, and revolve around prisons and courthouses. These product types essentially have a combination of entertainment and education as a main merchandise focus, possess a relatively high degree of commercialism and tourism infrastructure, and occupy sites which were originally non-purposeful for dark tourism. As a result, it is suggested that Dark Dungeons may occupy the centre-ground of the "dark tourism spectrum" with a mixture of dark and light elements. (The Galleries of Justice, Nottingham UK, The Bodmin Jail Centre in Cornwall UK)

iv. **Dark Resting Places:** They focus upon the cemetery or grave markers as potential products for dark tourism. In particular, tourism planners often use the cemetery as a mechanism to promote visitation to an area, conserve the structural integrity of landscape and architecture, and sustain the ecology of local environments. With an increasing infrastructure being built around these places, mainly through association groups, the use of the internet and dedicated guide tours, the cemetery is fast becoming a place where the living are "charmed" by the dead, and thus may be plotted within the centre of the "dark tourism spectrum" with both dark and light elements. The features of these places revolve around a history-centric, conservational and commemorative ethic. (Père-Lachaise in Paris)

v. **Dark Shrines:** These are sites which essentially "trade" on the act of remembrance and respect fort he recently deceased. Dark Shrines are often constructed, formally or informally, very close to the site of death occurring so, it can be suggested that these places may occupy the darker periphery of the "dark tourism spectrum". Moreover, these types of events dominate the media agenda for relatively short periods of time. Most Dark Shrines are non-purposeful for tourism and have very little tourism infrastructure due to their temporal nature. (The Gates of Kensington Place- Diana, Princess of Wales was killed, Diana's Interment at Althorp House)

vi. **Dark Conflict Sites:** They revolve around war and battlefields and their commodification as potential tourism products. These sites essentially have an educational and commemorative focus. They are history-centric and are generally non-purposeful in the dark tourism context. Dark Conflict Sites are becoming more commercialized and as a result have an increasing tourism infrastructure. (Battlefields of the First World War, The Solomon Islands where the Battle of Guadalcanal)

vii. **Dark Camps of Genocide:** They represent those sites and places which have genocide, atrocity and catastrophe as the main thanatological theme, and occupy the darkest edges of the "dark tourism spectrum". With a product design revolving around education and commemoration, these sites are located at the actual site of the death-event. They tell the terrible tales of human suffering and infliction and have a high degree of political ideology attached to them. (Auschwitz-Birkenau, Rwanda, Cambodia, Kosova, The Holocaust Memorial Museum in Washington)

5. A NICHE MARKET OR A MORBID INTEREST: ETHICAL CONSIDERATIONS

Sites associated with death all over the landscapes share one common name: dark tourism, which is the tourism of sights of tragedy (Lahtinen 2006).

The curious connection between the sad and the bad and their touristic representations has generated ethical debate about the ways in which leisure and pleasure are mixed with tragedy (Strange and Kempa, 2003).

Dark tourism is manifested in various forms and subsets including Holocaust tourism, battlefield tourism, cemetery tourism, slavery-heritage tourism, and prison tourism. Recently, dark tourism has become widespread and popular. The reasons behind the increasing popularity of dark tourism remain unclear as to whether the proliferation of dark tourism is due to an increased supply of attractions and sites, or whether consumers are demanding more and more of the macabre, media inspired or otherwise, death in touristic form is an increasing feature of the contemporary landscape.

Dark tourism sites present governments and other authorities with moral and ethical dilemmas, where recent tragic history often confronts the dynamic of commercial development and exploitation (Moffat Centre, 2007).

A typology of dark tourism can be suggested as comprising five categories (Slade, 2003, 780; Seaton, 1996):

- First, people have traveled to witness public enactments of death. This behavior has become socially unacceptable and examples of it include gladiatorial combats of ancient Rome, political executions, and public hangings. Its modern manifestations include gazing at car crashes by passing motorists, ship, and ferry sinkings close to the shore and terrorist explosions.
- The second dimension to dark tourism is travel to see sites of individual or mass deaths after they have occurred. Examples of this include sites of past atrocities (such as Auschwitz, the gallows from where Ned Kelly was hung in the old Melbourne jail) and the sites of mass shootings (including Hoddle Street in Melbourne and battlefield visits).
- Third, visits to interment sites and memorials to the dead are considered a facet of dark tourism. Such sites include graveyards, catacombs, war memorials, cenotaphs, and the like.
- Fourth, travel to view the material evidence or symbolic representations of particular deaths, in locations unconnected with their occurrence, is a type of dark tourism. Included at this level are visits to museums, wax works, and so on.
- Last, travel for re-enactments or the simulation of death is dark tourism. Passion plays at Oberamegau and battle re-enactments like those currently popular over the American Civil War are examples of dark tourism.

Seaton (1999) suggests that production of the dark and upsetting past is not only driven by consumer choices, which are often media oriented, and by commercial marketing tricks in the name of supplier, but is also subject to changes in the wider political and cultural environment. Therefore, shades of darkness within the dark tourism product can shift as events –such as wars, acts of terrorism, or the fall of a regime- occur, and as new “files of representation” (movies, novels, memoirs, etc.) provide moral meanings to sites of death and the macabre (Stone, 2006).

Dark tourism is considered as a different type of postmodern hyperreality. According to Umberto Eco (Tarlow, 2005, 53), in today’s society, wants and needs of people cause the fake become real; models and copies become the legitimate substitutes for the originals.

Sometimes reproductions take the place of the original, and they diminish the need for the original. Dark tourism comes in multiple forms (Tarlow, 2005, 54):

- *A pretext to understand the age* with visits to places of tragedy used as the alleged reason pretext to explain current political situation.
- *Romanticism*, which is often found at battlefields or in places of torture, where the visitor can imagine him/herself as a warrior fighting for a specific cause or commemorate his/her ancestors.
- *Barbarism*, where the visitor is made to feel superior to the perpetrators of the crime, and realizes how humans can be cruel to each other.
- *Part of national identity* producing the message of prevalence after sufferings with a sense of patriotism and pride.
- *A sign of decadence*, which gives an idea of how the others mistreated the current ruling group.
- *A mystical experience* which is based on mysticism growing out a tragedy, and is especially true when the visitor has a connection to the spot.
- *A spiritual experience* which is wider than yhe mystical one, and trans-group, trans-ethnic experience based more a common sense of humanity.

Throughout all of these forms, four basic emoticons interact and play on the visitor's psychological state: a sense of insecurity; a sense of gratitude; feeling of humility; and, feelings of superiority (Tarlow, 2005, 55). It is clear that not every travel and tourism product attracts every consumer. Therefore, some products that appeal to specific audiences are created by travel and tourism professionals, and one of them is the niche called dark tourism.

6. Conclusion

In today's society, violence, pain, death, and suffering are brought to people's living rooms by the media as a part of ordinary daily routine. The exposure and, more particularly, self-exposure of psychological and bodily trauma have become the central characteristic of today's "post-documentary" culture and the foundation of "tabloid" and reality TV. TV talk shows, observational documentary, life-style programming, and reality television all facilitate the exhibition and consumption of personal pain and suffering (Biressi, 2004, 335, 344).

The media has a leading role in dark tourism. Television and the movies can define modern dark tourism and determine the sites which are worth visiting. Due to selectivity of television and other media, despite the preciousness of all lives, there exist clear distinctions between lives which are worth remembering and which are not (Tarlow, 2005).

Although there are many attempts to explain dark tourists' motives, it can be said that they are still uncovered. The subject itself seems too "dark" to work on for many researchers and many researchers seem to prefer studying other types of tourism which do not have serious ethical debates and do gain public's acceptance.

The participants of dark tourism are considered as very special audiences and they seem to be covered "darkness" of this tourism type. No serious research directed to understand their reasons of consuming dark tourism product has been done. Ethical considerations and debates on dark tourism continue in the academic field, but opinions of dark tourists on ethics of dark tourism remain ignored. The possible reasons behind this approach could be about the main theme around which dark tourism concept revolves: the death. It is one of the keenest realities of life which people have been trying to understand and explain and also terrifying since the beginning of history.

Violence, sufferings, death, and disasters have become an undeniable part of people's lives in today's post-modern world. The rapid changes brought by technological revolution; changing life patterns and social context; political, economic and cultural changes have great impacts on people's lives. Many people find it difficult to adapt these rapid changes and this leads them to seek for new excitements, interests, meanings to their lives, and shelters from the uncertainty. Handling these changes, uncertainties and burdens of post-modern, media-lead and the consumer society frightens people and some of them find different ways to realize and express themselves such as dark tourism. Sufferings of old times and other people give some people a feeling of security and protection. By visiting places of tragedy unsatisfied and restless individuals of today's society try to find peace, understand the post-modern age, and harmonize their lives.

Dark tourism concept revolves around death, it is advocated that psychological and emotional aspects of death and dying within society be placed at the center of consumer behavior theory. As a result it is suggested that dark tourism consumption has wider and fundamental implications for contemporary society, especially with regards to the "death process" within those societies. It is only when research of this type is undertaken will a better understanding of dark tourism consumption be made.

Today, it is not unusual to see tourists where a disaster or tragedy (past or recent) occurred. Even after the Kocaeli Earthquake of August 17, 1999, tourist coaches visited the places where buildings had collapsed and impacts of the earthquake had seen clearly. Dark tourism is an important niche market in today's tourism and there exist many suppliers in this field. The people's interest to death and disasters seems not to decrease in the near future and niche market for death disasters called dark tourism will continue to grow. Ethical debates on the concept will also continue, since for many people it is not easy to accept death and disasters as a commodity.

For a deeper understanding of dark tourism phenomenon, future researches on motives and ethical viewpoints of dark tourism, social aspects of dark tourism, tourism stakeholders' approach to dark tourism, and the media's impact on dark tourism should be done.

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Tourism & Guiding

TOUR GUIDES PERFORMANCE IN MALAYSIA: APPLICATION OF THE IMPORTANCE PERFORMANCE ANALYSIS

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SUMMARY

As tourism becomes an important industry in Malaysia, there is an increasing need for tour guides, not only in terms of their numbers, but also the ability to deliver a quality service. This paper will discuss the findings of a study carried out to determine the service quality of tour guides in Malaysia using the Importance-Performance Analysis (IPA). The study adopted a quantitative and descriptive approach, focusing on the service quality of tourist guides from the perspective of the tourists. The main aim of this approach is to identify the gaps in the actual delivery as compared to the expectations of the tourists, based on a list of 20 attributes. In all service quality attributes the performance of guides were lower than the importance placed on the service quality attributes by tourists. The biggest gaps were introducing tourists to reliable shops, inform safety regulations, punctual, honest & trustworthy, responsible, sense of humour and inform visitors about destination customs. Based on the findings, a number of issues were identified and discussed.

***Keywords**: service quality, tourist guide and importance-performance analysis.*

1.0 INTRODUCTION

Over the last quarter century, tourism has performed extremely well in the Malaysian economy. Tourism is now regarded as an important vehicle to stimulate the service sector and spearhead the nation's economic growth. As the second largest foreign exchange earning sector, the tourism sector has finally been recognised by the government with the establishment of a new ministry in March 2004, completely dedicated to service the tourism industry. The direct and indirect effect of travel and tourism in Malaysia in 2006 is expected to account for 14.6 percent of GDP and 1,345,000 jobs (12.6 percent of total employment) (WTTC, 2006).

The number of international tourists to Malaysia in 2005 is 16.4 million, making it the second most visited country in Asia after China, bringing in a revenue of EUR6.92 billion (RM31.9 billion) (New Straits Times, 24th Dec.2005). In the year 2006, the total arrivals have increased to 17.5 million. The top five countries of origin for incoming tourists remained relatively the same, with Singapore forming the largest group, accounting for around 50% of total arrivals, followed by Thailand, Indonesia, China and Brunei. With 2007 declared as the Visit Malaysia Year, with the theme 'Malaysia Welcomes the World', the number of international tourists targeted by Tourism Malaysia is 20.1 million and a revenue of EUR 9.66 billion (RM44.5 billion).

As tourism becomes a vital industry in Malaysia, there is a growing need for tour guides, not only in terms of their numbers, but also the ability to deliver a quality service. A positive evaluation of the tour guide's performance will increase tourist satisfaction, encouraging repeat visitation, passing the good words to friends or the purchasing of another tour through the same tour operator. For a guided tour, the tour operator, the tour guide and the visitor all contribute to shaping the visitor experience. However the success or failure of such an experience is highly dependent upon the tour guide, who plays the central role and act as the ‘catalyst’ (Holloway, 1981), since he is constantly in communication with the tourists. Thus, the responsibility of providing the arrangement for social interaction, which is an essential element in the total visitor experience, is mostly dependent on the tour guide (Geva & Goldman, 1991).

The International Association of Tour Managers and the European Federation of Tourist Guide Associations (EFTGA) defines a tour guide as a person who *“guide groups or individual visitors from abroad or from the home country around the monuments, sites and museums of a city or region; to interpret in an inspiring an entertaining manner, in the language of the visitor’s choice, the cultural and natural heritage and environment”* (EFTGA, 1998). Other definition of tour guide as given by the Professional Tour Guide Association of San Antonio (1997) is *‘a person with an effective combination of enthusiasm, knowledge, personality qualities and high standards of conduct and ethics who leads groups to the important sites, while providing interpretation and commentary.’* The definition emphasizes the personality and conduct of the guide as necessary components that constitute the job of the tour guide. The Association further emphasizes that the secret to success of being a tour guide - “loving the subject and the people we present it to”. That is, being passionate about your subject matter and having a genuine interest in each tourist. Therefore, the job of a tourist guide does not only involve the delivery of information, but also presenting it in an attractive and sincere manner. Tour guide have also been described by several authors as *“culture broker”, “catalyst”, “information giver”, “ambassador”* (Holloway, 1981), *“mediator”, “mentor”, “leader”* (Cohen, 1985), *“interpreter”* (Almagor,1985) and *“caretaker”* (Fine and Speer, 1985). The roles of mediator and culture broker are related to the interpretive element of the tourist guide’s job which contributes significantly to the tourists’ experience, which include their understanding of the destination and its culture. The roles of the tour guide are complex and heterogeneous in nature (Figure 1). Cohen (1982, 1985) identifies four roles which are oriented towards providing a quality experience for visitors i.e.: geographical (original guide), interactional (tour-leader), social (animator) and communicative (professional guide). Meanwhile, Reisinger & Waryszak (1994) stress the roles of the tour guide are that of the original guide (organizer and manager), tour-leader (cultural broker, facilitating interaction with host communities), animator (entertainer, social interaction) and the professional guide (teacher, educator and interpretator).

Figure 1 Representation of the Tour Guide’s Role

Tour Management (focus on group)	1. **Geographical** *(original guide)* • organiser • Manager	2. **Social** *(animator)* • entertainer • facilitator
Experience Management (focus on individual)	3. **Interactional** *(tour-leader)* • group leader • cultural broker	4. **Communicative** *(professional guide)* • educator • teacher
Resource Management (focus on environment)	5. **Motivate** *(motivator)*	6. **Environmental** interpreter *(naturalist guide)* • ecologist • environmentalist

Source: Adapted from Cohen (1982, 1985) and Weiler & Davis (1993)

In Malaysia, until 28th February 2007, it is estimated there are 2,592 (blue and beige badge) city guides providing services to a diversity of international visitors. Blue badge are given to guides who are already confirmed and beige badge are for trainee guides. Since tour guiding is still a relatively new vocation in Malaysia, this paper will increase our understanding on the nature of relationship between tourists and tour guides and their contribution towards providing a quality visitor experience. Other aspects that will be look into are the education and training needs of guides and the service professionalism of guides.

The main purpose of this paper is to examine and assess the current state of tour guiding in Malaysia. The specific objectives of the paper are:

- To examine the service quality of tour guides in Malaysia using the importance-performance analysis.
- To identify the issues and challenges faced by the tour guiding profession
- To recommend strategies to raise the standard, recognition, and service quality of tourist guides.

2.0 Overall Demand For Tourist Guide Services In Malaysia

Essentially, the type of tourists who require the service of tourist guides are those on tour packages pre-booked from their place of origin. In 1998, around 8.7% of all tourist arrivals to Malaysia were categorised as group tours, which increased to 9.5% by 2002. This percentage is relatively low compared to Thailand, for instance, which received 45.7% tour packages in 2002 (Tourism Authority of Thailand, 2004). However, it should be noted that the FITs also engage the service of tourist guides when they visit nature-based tourist attractions such as the national parks of Sabah and Sarawak.

Table 1: Proportion of FITs Against Group Packages (1998 & 2002)

Country	1998		2002	
	FIT (%)	Group Package (%)	FIT (%)	Group Package (%)
Singapore	91.4	8.6	96.1	3.9
Indonesia	86.1	13.9	95.7	4.3
Thailand	97.3	2.7	98.3	1.7
Philippines	89.6	10.4	92.4	7.6
Brunei	87.1	12.9	92.4	7.6
Australia	93.3	6.7	87.4	12.6
Canada	93.3	6.7	95.0	5.0
France	90.1	9.9	95.2	4.8
Germany	92.7	7.3	94.9	5.1
Hong Kong	**59.0**	**41.0**	**57.2**	**42.8**
Taiwan	**43.5**	**56.5**	**31.1**	**68.9**
China	**16.7**	**83.3**	**37.1**	**62.9**
South Korea	**75.6**	**24.4**	**82.6**	**17.4**
Japan	**64.5**	**35.5**	**82.9**	**17.1**
India	85.1	14.9	84.5	15.5
New Zealand	97.6	2.4	98.4	1.6
United Kingdom	89.0	11.0	92.4	7.6
USA	91.9	8.1	98.0	2.0

Netherlands	91.7	8.3	98.1	1.9
South Africa	83.0	17.0	80.4	19.6
Switzerland	87.0	13.0	97.5	2.5
Italy	84.8	15.2	94.9	5.1
Sweden	91.6	8.4	97.2	2.8
Belgium & Luxembourg	91.4	8.6	95.5	4.5
Den & Fin & Nor	92.3	7.7	97.8	2.2
West Asia	82.3	17.7	81.7	18.3
Other Asian countries	87.2	12.8	88.4	11.6
Other European countries	93.0	7.0	91.6	8.4
Other North American countries	98.1	1.9	98.9	1.1
Others	93.6	6.4	94.5	5.5
TOTAL	**91.3**	**8.7**	**90.5**	**9.5**

Source: Tourism Malaysia, 2002

The countries or market segments that are highly dependent on the service of tourist guides are China (62.9%), Taiwan (68.9%), and Hong Kong (42.8%). In addition, tourists from South Africa (19.6%), West Asia (18.3%), South Korea (17.4%) and Japan (17.1%) also contributed a significant proportion of tour packages in 2002. Most interestingly, the proportion of Australian tourists on package tours doubled from 6.7% in 1998 to 12.6% in 2002 (Table 1).

3.0 METHODOLOGY

The study adopted a quantitative and descriptive study approach. The approach focused on the service quality of tourist guides from the perspective of the ‘recipients’ of the service i.e. the tourists. The main aim of this approach is to identify the gaps in the actual delivery, as compared to the expectations of the tourists. A systematic analysis of these views will identify shortcomings in the training and operational aspects of tour guiding in Malaysia. Subsequently, the major problems and issues synthesized from the analysis will be used to formulate strategies and actions to improve the service quality of this vital component of the tourism supply chain in Malaysia.

Data collection for this study was obtained from primary and secondary sources. Primary data collection involved:

- Questionnaires survey of tourists engaging the service of tourist guides (Tourist Survey).
- Interviews with Ministry of Tourism officials, industry players notably MTGC (Malaysian Tourist Guide Council), TGAs (Tourist Guides Associations), training institutions, and tour operators.

The analysis of the tourist survey was carried out using the Importance-Performance-Analysis (IPA) technique. The IPA is a popular managerial tool that has been successfully used in tourism studies ranging from policy planning to the assessment of service quality. Essentially, the IPA compares the importance of service quality attributes against the actual performance of tourist guides. Based on the literature and discussion with industry players, a list of 20 attributes was developed, which was subsequently rated in terms of importance by the respondents. A 5 – point Likert scale was used ranging from *‘least important’ (1)* to *‘most important’ (5).* Each performance statement on the same attribute was then rated from *‘strongly disagree’ (1)* to *‘strongly agree’ (5)* and a pilot test was conducted to assess the appropriateness of the questions. Finally the mean scores of the service quality attributes were compared according to their importance and performance levels and their gap identified.

For the Tourist Survey, a total of 880 samples of tourists using the service of city guides were collected in Johor Bahru, Malacca, Kuala Lumpur, Penang, Kota Kinabalu and

Sarawak. In terms of country of origin, tourists from East Asian countries represented 38.5% of the total samples, of which tourists from China (17.3%) and Japan (14.3%) were prominent. The other significant tourist markets sampled were from Europe (27%), South-East Asia (13.5%), Oceania (7.6%) and North America (7%).

4.0 Findings From Tourists' Survey

Overall, the respondents were satisfied with the service quality of city guides. The respondents either *"agreed" (4)* or *"strongly agreed" (5)* that the tourist guides were able to deliver 18 of the 20 service quality attributes expected from them. In comparison, a similar study in Thailand revealed that the respondents were less satisfied with the overall quality of service (mean of 2.5 to 3.0) (Zhang, Chun & Sirirassamee, 2004).

Table 2 below shows the importance and performance of city guides on the various service quality attributes as perceived by tourists. The ranking of the top six attributes in terms of importance as perceived by tourists are honest and trustworthy (4.43), responsible (4.42), ability to make visit enjoyable (4.39), respect visitor (4.37), ability to understand and answer question (4.34), and punctual (4.34).

In all service quality attributes the performance of guides were lower than the importance placed on the service quality attributes by tourists. The biggest gaps were introducing tourists to reliable shops, inform safety regulations, punctual, honest & trustworthy, responsible, sense of humour and inform visitors about destination customs.

Table 2: Perceived Importance And Performance Of City Guides' Service Quality Attributes (N = 880)

Tour Guide Service Quality Attributes	Importance (Mean[a])	Performance (Mean[b])	Difference (gap)
Introduce reliable shops	**4.18**	**3.92**	**- 0.27**
Inform safety regulations	**4.32**	**4.07**	**- 0.26**
Punctual	**4.34**	**4.09**	**- 0.25**
Honest and trustworthy	**4.43**	**4.18**	**- 0.25**
Responsible	**4.42**	**4.18**	**- 0.23**
Sense of humour	**4.17**	**3.95**	**- 0.22**
Inform visitors about destination customs	**4.31**	**4.09**	**- 0.22**
Able to understand and answer question	4.34	4.13	- 0.20
Ability to make visit enjoyable	4.39	4.19	- 0.20
Knowledge of destination	4.33	4.15	- 0.18
Friendly	4.33	4.16	- 0.17
Respect visitor	4.37	4.21	- 0.16
Good presentation skills	4.20	4.04	- 0.15
Courteous	4.29	4.16	- 0.13
Well-trained	4.27	4.14	- 0.13
Brief visitors on daily itinerary	4.21	4.08	- 0.13
Deliver promised itinerary	4.27	4.15	- 0.12
General knowledge	4.15	4.07	- 0.07
Appear neat and tidy	4.15	4.11	- 0.04
Proficient in respondent's language	4.16	4.14	- 0.03
Grand Mean	**4.28**	**4.11**	**- 0.17**

[a]Mean scale : 1=Extremely Unimportant, 2=Unimportant, 3=Neutral, 4=Important, 5=Extremely Important

[b]Mean scale : 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

Analysis of the IPA was further carried out based on the main tourists generating markets consisting of the Chinese, Japanese, South-East Asian, Indian, North American, European and Oceania markets. In terms of importance, the majority of the markets placed high importance on service quality attributes such as honest & trustworthy, ability to make visit enjoyable, knowledge of destination, able to understand & answer question, responsible and punctual. Overall, in terms of ranking (based on grand mean of difference), guides servicing the North American market performed the best (0.01), followed by the European market (-0.09), Oceania market (-0.10), Japanese market (-0.13), Chinese market (-0.17), South- East Asian market (-0.38) and lastly the Indian market (-0.44).

Negative gaps in the North American and European markets were more prominent in terms of informing visitors about destination customs and knowledge of destinations**.** However in terms of proficiency of language, tourist guide servicing the North American market performed above the expectation of tourists (+ve gap). In the Indian, South-east Asian and Chinese markets, common negative gaps were observed in terms of introducing tourists to reliable shops and punctuality. Among the prominent negative gaps in the Japanese market include (lack of) good sense of humour and (lack of) good presentation skills.

Figure 1 and 2 show the 20 service quality attributes of the city guides in terms of IPA Grid Analysis. The grand means for importance and performance were used for the placement of the axes on the grid (Chu and Choi, 2000). The four quadrants in the IPA grid are Quadrant I *"Concentrate Here",* Quadrant II– *"Keep Up The Good Work",* Quadrant III – *"Low Priority"* and Quadrant IV – *"Possible Overkill"*.

Figure 2 : Importance-Performance Analysis Grid of Tourist Guides Quality Attributes

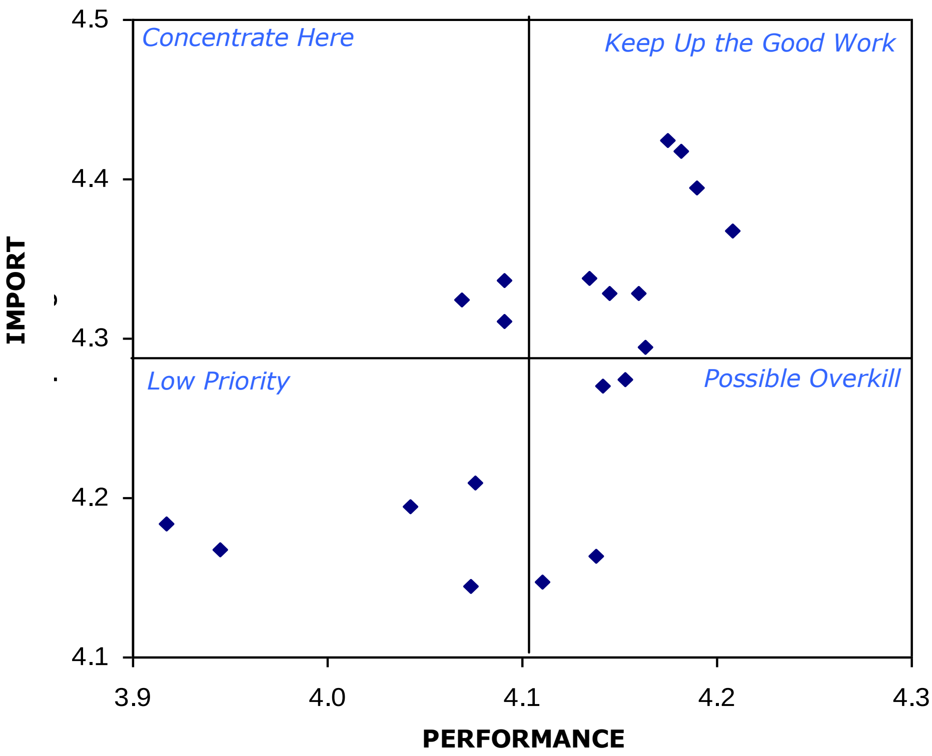

Figure 3 : Importance-Performance Analysis Grid of Tourist Guides Quality Attributes

IMPORT

R : Inform safety regulations F : Punctual P : Inform visitor about destination custom **Quad**	L : Honest and Trustworthy J : Responsible T : Ability to make visit enjoyable H : Able to understand and answer question A : Knowledge of destination K : Friendly S : Respect visitor I : Courteous **Quadr**
Quadra Q : Introduce reliable shop E : Sense of humour D : Good presentation skills O : Brief visitors on daily itinerary B : General Knowledge	**Quadr** N : Well-Trained M : Deliver promised itinerary G : Appear neat and tidy C : Proficient in respondent's language

PERFORMANCE

6.0 PERFORMANCE OF GUIDES

Based on the IPA analysis and discussion with the related industry players, four issues are identified and presented as follows:

6.1 PROFESSIONALISM

The professionalism of a tour guide is reflected in their attitude towards the job, whether they are money oriented or service quality oriented. Besides attitude, more importantly professionalism is also being reflected in their good product knowledge, good presentation and communication skills, being responsible and honest, attributes considered important by tourists as indicated in the survey. Professionalism of tourist guides in Malaysia has been considered by some industry players as not reaching the appropriate standard. This may be due to the uncertainty, competition, and lack of business in the travel industry which may have prevented tourist guides from giving their best.

6.2 UNHEALTHY INDUSTRY PRACTICES

Unhealthy industry practices related to the tour guiding profession include introducing tourists to unreliable (high commission) shops (biggest gap -0.27), and undercutting of guiding fees Service quality attributes which did not perform well such as introducing tourists to reliable shops refers to unethical practices of some tourist guides. However, in many cases, this is beyond the control of tourist guides as they are merely following the orders of the tour operators and the tour itinerary set by their superior. Moreover, previously, packages under the 'Zero Cost Tour' have encouraged such practices, and again the quality and abilities of the tourist guide may be unfairly judged. Although guidelines for guiding fees are already in place, undercutting of guiding fees still do occur. This may be due to stiff competition and lack of assignments. Guides should be aware that such practices would only damage their profession and in the long run affect their quality of service.

6.3 Training

Training is a process of improving a person's knowledge and skills and proper training of guides will benefit not only tourists, but the guides and the destination itself. As for tour guiding, one of the difficulties of training lies in the balance "between ensuring that the guide's talk is accurate, from an academic or scientific perspective, and not insisting that the guide give only planned, well-researched lectures to the visitors" (Poon, 1993). Training, however, will also help to ensure a certain standard of service provision and professional behaviour, which will influence guides performance on many of the 20 service quality attributes. Interviewing potential tourist guides will help to ensure that candidates with the correct personality and talent are being selected for the basic tourist guide course. At present, all guides need to undergo a two year internship programme of trainee tourist guide with the tour operators or travel agencies. There are many loopholes in the internship programme and is a financial burden to tour operators. Lack of enforcement has resulted in majority of tour operators not being aware and supportive of the programme. Discussion with industry players suggests a two months practical attachment programme which will enable a newcomer to gain experience through working with and observing an experienced tour guide. Lastly, improvement in the syllabus of basic tourism guide course and the contents of the CTRE (Continuous Tourism Related Education) modules should be conducted continuously to reflect the present expectations of tourists..

6.4 Role of MTGC and MOTOUR

In Malaysia, all guides are required to be a member of MTGC or other related tourist guide association. The effectiveness of MTGC will depend on the tangible benefits it offers to guides, its authority in representing the interests of guides to government, industry and the community. MTGC performance will also be evaluated on its capability to enforce the code of professional conduct or ethics, in setting the standard of behaviour that all guides should adopt, which in turn will help to improve the various service quality attributes.

For the system of licensing to work, an effective monitoring system with legally enforceable penalties must be implemented. To ensure the provision of high service quality and only licensed guides are doing the guiding, MOTOUR should conduct field inspection more often. Presently, enforcement by MOTOUR is very minimal due to manpower shortage.

7.0 Conclusion

Malaysia's aspiration to be a strong and sustainable tourism destination requires an in-depth understanding of the fundamental strengths and weaknesses of the tourism industry. Since the tourism industry is a service based industry, high service quality of tourist guides will definitely help in projecting Malaysia as a world-class tourism destination. Overall, the tourist guides in Malaysia have achieved a high standard in communication and presentation albeit with more room for improvement. However, present trend indicates higher expectation of tourists, especially when basic information of a destination is available on the internet. Tour guides therefore need to continuously upgrade their product knowledge and be creative in their presentation. Since there is also an increased demand for specialized guiding, e.g. for cultural and heritage tours there is a need to develop specialized module for guides who wish to further specialized in their respective area of interest.

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The Effects Of Professional Tourist Guides' Perceptions And Attitudes Towards Tourist Groups On Job Behaviour Forms

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Abstract

Professional tourist guides who work tourism sector are closer to the tourists than other employees in the tourism. As a result of these relationships between tourist guides and tourist groups, professional tourist guides improve some perceptions and attitudes towards the tourist groups. These perception and attitudes towards the tourist groups affect the job behaviours of the tourist guides negatively or positively. In this study, it has been aimed to determine the perceptions and attitudes of the tourist guides towards the different tourist groups and to determine these perceptions and attitudes how affect the job behaviours of the tourist guides. According to the findings at the end of the survey, it has been revealed that, Professional tourist guides improve different perceptions and attitudes towards the different tourist groups and these perceptions and attitudes form differences in their job behaviours.

Keywords: *Professional tourist guides, tourist groups, perceptions and attitudes, forms of job behaviours.*

1. Introduction

During the touristic experience tourists, make contacts and confront at the different level with employees, staff of the touristic hotel, various salesmen, professional tourist guides and local people in the country which they go. In this process, in the minds of the people, who have contacts with tourist groups, some thoughts, images and judgments are consist of related with tourists (Harlak, 1991: 237). The images and judgments are the mixture of the information, mental association, imagination, detestation, affection, feeling and emotion (Avcıkurt, 2005:19). Because of this the relationships, among people carry importance on the progressing the perception and attitudes towards each others.

Some studies have been held in order to determine the perception, attitude, image and judgments towards tourist groups. For example, according to the results of the study which was held by Harlak (1994) it was indicated that the most loved nations are the Japanese and Turkmen. As the reason why Turkmen took place at the first rank in the nation bench, has been shown because of including the Turk name and being close to the Turks as ethnic roof. As the reason why Japenese took place at the first rank, has been shown because of their being hard workers, likeable, front with technology.

Tourist groups from different nations are perceived in different ways. For example, in a study (http://www.ntvmsnbc.com), while German tourists are perceived as being very disciplined, Arabic tourists are perceived never disciplined. In another study, the Spanish tourists are being emphasized as warm-blooded, friendly people, questioning immediately when they have a problem, being conscious and cultured people. The Italian tourists are being emphasized as being cheerful, joyful, enjoying going to the place which have historical and cultural value and never being stingy (http://www.ntvmsnbc.com).

In another study, the English tourists are indicated not having shopping, not giving too much tips, being disciplined and youngs disturbing the around when they are drunk (Özbey, 2006: 23). In a study which was held by Avcıkurt and Soybalı (2002: 262), it is indicated that the tourists who came from faraway place are being perceived more respectful and more moderate.

The tourism phenomenon which has started to make feel its importance more, is going on its progress with a big strength. The country's tourism reaching more good points, at this development process, tourist guides have an important proportion.

A professional tourist guide, is the person who will introduce the country in the best way to the local and foreign tourists, will help them during their tour, will give them the right information and who has the authority document which was given by the Culture and the Tourism Ministry (TUREB, 2006: 246). Tourist guides shoulder very big duties and responsibilities in tourism sector (Tosun and Temizkan, 2004: 356) and play an extremely important and diagnostic role on tourists' remaining pleased with tour organization and travel experience, creating and presenting Turkeys and Turks image. Except the business enterprises which show activity in the tourism area and guide, while the other staff couldn't find the possibility to communicate with tourist all the time, the Professional tour guides have the chance to set a direct communication with tourists (Zengin, et al., 2004: 366). This state is enabling the guides progressing various perception and attitudes towards tourist groups.

The relations between tourist groups and tour guides, who have direct connection with tourist groups, take place among the important factors which affect the guides perception and attitudes towards tourist groups, guides' working motivation and working behaviour (Doğan and Çavdar, 1991: 170). It has been seen that employees feeling happy themselves with their works, their working in a satisfied ambient or their satisfaction level from work being low, create positive or negative affects on their general working behaviour (Bakan and Büyükbeşe, 2004: 35).

It couldn't be expected from the personal who has an unfavourable attitude towards his work, to show the needed care to tourists, to behave polite and sincere and to show smiling face (Doğan and Harlak, 1991: 149).

In this study, the professional tourist guides' perceptions and attitudes towards different tourist groups were examined and tried to be analyzed how their perceptions and attitudes which they progressed towards tourist groups affect their working behaviours.

2. RESEARCH METHODOLOGY

In this study, it is aimed to determine the perceptions and attitudes of the professional tourist guides towards the different tourist groups and to determine these perceptions and attitudes how effect the job behaviours of the professional tourist guides. For this aim, variations of data were obtained in terms of survey technique.

The target population consists of professional tourist guides who have direct connection with tourist groups and work in tourism sector actively. The survey was carried out via e-mail in 2006. E-mail addresses were taken the catalog of Tourist Guides which has been published by Federation of Turkish Tourist Guide Associations in 2005. The survey sent to 450 turist guides in several times. Out of these 400 questionnaries, 82 were returned. The survey forms were prepared only in Turkish and the outcomes of this survey were statistically analysed by SPSS for Windows 11.5.

In this study, firstly it was tried to determine the social demographic characteristics of the professional tourist guides. Then, some questions were asked to determine the perceptions of the respondents about word of tourist and importance of the tourists in economic life of a tourist guide. Some nations were given and it was asked which nations the professional tourist guides whould like to work with most.

At last, some statements and nations were given to the respondents to evaluate their attitudes and perceptions towards the tourist groups. It was tried to determine the perceptions and attitudes how effect the job behaviours of the respondents. For this, some statements were given and respondents were asked to show extent of their agreement or disagreement with related items on a 5 point Likert scale. Scale ranges from 1= strongly disagree to 5= strongly agree.

3. SURVEY RESULTS

3.1. DEMOGRAPHIC CHARACTERISTICS OF THE RESPONDENTS

Table 1 summarizes the demographic characteristics of the respondents. 71% of the respondents are male and 30% are female. More than half of the respondents (54%) are between the ages of 25-34, 20% are between the ages of 45-54 and 15% are between the ages of 35-44.

64% of the respondents graduated from university, 17% graduated from postgraduate and 15% from vocational school. 27% of the respondents have work experience between the years of 5-9, 20% have work experience less than a year, 17% have work experience between the years of 1-4 and 15% have work experience between the years of 10-14.

Most of the respondents work in Mediterranean Region and in Istanbul. Most of the respondents' field of knowledge is archaeology and most of the respondents' foreign language is English and Germany.

Table 1. Demographic characteristics of the professional tourist guides

Demographic Variables	n	%
Gender		
Male	58	71
Female	24	29
TOTAL	82	100
Age		
Less than 24	6	7
Between 25-34	44	54
Between 35-44	12	15
Between 45-54	16	20
More than 55	4	10
TOTAL	82	100
Education		
High school	4	5
Vacational school	12	15
University	52	63
Post graduate	14	17
TOTAL	82	100
Work experience		
Less than a year	16	20
1-4 years	14	17
5-9 years	22	27
10-14 years	12	15
More than 15 years	8	10
Missing Data	10	12
TOTAL	82	100
Working Region		
İstanbul	36	44
Marmara Region except İstanbul	20	24

Aegean Region	28	34
Mediterranean Region	40	49
Capodokia Region	20	24
Central Anatolia except Capodokia	12	15
Black Sea Region	14	17
Eastern Anatolia	14	17
Souteastern Anatolia	10	12
Field of Knowledge		
Archaeology	32	39
Religious	16	20
Architectural/art	16	20
City tour	16	20
Other	16	20
Foreign Language		
English	58	71
Germany	16	20
French	8	10
Japanese	2	2
İtalian	2	2
Russian	4	5
Other	16	20

Note: The percents rounded to a higher rate

3.2. THE OPINIONS OF THE PROFESSIONAL TOURIST GUIDES ABOUT TOURISTS

Table 2 shows the opinions of the respondents about tourists. According to Table 2, nearly 40% of respondents think that tourists are just people who are in holiday and 22% think that tourist is a foreigner and source of foreign money. Nearly half of respondents (44%) stated that tourists are important and 34% stated that tourists are very important in their economic life.

Table 2. The opinions of professional tourist guides about tourists

	n	**%**
The opinions of tourist guides about tourists		
Foreign Money	18	22
Foreigner	18	22
Hunter of culture/knowledge	8	10
Just a person who is on holiday	32	39
Other	6	7
TOTAL	82	100
Importance of tourists in economic life of guides		
Very important	28	34
Important	36	44
Neither important nor unimportant	10	12
Unimportant	8	10
Very unimportant	-	-
TOTAL	82	100

Note: The percents rounded to a higher rate

Table 3 summarize the nations whom the respondents would like to work with most. According to Table 3 the respondents would like to work with most English, American, Japanese and German tourists.

Table 3. The nations whom the professional tourist guides would like to work with

Nations	**n**	**%**
English	54	66
American	54	66
Japanese	40	49

German	34	42
Russian	30	37
Chinese	26	31
Greek	24	30
French	22	27
Israeli	14	17
Arab	12	15
Other	22	27

Note: The percents rounded to a higher rate

3.3. THE ATTITUDES AND PERCEPTIONS OF THE PROFESSIONAL TOURIST GUIDES TOWARDS TOURISTS

Table 4 (see appendix) summarizes the attitudes and perceptions of the respondents towards tourists. According to most of the respondents' attitudes and perceptions;

American tourists spend much money. English tourists are sincere and friendly people. German and Russian tourists are entertaining and cheerful people. German tourists are people who have principles and discipline. English and French tourists are respectful and polite people. Japanese and American tourists are tolerant people. Japanese and German tourists like Turks and they are positive to Turks. German and American tourists tell easily when a problem is occurred and they try to solve it. German and English tourists esteem to the tourist guides. German, Greek and French tourists like Turkish cuisine. French and Greek tourists are prejudiced to Turks. American and Chinese tourists don't know about Turks. French, Israeli and Greek tourists don't like Turks and they are negative to Turks. English and French tourists are cold people. Israeli tourists are complaining and intolerant people. Russian tourists are untidy and unconcerned people. American, German and English tourists look for comfort. Israeli tourists don't like spend money and they are stingy people. Russian and Israeli tourists are disrespectful and rude people. English and French tourists don't say their complaints and when they go back their home, they write complaint letter.

3.4. PERCEPTIONS AND ATTITUDES' EFFECTS ON JOB BEHAVIOUR FORMS OF PROFESSIONAL TOURIST GUIDES

In this part, firstly it was try to determine the nations whom the respondents have worked mostly and Table 5 shows these results. According to Table 5, respondents have worked mostly with English, German, French, American and Russian tourists. %15 of the respondents indicated that they have worked with the other nations. These are Dutch, Spanish Italian etc. tourists.

Table 5. The nations whom the professional tourist guides have worked mostly

Nations	**n**	**%**
English	18	22
German	16	20
American	8	10
French	8	10
Russian	8	10
Greek	4	5
Israeli	4	5
Japanese	4	5
Others	12	15

Note: The percents rounded to a higher rate

Table 6 (see appendix) summarizes the perceptions and attitudes' effects on job behaviour forms of professional tourist guides towards to tourist groups. In this part, the respondents answered the statements according to Table 5 which the respondents indicated the nations whom they have worked mostly. According to Table 6, the respondents stated that;

- Having worked with American, Japanese and Greek tourists for a long time has increased the respondent's vocational knowledge, their travel desire to a foreign country and provided to be more disciplined at their job.
- Having worked with American and Japanese tourists for a long time has increased the respondent's vocational skill, their responsibility to job, their income, their respect and affection to tourists. American and Japanese tourists has provided the respondents to be more entertaining and cheerful person.
- Having worked with American, Japanese and English tourists for a long time has provided the respondents to be more order than before and increased their job motivation.
- Having worked with American, Japanese and Russian tourists for a long time has provided the respondents to be more tolerant than before.
- Having worked with Russian tourists for a long time has caused the respondents to be prejudiced to people.
- Having worked with American, Japanese and French tourists for a long time has provided me to have a more smiling face to the tourists.
- Having worked with American tourists for a long time has provided the respondents to be a friendlier person.
- Having worked with American, Japanese, Greek, French and German tourists for a long time increased their desire to recognize different cultures and nations.

CONCLUSION

According to the findings at the end of the survey, it has been revealed that, most of the professional tourist guides are male and this result may be consulted from the job being very tired and needed physical power. Also male guides don't have so responsibility as female guides such as family and breeding kids. Most of the respondents are young people. The job of guiding is seemed funny, entertaining and adventurer for young guides and this is the reason why it is choose by young people. As their ages go up guides are leaving and choosing more fixed job. Guides graduated from university consist of mostly respondents and also most of the respondents have a work experience between 5-9. The numbers of the respondents who has been guiding more than 15 years are the least. This supports the result of young guiding being mostly. The number of the respondents are intensive in the Mediterranean Region and Istanbul where are known as the capital of the tourism in Turkey. Most of the guides become experts in Archaeology. Turkey is being the country where hosted different tourism alternatives, guides should be expert in various alternatives. The another estimated result is that most of the guides are giving service in English. Educating of the guides in universities just in English may caused this reason. To prevent this, in the universities needed language such as Chinese and Spanish should be added to the education.

Instead of thinking tourists being culture and information hunter, most of the respondents see the tourists having holiday and money sources. According to these result, Most of the respondents thinks that tourists are important for guides' income. Another interesting finding which parallels the results before the nation most wanted for guiding are American, English and Japanese tourists who have a high level life standards. Arab and Israeli tourists are the least wanted nations for working by respondents.

The respondents improve that professional tourist guides have different perceptions and attitudes towards the different tourist groups. Generally respondents have positive perceptions and attitudes towards German, American and Japanese tourists. This result supports the idea which the respondents want to work mostly with these nations. The respondents have negative perceptions and attitudes towards French, Israeli, Greek and Russian tourists. There aren't any interesting answers for Arab and Chinese tourists. Respondents have both negative and positive aspects for English tourists. The last findings show that mostly American and Japanese tourists affect the professional tourist guides' job behaviours positively.

Finally, it is important that perceptions and attitudes affect the forms of job behaviours. Suggested that with large sample sizes in different nations and large population of tourist guides would provide empirical support for the generalisability of the study findings.

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Table 4. The attitudes and perceptions of the professional tourist guides towards tourists

Statements	***German***		***English***		***French***		***Greek***		***American***		***Israeli***		***Arab***		***Japanese***		***Russian***		***Chinese***	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
They spend much money.	16	20	22	27	6	7	10	12	42	51	8	10	18	22	12	15	24	29	0	0
They are sincere and friendly people.	16	20	22	27	10	12	18	22	16	20	10	12	12	15	18	22	10	12	0	0
They are entertaining and cheerful people.	34	42	20	24	18	22	22	27	22	27	14	17	8	10	6	7	28	34	0	0
They are people who have principles and dicipline.	52	63	18	22	16	20	4	5	18	22	2	2	0	0	22	27	0	0	4	5
They are respectful and polite people.	24	29	30	37	32	39	2	2	20	24	0	0	2	2	22	27	0	0	4	5
They are tolerant people.	14	17	14	17	12	15	10	12	22	27	6	7	2	2	24	29	2	2	0	0
They like Turks, They are positive to Turks.	26	32	12	15	10	12	12	15	22	27	18	22	10	12	38	46	16	20	8	10
When a problem is occured, they tell easily and they try to solve it.	26	32	18	22	14	17	10	12	22	27	12	15	8	10	20	24	8	10	4	5
They esteem to the tourist guides.	26	32	26	32	18	22	10	12	24	29	10	12	6	7	22	27	8	10	6	7
They don’t look for comfort, they agree everything.	8	10	4	5	8	10	0	0	6	7	2	2	4	5	8	10	10	12	0	0
They like Turkish cuisine.	34	42	26	32	28	34	30	37	20	24	16	20	16	20	12	15	14	17	6	7
They are prejudiced to Turks.	28	34	26	32	38	46	38	46	14	17	14	17	6	7	0	0	8	10	2	2
They don’t know about Turks.	8	10	12	15	12	15	12	15	26	32	14	17	2	2	8	10	2	2	18	22
They don’t like Turks, they are negative to Turks.	10	12	12	15	26	32	18	22	4	5	20	24	8	10	2	2	2	2	4	5
They are cold people.	20	24	22	27	22	27	6	7	4	5	12	15	4	5	6	7	8	10	4	5
They are complaining and intolerant people.	12	15	14	17	16	20	8	10	6	7	24	29	10	12	2	2	8	10	0	0
They are serious and they don’t need to enjoy	4	5	12	15	10	12	6	7	8	10	10	12	6	7	4	5	2	2	8	10
They are untidy and unconcerned.	8	10	14	17	16	20	6	7	12	15	10	12	6	7	6	7	22	27	0	0
They look for comfort.	20	24	20	24	18	22	12	15	26	32	16	20	6	7	6	7	8	10	2	2
They don’t like spend money. They are stingy people.	20	24	8	10	20	24	2	2	6	7	28	34	2	2	4	5	4	5	2	2
They are disrespectful and rude people.	4	5	6	7	4	5	2	2	6	7	16	20	8	10	4	5	16	20	2	2
They don’t say their complaints. When they go back their home, they write complaint letter.	14	17	18	22	16	20	2	2	4	5	8	10	0	0	10	12	2	2	0	0

Note: The percents rounded to a higher rate

Table 6. Perceptions and attitudes' effects on job behaviour forms of professional tourist guides

Scale : 1-I Strongly Disagree with this statement, 2-I Disagree with this statement, 3- I Neither agree nor disagree with this statement, 4- I Agree with this statement, 5- I Strongly Agree with this statement

	Statements	***German***	***English***	***French***	***Greek***	***American***	***Israeli***	***Japanese***	***Russian***
		Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean
1	Having worked with this nation for a long time has increased my vocational knowledge.	3,75	4,11	4,25	4,50	4,75	4,00	4,50	4,25
2	Having worked with this nation for a long time has increased my vocational skill.	4,12	4,11	4,25	4,00	4,50	3,00	4,50	4,00
3	Having worked with this nation for a long time has increased my job motivation.	3,88	4,33	4,25	4,00	4,50	3,00	4,50	3,00
4	Having worked with this nation for a long time has provided me to be more order than before.	4,12	4,44	4,25	4,00	4,50	3,50	4,50	2,75
5	Having worked with this nation for a long time has increased my responsibility to my job.	4,25	4,12	4,25	3,50	4,50	2,00	4,50	2,75
6	Having worked with this nation for a long time has provided me to be more diciplined at my job.	4,12	4,22	4,00	4,50	4,25	2,50	4,50	2,75
7	Having worked with this nation for a long time has provided me to be more tolerant than before.	3,50	3,37	3,75	3,50	4,25	3,50	4,50	4,25
8	Having worked with this nation for a long time has caused me to be prejudiced to people.	2,37	2,25	2,50	2,00	3,00	2,00	3,00	4,00
9	Having worked with this nation for a long time has provided me to have a more smiling face to the tourists.	3,75	3,71	4,25	3,00	4,25	3,00	4,50	2,25
10	Having worked with this nation for a long time has increased my respect to tourists.	3,50	3,50	3,75	3,00	4,25	3,00	4,50	2,50
11	Having worked with this nation for a long time has increased my affection to tourists.	3,75	3,50	3,75	3,00	4,25	3,50	5,00	2,50
12	Having worked with this nation for a long time has provided me to be a more entertaning and cheerful person.	3,50	3,57	3,50	3,00	4,25	2,00	5,00	3,25
13	Having worked with this nation for a long time has provided me to be a more polite person.	3,12	2,75	3,50	3,00	3,75	2,00	3,00	2,50
14	Having worked with this nation for a long time has provided me to be a more friendly person.	3,50	2,75	3,50	3,00	4,25	2,00	3,00	1,75
15	Having worked with this nation for a long time has caused me to be a more stingy person.	2,00	2,42	2,00	1,00	2,00	1,00	3,00	3,75
16	Having worked with this nation for a long time has increased my income.	3,12	3,57	3,75	3,50	4,00	3,00	4,00	3,00
17	Having worked with this nation for a long time has increased my travel desire to a foreign country.	3,20	2,90	3,50	4,00	4,16	3,00	4,33	3,00
18	Having worked with this nation for a long time has increased my desire to recognize different cultures and nations.	4,00	3,88	4,50	4,50	4,50	2,00	4,75	2,50

Tourism & Hotel Management

ENVIRONMENTAL MANAGEMENT IN THE LODGING INDUSTRY: A CASE STUDY FROM TURKEY.

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ABSTRACT

Tourism can have detrimental environmental impacts to natural resources, coastal zones, historical sites and cultural heritage if it is not planned and controlled. Tourism industry must be the more concerned than any other in the environmental protection since the survival is rely upon the existence of natural resources. With heightened environmental awareness among governments, tourists and increasing media coverage hotels face the challenge of reducing the environmental impact of their operations and institute best practices while meeting the increasing demand of a growing tourism industry. This paper presents a case study of environmental best practice and a system in a resort located in Sarigerme, Turkey. It describes the programmatic approach and the results in the hotel. Therefore, the objective of this paper is to examine the environmental practices of the chosen resort as a case study, identify new information that could help hotels more effectively value and implement environmental management programs and also environment management procedures in brief.

Keywords: *Environmental Management, Hotel*

1. INTRODUCTION

Environmental management programs in the hotel industry have a relatively new presence as compared to the industrial business sector. While a wide range of industries have recognized the need for the management of environmental resources and the processes by which these resources are affected, the hotel industry has been slow to acknowledge a similar need. The perception exists that hotels, as a service industry are not often considered to be large consumers of utilities or to contribute significantly to the industrial waste stream and compared to manufacturing, service is conceived as clean. But since the manufacturing is getting cleaner or less polluting, it is the fast growing service sectors' environmental impacts turn, to get more public and research interest. From the perspective of the service organization owners, environmental management and green marketing are the way to create and keep competition advantages (Hu, 2007).

Hotels and resorts by the very nature of their role as providers of accommodation, recreation and food service on twenty-four hour basis and as being standing for comfort and high standard of living, consume significant amounts of natural resources, expel large amounts of waste which can be prevented and affect the sustainability of the natural environment. Since hotel industry considers itself as not being a manufacturer, it has been difficult for hotels to recognize their responsibility to manage the environmental impacts of their operations.

2. Overview Of Lodging Industry In Turkey

Like most developing countries, tourism development is one of the main issues of Turkish government regarding to its benefits on both economic growth and employment. The hotel sector in Turkey has experienced a rapid growth in the 1980's in response to tourism growth and also with the advent of Tourism Encouragement Law No:2634 which provided generous incentives such as long-term rental of state-owned lands. There had been a rapid increase in the hotel construction on the coastal areas. According to latest figures available gathered from Ministry of Culture and Tourism there are around 2412 operation licenced accommodation establishment with 483.330 bed capacity and 1039 investment licenced establishments. When the number of beds operated with investment licence is added to the number of beds of the operation licenced establishments, actually operated bed capacity becomes 525.000 in 2005 (TTYD,2007). There are also municipality licenced accommodation establishments which count for 399.369 bed capacity in 2003 with the total number of 7637 establishment. (Ministry of Culture &Tourism, 2007)

3. Environmental Management And Lodging Industry

Environmental Management in hotels started in the form of initiatives by various associations and activities which begun when the Prince of Wales launched the IHEI in 1993 (Mensah, 2006:415). In 1994, the Hotel and Catering Institute Management Association (HCIMA) participated in Green Globe, an environmental management awareness program initiated by the WTTC. The programme, "Green Globe", has as its main objective, the aim to provide practical and low-cost means by which hospitality companies can (Kirk, 1995):

- commit themselves to undertaking environmental improvements, based on international guidelines;
- receive expert help in environmental management techniques, based on international best practice; and
- demonstrate their commitment through a publicly recognized green globe logo.

Also in 1997, The Caribbean Alliance for Sustainable Tourism (CAST) a non-profit organization was established by members of the Caribbean Hotel Association (CHA) to promote responsible environmental and social management of natural and heritage resources respectively, within the hotel and tourism sector. (CAST, 2007)

The range of goods used by the lodging industry is various and covers most of the manufacturing base of an economy from building materials to detergents. Hotels also use full range of professional services from advertising agents to merchant banks and communicate via diverse media. This interdependence with so many other businesses gives hotels a unique opportunity to challenge business partners to help in environmental mission and to look at how they might change their own activities to be more environmentally conscious.

Environmental management is an approach to environmental stewardship which integrates ecology, policy making, planning and social development and it helps businesses to evaluate, manage and reduce their environment impacts by providing a methodology to integrate environment management into business operations in a systematic manner. Its goals include (Barrow, 1999:18) :

- the prevention and resolution of environmental problems;
- establishing limits;

- establishing and nurturing institutions that effectively support environmental research, monitoring and management;
- warning of threats and identifying opportunities;
- sustaining and, if possible improving, existing resources;
- where possible improving 'quality of life';
- identifying new technology or policies that are useful.

ISO 14000, which has a series of international standards on environmental management emerged primarily as a result of GATT negotiations and the Rio Summit on the Environment held in 1992. While GATT concentrates on the need to reduce non-tariff barriers to trade, The Rio Summit generated a commitment to protection of the environment across the world.

After the rapid acceptance of ISO 9000, and the increase of environmental standards around the world, ISO, assessed the need for international environmental management standards. They formed the Strategic Advisory Group on the Environment (SAGE) to consider whether such standards could serve to: Promote a common approach to environmental management similar to quality management; Enhance organizations' ability to attain and measure improvements in environmental performance; and Facilitate trade and remove trade barriers.

ISO 14001 is the corner stone standard of the ISO 14000 series. It specifies a framework of control for an Environmental Management System against which an organization can be certified by a third party. Reasons for adopting the Standard range from compliance and consumer pressure to the potential for cost savings and a healthier environment (MacDonald, 2005: 631).

According to ISO Surveys 2006, In 1996, there were total of 6 establishments in Turkey who had ISO 14001 certificate this number had increased 153 times at the end of 2005 to 918. (ISO, 2006), There is no statistics about the number of hotels that have ISO 14001. But by internet search through the hotel guide, Kalder and reference lists of quality certification firms. 15 hotels that have ISO 14001 certificate have been found . Besides ISO 14001 certificates, there are 32 hotel establishment that have Environmentally Friendly Hotel certificates given by the Turkish Ministry of Culture and Tourism. The hotel, Iberotel Sarıgerme Park Resort which has been chosen as a case study, is the first hotel in Turkey who had taken ISO 14001 certificate and also worldwide environment champion of TUI hotels.

Environmental management system in the lodging industry consists of following actions such as (UNEP, 2001: 71);

- Conduct a preliminary environment review to identify all resource inputs and waste outputs;
- Establish an environment policy;
- Establish environment objectives/targets;
- Implement EMS through an environment management programme;
- Establish EMS procedures in all departments and divisions;
- Establish environment performance monitoring and data collection procedures;
- Internal environment communication, delegation and training;
- Environment-related communication to visitors;
- Conduct an EMS audit;
- Compare actual performance against objectives/targets;
- Review objectives/targets for continual improvement;
- Report on environment performance to employees, customers,

stakeholders and the wider public.

4. ENVIRONMENTAL MANAGEMENT: A HOTEL CASE STUDY FROM TURKEY

Iberotel Sarıgerme Park Resort is a 4 star hotel in Dalaman, Turkey, which has been established in 1989. Total room number of the hotel is 373 and located in area of 350.000 square metres.The hotel is constructed in a typical Turkish design and consists of one main building and many villas. Iberotel Sarigerme Park has been awarded the three pine trees environmental award by the Turkish Government and has also been successful in achieving the gold medal since 1997, every year in the TUI–Holly (Environment) Championship competing against 22 thousand hotels around the world. Since 1992 the hotel also takes its place among the 20 hotels,–which have been chosen by TUI as winners of the guest satisfaction reward. (http://www.iberotel.com/en/news/?we_objectID=83)

The main environmental concerns of the Iberotel Sarıgerme Park are (http://www.tui-group.com/en/konzern/tui_umweltmanagement/hotel_umwelt/sarigerme.html):

- The hotel engages in environmental protection.
- The hotel respect all local laws and orders which concern the environment and also follow international customs and laws concerning the environment whenever possible.
- The efforts to protect and improve the environment are being constantly monitored and advanced.
- The fulfilment of the hotel's planned goals are constantly evaluated, controlled and checked.
- All points of the environmental program are being communicated to their employees on starting work at the hotel and continiously thereafter, by printing means, periodical motivation and teaching sessions.
- The efforts, planned and reached goals are being communicated to their guests by appropriate means inviting them to join on various protection issues.
- Full information about their environmental work is also being communicated to all official organisms and other stakeholders and the same time the hotel help is offered for regional and international undertakings concerning the environment.
- The hotel separates their waste and send the separated materials to be recycled
- The hotel generally avoid creating waste and pressure to their suppliers and other parties not to create waste, reduce it or take it back
- The hotel reduces water consumption and promote energy conservation
- Environmentally friendly purchasing orders are in place respecting new purchase as well as reposition materials
- The hotel use exclusively national and whenever possible local products in their kitchens (concentrating our efforts to procure biological grown vegetables.)
- The hotel have committed themselves to preserve / restore the historical sites and buildings of the resort area
- Information of their environmental commitments are available to the public
- The hotel assure for their collaborators environment respecting and healthy working and social conditions.

Iberotel Sarıgerme Park Resort's environmental management programme had started at the year 1991. But the environmental documentation process had started at the year 2000 when they were certified by ISO 14001. Their primary aims were to reduce water use; reduce waste water output; reduce energy use; reduce waste; purchase environmentally-preferable products; lower emissions, including ozone-depleting substances; Improve indoor air quality; reduce noise, monitor and document environment performance. According to law about solid wastes, hospitality firms that are out of the borders of municipality have to handle on their own about their waste, they have to pay to municipality for every waste disposal. The following figures are the number of waste disposals and the money paid for each time.

Table 1. Number of Waste Disposals and The Payments

Years	Number of Waste Disposals	Total Payments for the disposals/ Tariff of municipality for waste disposal
1998	275	3907 / 14.21 €
1999	156	1926 / 12.35 €
2000	29[26]	411 / 14. 18 €
2001	34	483 / 14.21 €
2002	43	741 / 17. 24 €
2003	41	1352 / 32.99 €
2004	42[27]	1477 / 35.19 €

By separating the recyclable waste at its source they have decreased the amount that is send to waste disposal and also sold the recyclables and earn money.

Table 2. Amounts of Waste Recycled

Years	Bread Waste Kg	Food Waste Kg 1[28]	Glass Kg	Paper Kg	Metals Kg	Plastics Kg	Oil wasre Lt
2000	3343	49534	48550	40610	2918	5412	865
2001	970	31192	43120	27880	1010	3112	8335
2002	2012	39834	17160	24530	17725	8575	1084
2003	577	28632	18690	28250	11966	7547	946
2004	2621	38205	19220	19766	8100	9410	668

In general food waste has the highest percentage among all wastes. The hotel sends some of food waste to dog farms and some of them to the compost area until 2004 (the hotel had its own compost area where they return their food waste and grass waste into compost and used as a fertilizer in the gardens.) But in 2004 they have ended this because of the odour problem. This action did not increase their wastes because with Stuttgart Universities co-project they began to turn their waste into biogas. The hotel also use sun collectors to reduce energy. Energy usage is another important point the Table 3 demonstrates the energy usage and its costs between the years 1999-2004.

[26] In the year 2000 all watermelon wastes are disposed to the compost area because of the smell problem the number watermelon waste disposed to compost area had decreased in 2001 this is the reason for the waste disposal numbers between 2000 and 2001. In 2002 there had been an increase of guests with babies and baaby diapers waste had increased the number of waste disposals.

[27] Compost production has ended in 2004 and there had been an increase in the waste disposals.

[28] Represents food waste given to the animals.

	Energy Usage	Elektrik (Kwh)	LPG (Kg)	Water (M^3)
Total Consumptiom	1	2.56	266.	1
	2	2.64	290.	1
	2	2.63	298.	1
	2	2.37	260.	1
	2	2.12	202.	7
	2	2.05	157.	7
Unit Prices	1	0.06	0.39	0
	2	0.08	0.56	0
	2	0.08	0.63	0
	2	0.07	0.62	0
	2	0.07	0.52	1
	2	0.07	0.76	0
Total Cost	1	169.	104.	6
	2	211.	163.	7
	2	211.	190.	6
	2	185.	133.	7
	2	154.	105.	8
	2 **004**	155. 011 €	120. 314 €	6 5.149 €

Table 3. Energy Usage and Costs

From the figures mentioned above there are decreases in the amount of energy usage. The increases in some years are depended on climate conditions. İberotel Sarigerme Park started their energy management by determining where the highest energy consumption takes place within the hotel. They regularly monitor the energy consumption which helps identifying abnormal consumption and to quantify energy savings when efficient equipment is installed or a good practice is implemented. They encourage guests to follow energy-saving practices, such as switching off lights and air conditioning, using towels or linens for more than one day. Employees are the key to a successful environmental management, an employee that knows why he/she is doing the practices will help to achieve. With continious training the hotel work with employees to identify energy-saving practices, such as lowering heating or air conditioning to a fixed temperature when cleaning the room, or operating dryers and dishwashers only with full loads. They regularly monitor and service all equipment, to ensure that it is running as efficiently as possible and upgrade older, inefficient equipment. The hotel use products that require less energy to maintain such as 6,9 volts lamps. The hotel use sensors and timers to turn off unnecessary lights in intermittent-use areas, such as meeting rooms, storage areas and public and staff bathrooms.

Hotels can produce significant quantities of wastewater, both graywater, which mainly comes from washing machines, sinks, showers, baths and blackwater, which comes from kitchen dishwashing and toilets. (CELB, 2007:6). The hotel minimize wastewater discharge by reducing water use. For ex: bed linens are changed weekly. The hotel collect waste oil and grease and they sell these to a company where they process to use in cosmetics and construction sector. All the detergents are biodegradable and compatible with the wastewater treatment technologies. They collect rainwater and after they use it in gardens. The municipal system is available the hotel regularly check the wastewater collection network if it is really going to wastewater treatment plant. Some of the wastewater is used in the production of biogas.

Excessive or improper use, storage and disposal of chemicals and other hazardous wastes in daily operations can result in pollution and contamination of local environmental resources.

All the detergents used are biodegradable and environmentally certified, the hotel regularly monitor air conditioners, heat pumps, refrigerators, freezers and kitchen cooling equipment to detect and eliminate leakage of ozone-depleting CFCs and HCFCs. Most of the existing equipment is replaced with the ones that utilize zero ODP chemicals. They choose native plants which require less water and pesticides they also use compost as fertilizer. In order to control insects the hotel uses a type of fish named gambusia which eat insect larvae and maximum of 60 mm length in place of dangerous chemicals. The hazardous wastes are collected separately and send it to İZAYDAS (Izmit Waste and Residue Treatment, Incineration & Recycling Company) to be burned.

CONCLUSION

Beginning from 1970's a number of significant environmental threats to the future of humanity, such as global warming, depletion of ozone layer, air- water and earth pollution, over-consumption of resources had grew concerns for the environment and the need for both manufacturing and service industry to minimise its environmental impact became, increasingly important. Environmental management should not be viewed as necessity not only because of greater public lobbying, not only because it is the law, not only because of potential positive financial benefits but also for the future of humanity. Previously environmental best practices are regarded as being impractical ideas, they are now viewed as important, attainable necessities by progressive companies. (Goosey,2000)

The introduction of the ISO 14001 Environmental Management System (EMS) standard by the International Organization for Standardization (ISO) had a significant impact on manufacturing and service industries in designing and implementing an EMS-based system to minimise the impact of their operations on the environment. The customers who buy their products or services, as they are also becoming more environmentally conscious may also feel the impact. (Chin, Chiu & Tummala, 1999)

The environmental management of the hotel could affect staff, guests, business partners and local communities at this point hotels have a great importance on achieving the environmental awareness in general. In order to achieve noticeable improvement, hotel managers and operators must be willing to act in an environmentally responsible manner. They also need to have adequate knowledge of the environmental issues pertinent to their activities, and sufficient funds to implement state-of-the-art environmentally sound practices (Bohdanowicz, 2006). İberotel Sarıgerme Park is an environmental best practice hotel where many hotels worldwide could benchmark. Hotels that see the environment as a cost rather than a chance to gain a competitive advantage are perhaps missing the best opportunity (Denton, 1998: 60).

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DETERMINING HOTEL MANAGERS' ORGANIZATIONAL COMMITMENT ON LARGE SCALE HOTELS

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ABSTRACT

In today's competitive marketplace the importance given to the human capital of tourism industry is increasing. The research literature had made it clear that successful organizations have found ways to increase the organizational commitment among employees in order to gain comparative advantage. Organizational commitment has been receiving considerable attention since 1960's and there are numerous studies on this matter. The aim of this study is to determine organizational commitment of hotel managers on large scale hotels. Research is conducted through a survey instrument and the questions are adopted from the Organizational Commitment Questionnaire of Meyer-Allen which examines the three component model of organizational commitment: affective, normative and continuance.

***Keywords**: Organizational Commitment, Hotels*

1. INTRODUCTION

The topic of organizational commitment has received a great deal of interest and has been examined extensively in organizational literature. Managers who are committed to their organizations believe in what their organizations are doing, are proud of what these organizations stand for, and feel a high degree of loyalty toward their organizations. Committed managers are more likely to go above and beyond the call of duty to help their company and are less likely to quit. Organizational commitment can be especially strong when employees and managers truly believe in organizational values. It is much easier for a manager to persuade others both inside and outside the organization of the merits of what the organization has done and is seeking to accomplish, if the manager truly believes in and is committed to the organization (Jones and George, 2003, 84).

The purpose of this study is to develop an understanding and exploring hotel managers' organizational commitment and the relationship of hotel managers' organizational commitment with their demographic variables such as tourism education background, experiences in tourism.

Individuals that are committed to their jobs can fulfil their needs and accept their jobs as important part of their identities. As a result, these individuals are more likely to participate in professional development and devote greater energy in developing their careers, do more to improve their performance and are less likely to leave their jobs (Outram, 2007:15)

Tourism is labour intensive sector where high turnover rates are faced because of this feature, commitment of employees should be considered as a key priority in order to achieve success of the hotel.

Manager is the person responsible for planning and directing the work of a group of individuals, monitoring their work and taking corrective action when necessary, therefore since managers are the ones who are directing employees it is very important for managers to be committed and then the employees themselves. In many of the studies employee commitment is investigated and manager's commitment are neglected based on the assumption that the managers should already committed. In this study, it is aimed to explore hotel manager's organizational commitment based on Meyer-Allen's three component model; affective, normative, and continuance.

2. Literature Review

The history of organizational commitment goes back to 1960's when Becker had firstly mentioned about the exchange approach which considers commitment as an outcome of contribution transactions between the organization and its members. Side-bets serve to involve other interests so that if a person were to discontinue a course of activity it would have adverse consequences for these other activities (Griffin and Hepburn, 2005: 612).

In 1982 Mowday and his colleagues had argued about the psychological approaches, they have mentioned about three components of being committed to an organization which are as follows: a strong belief in organizational goals and values, considerable exertion on behalf of organization, a strong desire to maintain membership in the organization. Organizational commitment is also described as a psychological state that characterizes an employee's relationship with his or her organization and has implications for that employee continuing membership in the organization (Meyer & Allen, 1997). What has traditionally differed among these definitions of organizational commitment is the nature of the psychological state being described (Becker,1960; Mowday, Steers, & Porter, 1979; Wiener, 1982).

According to Allen and Meyer organizational commitment has three factors: affective, continuance, normative commitment (Meyer & Allen, 1991, Meyer & Allen, 1997).

Affective Commitment: it is defined as the employee's emotional attachment to the organization. As a result, he or she strongly identifies with the goals of the organization and desires to remain a part of the organization. This employee commits to the organization because he/she "wants to". In developing this concept, Meyer and Allen drew largely on Mowday, Porter, and Steers's (1982) concept of commitment.

Continuance Commitment: The individual commits to the organization because he/she perceives high costs of losing organizational membership including economic losses and social costs (friendship ties with co-workers) that would have to be given up. The employee remains a member of the organization because he/she "has to".

Normative Commitment: The individual commits to and remains with an organization because of feelings of obligation. For instance, the organization may have invested resources in training an employee who then feels an obligation to put forth effort on the job and stay with the organization to 'repay the debt.' It may also reflect an internalized norm, developed before the person joins the organization through family or other socialization processes, that one should be loyal to one's organization. Employees with a high level of normative commitment feel that they *ought* to remain with the organization. That is, normative commitment reflects a sense of commitment as a value in itself (Angle & Lawson, 1993) and a duty (Wiener, 1982). Such normative beliefs about commitment might arise from congruence between individual and organizational values (O'Reilly & Chatman, 1986).

3. METHODOLOGY

There have been many different conceptualisations of the nature of organisational commitment but among those models the most influential of current models is that of Meyer and Allen because of this in this study Allen& Meyer's Three Component Model of Organizational Commitment is used to determine hotel managers' commitment. As mentioned above they suggest, affective, normative, and continuance. Affective commitment is concerned with the extent to which the individual identifies with the organisation. Continuance commitment, on the other hand, is more calculative. It concerns the individual's need to continue working for the organisation. Normative commitment is influenced by society's norms about the extent to which people ought to be committed to the organisation. An online questionnaire is prepared and mails are sent to managers. A total of 31 questions are asked of which 13 of them were demographics.

PARTICIPANTS

The original sample consisted of 107 managers working for hotels both city and resorts in Izmir, Turkey. The total numbers of large scale hotels are 22. Some of the responses are discarded from analyses because of missings. The final sample consisted of 89 managers (59 males and 30 females) who ranged from 30 to 46 years of age. (Table 1)

Table 1. The Frequency Analysis of the Hotel Managers

Variables	Frequency	Percentage	Variables	Frequency	Percentage
Gender			**Department**		
Male	59	66,3	Front Office	21	23,6
Female	30	33,7	Housekeeping	8	9,0
Age			F&B	18	20,2
0 - 30	49	53,9	Sales	11	12,4
30 – 40	34	38,2	PR	7	7,9
40 - 50	6	6,7	Accounting	7	7,9
Education			Human Resources	7	7,9
Elementary	1	1,1,	Other	10	11,2
High School	10	11,2	**Duty**		
Under Graduate	17	19,1	Top Level Managers	34	38,2
Graduate	46	51,7	Middle Managers	55	61,8
Post Graduate	15	16,9	**Hotel Classification**		
Marital Status			4STAR	19	21,3
Single	43	49,4	5STAR	70	78,7
Married	44	48,3			
Income			**Type of Hotel**		
<500 Mn	3	3,4	City	61	68,5
501–750 Mn	12	13,5	Resort	28	31,5
751 – 1000	20	22,5	**Type of**		
1001 – 1250	28	31,5	INDEPENDENT	54	60,7
1251 - 1500	8	9,0	CHAIN	35	39,3
1500 +	18	20,2	**Years of working**		
Tourism			Less than 5 Years	79	88,8
Yes	72	80,9	5 - 10 Years	10	11,2
No	17	19,1	**Working years in**		
			Less than 5 Years	30	33,7
			5 - 10 Years	37	41,6

Affective, Normative and Continuance Organizational Commitment Component's factor structure has been given in Table 2. In the study the similar components are reached as with Meyer-Allen's Three Component Model. The three components can be explained with 59 % of the variables. Based on factor analysis results there were three components but the numbers of the questions are decreased. (Table 3)

First Component Affective Commitment is the combination of the questions 2-4-5-6, Normative Commitment is the combinations of 1-14-16-17-18 questions, and Continuance Commitment is the combinations of 8-9-10 questions. The other questions of the model can not be embodied statistically to a certain factor by hotel managers.

Table 2. Factor Analysis: Total Variance Explained with Scree Plot

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,138	26,148	26,148	3,138	26,148	26,148	2,780	23,166	23,166
2	2,385	19,875	46,023	2,385	19,875	46,023	2,657	22,141	45,307
3	1,478	12,320	58,343	1,478	12,320	58,343	1,564	13,036	58,343
4	,927	7,729	66,072						
5	,820	6,836	72,908						
6	,663	5,523	78,431						
7	,595	4,958	83,389						
8	,557	4,638	88,027						
9	,520	4,336	92,362						
10	,408	3,401	95,763						
11	,294	2,446	98,210						
12	,215	1,790	100,000						

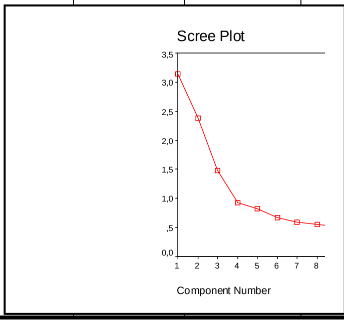

Table 3. Rotated Component Matrix

Rotated Component Matrix(a)

	Component		
	1	2	3
OG4	,819		
OG5	,809		
OG6	,755		
OG2	,697		
OG18		,772	
OG16		,767	
OG1		,706	
OG17		,687	
OG14		,580	
OG10			,723
OG8			,626
OG9	,414		,590

Based on the results of factor analysis the gathered components reliability analysis is given in Table 4. Since the reliability analysis of the continuance commitment is low it is neglected in hypothesis tests. It was not surprising that continuance commitment is low when the nature of tourism is considered.

Table 4 Reliability Analysis of the Components

Components of Commitment	Alpha
Affective Commitment	0,80
Normative Commitment	0,76
Continuance Commitment	0,46

The study aimed to test following hypothesis:

Table 5. T-test Results for Hypothesis

Hypothesis	Affective	Normative
H_0: Hotel managers affective and normative commitment differ according to their gender	0,564 H_0 Accept	0,351 H_0 Accept
H_0: Hotel managers affective and normative commitment differ according to their marital status	0,681 H_0 Accept	0,757 H_0 Accept
H_0: Hotel managers affective and normative commitment differ according to hotel classification (4-5 stars)	0,496 H_0 Accept	0,740 H_0 Accept
H_0: Hotel managers affective and normative commitment differ according to hotel organization type (independent-chain)	0,662 H_0 Accept	0,239 H_0 Accept
H_0: Hotel managers affective and normative commitment differ according to the type of hotel (city hotels, resorts)	0,020* **H_0 Reject**	0,565 H_0 Accept
H_0: Hotel managers affective and normative commitment differ according to their tourism education background	0,928 H_0 Accept	0,240 H_0 Accept
H_0: Hotel managers' affective and normative commitments differ according to years of working in the hotel. (same property)	0,785 H_0 Accept	0,103 H_0 Accept

Based on the results of T-test, it is found that there is a significant relation between hotel managers affective and normative commitment and gender, scale of hotel 4 or 5 stars, whether they have taken tourism education or not, organization type(independent- chain), marital status and the years of working in the same property. There is no significant relation between affective commitment and the type of hotel (city and resort) but a significant relation with normative commitment.

Table 6. ANOVA Results for Hypothesis

Hypothesis	Affective	Normative
H_0: Hotel managers affective and normative commitment differ according to their income	0,055 H_0 Accept	0,001* **H_0 Reject**
H_0: Hotel managers affective and normative commitment differ according to their department	0,985 H_0 Accept	0,733 H_0 Accept

H_0: Hotel managers affective and normative commitment differ according to age	0,985 H_0 Accept	0,745 H_0 Accept
H_0: Hotel managers' affective and normative commitments differ according to years of working in the sector.	0,018 **H_0 Reject**	0,07 H_0 Accept

Based on the results of ANOVA, it is found that there is a significant relation between hotel managers' affective commitment and income, but there is no relation between normative commitment. There is a significant relation between hotel managers' affective and normative commitment according to their departments and age. There is no relationship between hotel managers' affective commitment and years of working in the sector but there is a relation with normative commitment.

CONCLUSION

In this study, hotel managers' organizational commitment is measured with Meyer-Allen's three component model. Based on the reliability analysis of the components affective and normative commitment were considered in the analyses but the continuance commitment is neglected because of the low reliability. Since lodging industry is well-known with high turnover rate, where seasonality is one of the main problems it was not surprising that continuance commitment is relatively low.

Based on the analyses the following results are as follows:

- When the income level increases normative commitment also increases there is a positive relation.
- There is a significant relation between hotel managers' affective commitment and income, but there is no relation between normative commitment.
- There is a significant relation between hotel managers' affective and normative commitment according to their departments and age.
- There is no relationship between hotel managers' affective commitment and years of working in the sector but there is a relation with normative commitment.
- There is a significant relation between hotel managers affective and normative commitment and gender, scale of hotel 4 or 5 stars, whether they have taken tourism education or not, organization type (independent- chain), marital status and the years of working in the same property.
- There is no significant relation between affective commitment and the type of hotel (city and resort) but a significant relation with normative commitment.

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Supply Chain Management Integration And Its Effects On Performance In Hospitality Industry

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ABSTRACT

The main purpose of the study is to determine the role and the relationship between Supply Chain Management Integration and Hotel Performance according to the perceptions of the hospitality employees. On this account, it was essential to determine the factors affecting the integration of supply chain management initially. The results of this study supports that dimensions of Supply Chain Management have strong effects on hotel performance. Hotel integration with internal and external customers is realized as important factors in implementing but internal customer integration is the leading factor for empowering the overall integration process in supply chain management integration.

***Keywords**: Supply Chain Management, Performance, Hospitality, Supply Chain Integration*

Introduction

To have a smooth running supply chain management (SCM) system can help organizations with a sustainable competitive advantage by improving product quality and service while reducing cost. Although the literature has emphasized that supply chain integration is essential for productivity, there is a lack of empirical evidence that tests the impacts on performance. Therefore, the objective of this research was to empirically examine SCM integration (SCI) and its effects on performance for hospitality industry. First of all, the dimensions should be determined. According to factor analysis there are two dimensions of SCI which goes parallel to the theory. Results ensure the positive relationship within SCI dimensions, internal customer integration and external customer integration. The dimensions of SCI have also strong positive effect on SCI as well as hotel performance. The nature of the tourism product as being perishable and inseparable results in to provide service simultaneously with demand which makes internal integration important than external customer integration for hospitality industry.

Literature Review

Supply chain management concept is closely related with the concept of best practices. Adopting supply chain management (SCM) initiatives first and the most importantly requires that companies should have a long-term view as well as an extensive focus, on all the channels that are employed in the transformation process of the raw materials to end-user products. Top management commitment is also essential at this point. Organizations should redesign how business is done at every level in and outside the organization. First step in SCM is investigating each function a department handles and breaking it down if necessary. By evaluating and constructing a specific supply chain, a company is able to find and reduce system redundancies while improving reliability and flexibility of a system (Tummala *et al*.,2006).The creation of a supply chain leads to a better understanding of the system and the introduction of common standards. Despite the challenges that are created, developing an effective and efficient supply chain can become a core competency or even a distinctive competency. A core competency is any function, which a firm does well at performing. Core competencies are the processes which are primary business activities that enable companies to obtain a better average degree of business success over long term. In management discipline "core competencies" refers to focusing and exploring particular strengths within the company and formulate strategies which will help in increasing market share and profits. On the other hand, a distinctive competency is a function that is performed well and is unique. Literature has shown that the basis of competition in many industries in the future will revolve around supply chain development (Das & Narasimhan, 2000). Supply chain analysis promotes reducing non-core processes (waste) and synchronizing the supplier and logistics network. Successful supply chain practices were first seen in aerospace and automotive industries where good constructed supply systems led to the concept of Lean production to grow. The information and communication technologies provide a backbone support to distribute and share information real-time for effective decision making by supply chain partners. Making changes to supply chain helps to lower costs and enables a firm to more easily compete on the basis of price. This is especially important when producing functional goods that are price sensitive (Fisher, 1997). Also, streamlining supply chain systems can reduce demand and lead time uncertainties while creating consistency of quality products and reliable supply. It can also improve customer service levels; therefore, increasing firm's competitiveness. Rather than business to business but supply chain to supply chain competition is today's trend (Veckery *et al*, 1999; Monczka Morgan, 1996). The system wide focus on costs is essential in order to gain a complete picture of the forces that affect company performance. Cost savings created through working with suppliers and distributors as supply chain partners can be reinvested into additional research and development (Cooper and Ellram, 1993). Working together to achieve cost savings allows firms to target their resources into a specialized area of transformation. It can be argued that market dynamics will alone drive market optimization across ownership boundaries. However, each company could further optimize performance by sharing information and removing any redundant processes.

From a financial standpoint, improved SCM can lower costs through greater operating efficiency, reduced waste generation, and reduced consumption of energy and water. SCM practices can also lead to increased revenue and shareholder value by generating more repeat business and attracting new business from customers who value good environmental and social performance. A strong positive reputation as a company that cares about SCM issues, coupled with improvements to the quality of the consumer experience provided to clients, can result in increased customer satisfaction and loyalty, strengthened brand value, enhanced publicity and marketing opportunities, and better acceptance by local communities in destinations.

Good performance and a high-quality, sustainable product can also help a company to reduce the risk of conflict or problems with suppliers, governments, staff and local communities, and improve its status as a respected partner in destinations. This may mean enhanced access to key business resources such as capital, the ability to develop products to meet growing market demand, improved relationships with governments, and a motivated and loyal staff.

Supply chain practices cannot improve their own efficiencies by themselves, because the efficiency can be achieved through the interaction of various supply chain practices. Dawe (1994) argued that, for a successful SCM application, significant efforts for improvement in all of supply chain functions within a firm should be made, and, first of all, the focus of supply chain practices should shift from functional and independent to general and integrative. This implies that the performance of each supply chain practice should be evaluated depending on how the practice has a significant effect on the efficient integration of entire supply chain processes, and thus, the successful achievement of SC integration can be possible by the systematic utilization of various supply chain practices. Dawe's (1994) assertions have been supported by the observation by Ballou (1992) that the main activities of supply chains are generated in all of supply chain processes, and such main activities play very important roles in effective adjustment and linkage among supply chain functions. Bowersox (1989) also have the same perspective with the above argument. He asserts that the process of SC integration should progress from the integration of internal logistics processes to external integration with suppliers and customers. This internal integration can be accomplished by the automation and standardization of each internal logistics function, the introduction of new technology, and continuous performance control under formalized and centralized organizational structure. External integration can be achieved by information sharing and strategic linkage with suppliers and customers, and the standardization of logistics process between firms (Bowersox, 1989).

This study is significant in terms of its uniqueness in Turkey. There is a lack of literature examining the relationships between SCM integration (SCI) and performance of hotels in hospitality industry.

The study's research questions and related hypotheses are presented as follows;

1. Are independent variables of supply chain management (SCI) valid for Hotels of Turkey?

   H1: There is a difference among the independent variables of SCI.

   H2: There are differences among the items of independent variables.

2. Is there a relationship between the independent variables of SCI in this study's construct?

   H3: There is a correlation between the internal customer integration and external customer integration.

3. Is there a relationship between performance and SCI?

   H4: There is a correlation between performance and SCI.

4. Does the construct explain explicitly the SCI for Hotels?

   H5: Both internal customer integration and external customer integration explain the SCI.

   H6: Internal customer integration is more important than external customer integration for SCI.

5. Does the construct of SCI explain the performance and has the similar effects on performance?

   H7: Both internal customer integration and external customer integration explain the performance.

   H8: Internal customer integration is more important than external customer integration for performance.

RESEARCH METHODOLOGY

Data was obtained by administrating a structured-questionnaire survey consisting two parts. The first part of the survey inquired 9 statements about level of supply chain management integration under three dimensions. The second part of the survey consist dependent variables and the last part inquired demographic and nominal questions about the employees. The total 11 items which have been resulted in 2 independent factors and 2 dependent variables are rated on a five-point scale (1= strongly agree; 2=agree; 3=neither agree nor disagree; 4=disagree; 5=strongly disagree). The employees were asked to rate these statements.

Snowball sampling is used for the survey and it was conducted among staff working in 12 five star hotels in Aegean Region. In total, 400 questionnaires distributed by the researchers and usable 187 questionnaires were returned, with a usable response rate of 46%, which is statistically acceptable for data analysis. Data obtained was analyzed by using SPSS 13.0 program. Data analysis consisted of frequency distribution, descriptive statistics, factor analysis, and regression analysis at the base of derivative and inferential statistics.

RESEARCH FINDINGS

Demographic dispersion and profile of employees under the base of descriptive statistics are stated in Table 1. 187 hotel staff has gone under the research.

Table 1. Numerical and Percentage Dispersion of Sample Profile

	Number	%		Number	%
Sex			Education		
Female	45	24,1	Primary School	11	5,9
Male	131	70,1	Secondary School	14	7,5
Missing	11	5,9	High school	65	34,8
Total	187	100,0	University	83	44,4
Age			***Missing***	14	7,5
15-25	30	16,0	Total	187	100,0
26-32	80	42,8			
33-42	59	31,6	***Total Working Years***		
43-50	7	3,7	Less than 1	4	2,1
51 and above	1	,5	1-5	54	28,9
Missing	10	5,3	6-10	51	27,3
Total	187	100,0	11-20	58	31,0
Tenure			21 and above	10	5,3
Less than 1	29	15,5	***Missing***	10	5,3
1-3	81	43,3	Total	187	100,0
4-6	40	21,4			
7-9	8	4,3			
10 and above	17	9,1			
Missing	12	6,4			
Total	187	100,0			

The reliability tests have been implemented on data at the base of derivative statistics. To increase the reliability coefficient of the test, two data have been taken out of study. As a result of the test, the general Cronbach's alpha of data is found to be as 0,850. This result is within the acceptable limits.

In accordance with Cronbach's alpha result obtained, the factor analysis has been implemented on data. The Barlett Test result is realized as the value of 554,498 and p<,001 level and Kaiser-Meyer-Olkin illustration value as 0,813 and this value is within the acceptable limits. In the principal component analysis implemented on data, the varimax alternative is used up and in accordance with scree plot dispersion obtained; data of which Eigenvalue (main value) is above one is taken under consideration.

The variables of which loading rates are less than 0.30 have been taken out of evaluation so as to have the topic be presented much more clearly. Together with it, there is no expression of which factor load is below 0.30. In this connection, it is found that 9 variables are formed under two factors and with total difference (variance) in the rate of 0,60. The summary results of factor analysis are presented in the following table (Table 2). H1 is supported here.

Table 2. Table for Factor Analysis Results

	Factor Loading	Eigen-value	Mean	Variance Explained	F	α
FACTOR 1 – Hotel Integration with Internal Customers		4,041	3,99	44,905	4,135	,835
The establishment of quick ordering system.	,841					
Stable procurement through network	,814					
Data integration through departments within the hotel	,745					
Periodic interdepartmental meetings among internal function	,729					
The level of strategic partnership with suppliers	,641					
Integrative inventory management	,515					
FACTOR 2 – Hotel Integration with External customers		1,366	4,34	15,176	3,479	,765
The level of contacts with patients	,893					
The level of communication with patients	,842					
The agility of service process	,556					

The participants have given the lowest average as 3,99 to the first factor which represents hotel integration with internal customers (5 as the highest and 1 as the lowest). Together with it, they have given the highest average with 4,34 to the factor of hotel integration with external customers (patients), which represents the level of contact and the service process. Indeed, two factor averages are representing that staff has positive approach and perception about all the dimensions of integration. H2 is rejected here as items are unchanged.

Table 3. Correlation Matrix between Factors of Integration

		Hotel Integration with Internal Customers	Hotel Integration with External customers
Hotel Integration with Internal Customers	Pearson Correlation	1	,543
	Sig. (2-tailed)		,0001
	N		187
Hotel Integration with External Customers	Pearson Correlation		1

In order to analyze the relationship among independent variables, correlation coefficient values were calculated. As Table 3 shows, there is a positive and strong relationship (r = ,543, and p=,0001) between two factor attributes. H3 is supported here. There is also one more correlation statistics made in order to test the relationship between two dependent variables, overall supply chain integration and overall quality management system. Table 4 represents the correlation results. There is also positive and very strong relationship between the dependent variables (r = ,639, and p=,0001). H4 is supported here.

Table 4. Correlation Matrix between Overall Integration and Hotel Performance

		Overall Integration	Overall Performance
Overall Integration	Pearson Correlation	1	,639
	Sig. (2-tailed)		,0001
	N		160
Overall Performance	Pearson Correlation		1

Regression analysis is applied to determine the importance of independent variables on dependant variables (Table 5). There are two dependent variables. In other words, the expression of 'Overall, our hotel's supply chain integration is successful' given with the circular expression is involved. However this expression is considered as dependent variable, due to the findings obtained in factor analysis. Especially 2 factors of supply chain management as hotel integration with internal customers and hotel integration with external customers (patients) have strong effect on this dependent variable. H5 and H6 are supported here.

Table 5. Regression Analysis of the Factors Affecting the Overall Integration

VARIABLES	β	T	Sig T

Hotel Integration with Internal Customers	,659	8,160	,0001
Hotel Integration with External Customers (Patients)	,265	2,733	,007
Constant	,241	1,480	,141

Note : Multiple R=,663; R square =,440; Adjusted R Square =,434 F=68,793; Signif F=,0001

When we examine the Table 6 it is seen that the F value is realized as meaningful in the level of 68,793, p=,0001. In connection with it, Multiple R=,663 and R Square=,440 is realized. It is examined that R square value is in the sufficient level for the researches made in social sciences. It is needed to assess the Beta values to determine the importance levels of independent variables in connection with the dependent variable parallel with the knowledge gained from regression analysis. When we examine the importance of Beta values obtained from regression analysis, it is seen that the variable of Hotel Integration with Internal Customers has become meaningful at the level of ,659. Another variable which is meaningful is Hotel Integration with External Customers (Patients), with the Beta value of ,265. It is understood that, these two factors affect the first dependent variable 44% together.

Table 6. Regression Analysis of the Factors Affecting the Overall Hotel Performance

VARIABLES	β	T	Sig T
Hotel Integration with Internal Customers	,523	6,438	,0001
Hotel Integration with External Customers (Patients)	,391	4,009	,0001
Constant	,015	,091	,928

Note : Multiple R=,635; R square =,403; Adjusted R Square =,403 F=60,823; Signif F=,0001

There is another dependent variable expressed as 'Overall, the performance of our hotel is good'. A second regression analysis is made to determine the effects of independent dependent variables of supply chain management on the dependent variable. In Table 6, it is seen that the F value is realized as meaningful in the level of 60,823, p=,0001. In connection with it, Multiple R=,635 and R Square=,403 which is also in sufficient level, are realized. When Beta values are examined to determine which factor has stronger effects on dependent variables, it is seen that Hostel Integration with Internal Customers has the highest Beta value of ,523. The other factor is Hotel Integration with External Customers (Patients) with the Beta value of ,391. H7 and H8 are supported here.

CONCLUSION

The main purpose of the study is to determine the role and the relationship between Supply Chain Management Integration and Hotel Performance according to the perceptions of the hospitality employees. With this purpose, it is essential to determine the factors affecting the integration of supply chain management. The results of this study supports that dimensions of Supply Chain Management have strong affects also on hotel performance.

According to the factor analysis, integration within the hotel and with the suppliers is realized in a single factor and we have renamed this combined factor as integration with internal customers. Since the suppliers' role in the service process is essential and vital, it could be discussed as an internal customer with the philosophy of quality management system. The other factor is named as integration with external customers, who are the hotel guests. According to Hofstede (2005) Turkish society has a holistic approach, thus SCI's three independent variables in original scale (organization's internal integration, integration with suppliers and customer integration) were perceived as two independent variables in our research. Participants perceived organization's internal integration and integration with suppliers as one variable (internal customer integration). The variable names for this study were renamed as "internal customer integration" and "external customer integration" in order to reflect the nature of TQM philosophy. The nature of the service industry as being intangible, perishable and inseparable results in to provide service simultaneously with demand (fast response) which makes internal integration for hotels more important than customer integration. Participants perceived internal integration as their performance indicator that is why the results showed that internal customer is more important as it has been encountered in the case for SCI.

Hotel Integration with Internal Customers is realized as the most important factor in implementing and empowering the overall integration processes in supply chain management system in hospitality industry. Also Hotel Integration with External Customers representing level of communication, relation, and the agility of service process has also strong effect on overall integration of supply chain management.

When factors of supply chain management integration are examined, it is seen that these two factors are directly related to the service process, which is the core element of customer satisfaction. In hospitality industry, both external and internal customer satisfaction leads to higher performances. The sub-dimensions of supply chain integration which are stated in factor analysis have also strong effect on hotel performance. We can state that factors affecting the integration of supply chain management strongly affect the hotel performance as well.

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MOTIVATION OF THE TURKISH EMPLOYEES: A RESEARCH AT A FOUR STAR HOTEL

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ABSTRACT
This study, set in Ankara (Turkey), analyzed the internal and external motivational factors that appealed to the hospitality workers of the Dedeman Hotel. In addition, the workers' satisfaction with benefit package elements was also analyzed. The findings of the study revealed that not only benefits, but also various internal and external factors affect motivation of Turkish hotel employees. Regarding the benefits, the most valuable ones were transportation facilities and financial aid. Achievement and work itself as the internal factors, and job security and salary as the external factors were the ones that participants rated to be effective in influencing their motivation.
Keywords: *Motivation; Turkish employees; Hotels*

1. INTRODUCTION

Motivation is a state or force within an individual that makes the employee act in a way designed to achieve some goals (Daschler and Ninemeier, 1984: 210). Motivation can be defined as the result of processes, internal or external to the individual that arouse enthusiasm and persistence to pursue a certain course of action (Petcharak, 2002: 4). Especially from 1930s onwards, much has been written about motivation (Lee-Ross, 1998). During this time period, important contributions were made in understanding motivation by motivational models. Widely known models may be listed as; Maslow's Hierarchy of Needs, Alderfer's ERG Theory, Herzberg's Two-Factor Theory, Adams's Equity Theory, Vroom's Expectation Theory, and McClelland's Success Theory (De Cenzo and Robbins, 1996: 299; Oral, 2001: 161-164).

The hotel industry is a service and people-oriented business (Vallen and Vallen, 1996: 55; Jones and Jowett, 1998: 245). Employees are considered an important input for the production and delivery of services. Understanding what motivates employees would play an important role in gaining competitive advantage. This is also a well known fact that motivation is an essential element in attaining quality (Juran, 1992: 425).

Though motivation of employees is a major issue for all kinds of organizations (Al-Alawi, 2005), motivation carries great importance for hotel businesses because of above mentioned characteristics of the hotel industry. It is a challenge for the management of the hotel industry to motivate employees to stay on the job and to offer the efficient, good service which customers expect (Cheng, 1995). To be successful in a competitive market, it is important that hotel managers know how their employees feel at work and what they want. The amount of effort that an employee expends toward accomplishing the hotel's goals depends on whether the employee believes that this effort will lead to the satisfaction of his or her own needs and desires (Simons and Enz, 1995). In this context, the key to facilitating motivation lies with managers' good understanding of the concept of motivation. The capability of managers in utilizing the concept of motivation may encourage employees to provide the discretionary effort as well (Rosen and Brown, 1997: 362).

One of a human resource manager's functions is related to ensuring employees' workplace motivation. Human resource management's function is to assist the general manager in keeping the employees satisfied with their jobs. Though motivation is one of the most important human resources management responsibilities in organizations (Petcharak, 2002: 1), motivating employees is a responsibility of not only human resources managers but also all managers in a business (Tanrıverdi and Oktay, 2001). This means that managers at all levels (from supervisors to top managers) in any businesses must have an understanding on motivation. If employees are not satisfied, they will not perform to expected norms. Workplace dissatisfaction and poor performance usually lead to high employee turnover in the hotel industry (Lam, Zhang, and Baum, 2001). Balta (2006) reported that in order to reduce labor turnover and retain productive employees, management has to improve working conditions and keep the employees properly motivated.

From the review of literature, it has been found that there were not any comprehensive researches on determining the motivational factors in hotel organizations. Extant studies in relevant area were insufficient in number and were not covering the motivational factors and the employees' perception of the benefit packages offered by hotels. The insufficiency of studies in this area indicates a serious lack of research. The construct of employee motivation has been approached from many directions and a variety of instruments has been devised to get an idea on motivational factors. Contributing factors have been often identified as internal and external (Hancer and George, 2003) or economical, psycho-social, and organizational (Sabuncuoğlu and Tüz, 1996: 108). This study analyzes the internal and external motivational factors that appealed to the employees of a particular four star hotel in Turkey. In addition, the employees' satisfaction with the benefit package elements is also analyzed. It is expected that the findings of present study would help managers, academics, and students improve their understanding of motivation.

2. METHODOLOGY

2.1. THE ORGANIZATION

Participants for this study were employees of Dedeman Hotel, Ankara, a four star lodging facility, located in Ankara, Turkey. The organization has been identified as a leader in its field. The organization is part of a large Turkish company that has a number of major tourism assets throughout the country.

2.2. INSTRUMENT

A self-administered questionnaire was constructed to obtain the required data. The preparation of the questionnaire began with a review of literature. The relevant literature, survey instruments used by past studies, and information derived from the particular hotel's human resources manager and the academia provided the basis for developing the questionnaire. The insight drawn from the analysis of the pilot study that took place in the first phase of the research was also taken into account. The questionnaire divided into two parts, the first part was designed to gather information about the motivational factors of hotel employees and the employees' perception of the benefits offered by hotels. Based on the review of the literature, interviews and the pre-test, 11 benefits that hotels offer to employees were identified. This part of the questionnaire also contained questions on internal and external motivational factors. An ordinal scale of 1 = Strongly Disagree to 5 = Strongly Agree was used in this part of the questionnaire. The second part of the questionnaire contained questions relating to socio-demographic data about the participants.

2.3. PROCEDURE

Before commencing the application of the questionnaires, contact was made with managers of the hotel and permission granted for the researchers to visit the hotel and distribute the questionnaires. First, a pilot test was undertaken to ensure that the wordings of the questionnaire were clear. Twenty questionnaires were completed by hotel employees in accompaniment of researchers. Some problems were identified with the wordings and implications of some statements, so some minor revisions were made to avoid confusion. The main study was conducted during two weeks in February, 2007. The target population of the study was all full time employees who worked in this particular hotel during the data collection period. The questionnaires were distributed among all full time employees. A convenience sampling approach was employed and 121 questionnaires were distributed to the employees who inclined to take the questionnaires. All questionnaires were completed in accompaniment of one of the researchers, in the absence of management and upon completion were returned to researchers. By utilizing this approach in data collection, a total of 121 questionnaires were attained. Although employees were encouraged to complete and return the questionnaires, no inducement or pressure was used to increase the return rate. The Statistical Package for the Social Sciences (SPSS) version 10.0 was used to analyze the data.

3. FINDINGS

The demographics of the respondents are shown in Table 1. As can be seen from Table 1, the gender distribution was 40.5% female, 59.5% male. The highest proportion of the respondents (44.6%) fell into the 26-35 year age group, followed by the 25 and below age group (32.2%). The question on the educational level showed that 45.5% of the respondents had a high school education. Regarding the respondents' tourism education, a major part of the respondents reported that they received some sort of tourism education (62.8%). The question on the respondents' length of employment in the hospitality industry indicated that 55.3% of the employees had been working in the industry for three years or less. When considering the nature of the industry, it is noticeable that 31.4% of the employees had been working in this hotel more than six years. The majority of the respondents were F&B and Housekeeping departments' employees (63.8%). Of 12 respondents who marked "Other" choice, nine were in security department, and three were information technology specialists.

Table 1. Profile of respondents (n = 121)

VARIABLES		***FREQUENCY (S)***	***PERCENTAGE OF TOTAL (%)***
GENDER	Male	72	59.5
	Female	49	40.5
AGE	25 and below	39	32.2
	26-35	54	44.6
	36-45	20	16.5
	46-55	7	5.8
	56 and over	1	.8
Education	No school education	2	1.7
	Elementary school	13	10.7

	Junior high school	17	14.0
	High school	55	45.5
	Junior college	28	23.1
	Bachelor's degree	6	5.0
	Master's degree	-	-
	Doctorate degree	-	-
Education on tourism	No	45	37.2
	Yes	76	62.8
Length of employment in the hospitality industry	Less than 1 year	35	28.9
	1-3 years	32	26.4
	4-6 years	15	12.4
	More than 6 years	39	32.2
Working period for Hotel Dedeman, Ankara	Less than 1 year	36	29.8
	1-3 years	34	28.1
	4-6 years	13	10.7
	More than 6 years	38	31.4
Department	Food and beverage	41	33.9
	Housekeeping	35	29.9
	Human resources	4	3.3
	Front office	10	8.3
	Maintenance	3	2.5
	Health club	2	1.7
	Accounting	5	4.1
	Sales and marketing	9	7.4
	Other	12	9.9

The first part of the questionnaire contained questions about the motivational factors of hotel employees and the employees' perception of the benefits offered by hotels. Regarding the employees' perception of the benefits offered by hotels, the data collected were as in Table 2. The most important (Agree to Strongly Agree) benefits can be listed as, transportation facilities (92.5%), financial aid (88.4%), and annual staff party (83.8%). The least important benefit to the participants was the dormitories and housing benefits (41.4%).

Table 2. Employee perception of the benefits offered by hotels (n = 121)

Benefits	SD		D		U		A		SA	
	#	%	#	%	#	%	#	%	#	%
Financial aid	6	5.0	4	3.3	4	3.3	45	37.2	62	51.2
Free food in the company cafeteria	10	8.3	4	3.3	12	9.9	57	47.1	38	31.4
Dormitories and housing benefits	32	26.4	12	9.9	27	22.3	21	17.4	29	24.0
Free hotel stays	6	5.0	6	5.0	19	15.7	36	29.8	54	44.6
Transportation facilities	8	6.6	1	0.8	-	-	50	41.3	62	51.2
Annual staff party	9	7.4	9	7.4	2	1.7	49	40.5	52	43.0
Material bonuses (13th salary)	16	13.2	8	6.6	6	5.0	34	28.1	57	47.1
Flexible hours	12	9.9	15	12.4	12	9.9	44	36.4	38	31.4
Pension plans	8	6.6	18	14.9	16	13.2	33	27.3	46	38.0
Bonuses paid in shares	8	6.6	22	18.2	9	7.4	39	32.2	43	35.5
Day-care service	8	6.6	8	6.6	19	15.7	37	30.6	49	40.5

Note: "SD" being "Strongly Disagree", "D"- "Disagree", "U"- "Undecided", "A"- "Agree", "SA"- "Strongly Agree".

Almost half of the respondents (42.1%) thought that the current benefit package offered by the Dedeman Hotel, Ankara was average. A considerable part of the respondents (38.0%) thought that the benefit package was below average or extremely poor.

Table 3. Value of the present benefit package (n = 121)

Value	# of employees	Total %
Excellent	19	15.7
Above average	5	4.1
Average	51	42.1
Below average	12	9.9
Extremely poor	34	28.1
Total	121	100.0

Table 4 lists the most important factors affecting the employees' decisions when deciding to work for the Dedeman Hotel, Ankara. The most important factor was monetary rewards (35.5%), followed by interest in the hospitality profession (19.8%), and friends (17.4%)

Table 4. The most important factors affecting the employees' decisions when deciding to work for the Dedeman Hotel, Ankara (n = 121)

Factors	Frequency	Percent
Interest in the hospitality profession	24	19.8
Prestige of working at Dedeman Hotel, Ankara	8	6.6
Monetary rewards	43	35.5
Family	9	7.4
Opportunity for advancement	16	13.2
Friends	21	17.4
Other	-	-
Total	121	100.0

The data collected in the study revealed that not only benefits, but also various internal and external factors affect motivation of Turkish hotel employees. As can be seen in Table 5, achievement (94.2%) and work itself (83.5%) were two internal factors that participants rated to be effective in influencing their motivation (Table 5).

Table 5. Intrinsic motivational factors (n = 121)

Factors	SD		D		U		A		SA	
	#	%	#	%	#	%	#	%	#	%
Recognition	4	3.3	12	9.9	12	9.9	42	34.7	51	42.1
Work itself	2	1.7	9	7.4	9	7.4	40	33.1	61	50.4
Responsibility	-	-	8	6.6	16	13.2	35	28.9	62	51.2
Advancement	8	6.6	5	4.1	12	9.9	32	26.4	64	52.9
Achievement	-	-	-	-	7	5.8	33	27.3	81	66.9

Note: "SD" being "Strongly Disagree", "D"- "Disagree", "U"- "Undecided", "A"- "Agree", "SA"- "Strongly Agree".

Table 6 shows the data about extrinsic motivational factors. The external factors that the participants deemed effective in improving their motivation were job security (95.0%), salary (87.6%), and status (86.8%). Company sponsored events ranked as the least effective in improving motivation (72.7%).

Table 6. Extrinsic motivational factors (n = 121)

Factors	SD		D		U		A		SA	
	#	%	#	%	#	%	#	%	#	%
Relationship with your supervisors	6	5.0	4	3.3	8	6.6	42	34.7	61	50.4
Working conditions	11	9.1	5	4.1	1	0.8	33	27.3	71	58.7
Relationship with peers	1	0.8	5	4.1	14	11.6	50	41.3	51	42.1
Status	11	9.1	1	0.8	4	3.3	44	36.4	61	50.4
Salary	7	5.8	4	3.3	4	3.3	26	21.5	80	66.1
Job security	-	-	4	3.3	2	1.7	43	35.5	72	59.5
Company sponsored events	10	8.3	2	1.7	21	17.4	56	46.3	32	26.4

Note: “SD” being “Strongly Disagree”, “D”- “Disagree”, “U”- “Undecided”, “A”- “Agree”, “SA”- “Strongly Agree”.

4. CONCLUSION

Taking into consideration the characteristics of hospitality industry, it is very important for the businesses in this industry to concentrate on attracting the highest caliber employees to remain competitive. On the other hand, to be competitive and attain the business goals, it is not sufficient for the hotel businesses to recruit the best set of workers. The motivation of the employees plays a major role in the success of hotel businesses. It is a challenge for the management of the hotel industry to get a clear picture on motivational constructs of the hotel employees.

This study has contributed to the theoretical and methodological advancement of management and hotel industry literature by analyzing motivational factors of Turkish hotel employees in a specific hotel setting. The data collected in the study revealed that not only benefits, but also various internal and external factors affect motivation of Turkish hotel employees. Regarding the employees’ perception of the benefits offered by hotels, the most valuable benefits for the employees were transportation facilities and financial aid. The hardship of living in big cities in respect of heavy traffic might be the reason behind seeing the transportation factor very important. As the internal factors, achievement and work itself were two internal factors that participants rated to be effective in influencing their motivation. The external factors that the participants deemed effective in improving their motivation were job security, salary, and status, respectively. Looking at the broader picture, it can be said that money is a very strong motivator for most Turkish hotel employees. In addition to money as a strong motivator, job security has emerged as the most important external motivational factor for hotel employees. High unemployment rates and the difficulty of finding a steady job might explain this finding. When analyzed together with the findings of similar studies conducted in different countries (Kovach, 1987; Charles and Marshall, 1992; Siu, Tsang and Wong, 1997; Upchurch, Davies, and Sverdlin, 2000), the findings of the present study support the idea that people want the same things from their work is often wrong and can lead managers to make mistakes while trying to motivate employees. Though money might appear to be a universal motivational factor, beside money various factors could come forefront due to the environmental conditions.

This study is strongly limited in generalization to other lodging operations. This study was conducted in only one business hotel. To be able to generalize the findings for this specific hotel segment, a study that would include more business hotels could be conducted. Future studies could enlarge the scope of the study by covering more hotels to generate segment-specific data. Future research could also be extended to other segments of accommodation, such as motels, resorts, etc. Finally, the results of this study may not have been representative of the whole population, due to the fact that a convenience sampling method was used to collect the data.

A growing number of foreign and domestic hospitality companies are willing to invest in Turkey. The reason for this investment interest is stimulated by access to all the advantages Turkey has to offer: a rapidly growing market, favorable political conditions, qualified labor force and, perhaps most important, a considerable economic optimism from all parts of the World. Beside domestic ones, this study is also valuable for the foreign hospitality companies interested in investing in Turkey. Since this is a fact that different cultural settings might have different priorities for motivational factors (Petcharak, 2002: 2), the findings of the present study could serve as a guide in motivating Turkish hotel employees.

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CAUSES OF EMPLOYEE SILENCE: A SURVEY RESEARCH AT FIVE-STAR HOTELS

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ABSTRACT

In many organizations, employees often do not feel comfortable speaking to their immediate supervisors or bosses about the organizational problems or issues. Employee silence is defined as the withholding any form of genuine expression about the individual's behavioural, cognitive and/or affective evaluations of his or her organizational circumstances to persons who are perceived to be capable of effecting change or redress. Although the phenomenon of employee silence is widely found at organizations, there is no research on its dimensions and effects in hotel business. A survey research has been conducted to find out issues about which the employees remain silent, the causes and the consequences of silence behaviour. In this paper, the causes of employee silence have been presented. The data was collected via a questionnaire that was developed through the literature. The data was collected at two five-star resort hotels and two five-star city hotels to get a valid and reliable data set. The questionnaire was implemented in February 2007 and 264 usable questionnaires were reached. It was determined that silence phenomenon is more common among women than men in hotels. Factor analysis produced five factors; negative beliefs on managerial and organizational context, meaning attributed to management, lack of confidence, fears, and lack of communication, explaining 66 % of the variance. Several recommendations and implications have been submitted for the managers and owners.

Keywords*: employee silence, hotel, Turkey*

1. INTRODUCTION

It is often witnessed that employees do not feel comfortable speaking to their superiors about organizational problems or issues that concern them. In any organizations individuals may face a choice about whether to speak up or remain silent about the problems or concerns about their work. Supervisors in an organizational hierarchy also do not wish to hear about problems and some of them may punish or retaliate employees for speaking up. Therefore in many organizations, we may face that the workers decide to be silent just because it is the safe response (Milliken and Morrison 2003).

Modern organizations today have numerous practices designed to get the employees in workplace decisions involved. These kinds of implementation have been accepted as the important elements of effective organization and as the tools for generating ideas for "doing things better". Although employees often have ideas, information and opinions to improve work and organizations, withholding the input (ideas, information or opinions) may be the main obstacle in development and improvement.

Although management scholars and practitioners emphasize the importance of employee input for the organizational performance, it is easily found in any organization that some of the workers are hesitant to express their ideas, information or opinions for a variety of reasons. It may be a result of fear, personal trait or organizational context.

Silence is related to many concepts of organizational behaviour and it has been studied in terms of issue selling (Ashford et al 1998), speaking up (Premeaux 2001; Edmondson and Detert 2005), employee voice (LePine and Van Dyne 1998; Van Dyne, Ang, Botero 2003; Luchak 2003), exit - voice and silence (Kolarska and Aldrich 1980; Boroff and Lewin 1997; Hoffmann 2006), breaking silence (Piderit and Ashford 2003; Taras 1991), spiral of silence (Noelle-Neumann 1974; Bowen and Blackmon 2003), antecedents, causes and consequences of silence (Milliken and Morrison 2003; Milliken and Morrison 2000; Morrison, Milliken and Hewlin 2003; Pinder and Harlos 20001; Vakola and Bouradas 2005). However, no study has been found for employee silence in hotel business. Hence it was the main motivation to conduct a survey on hotel companies on the issues that employee remain silent, causes and consequences of employee silence. In this paper, causes of employee silence will be presented.

2. EMPLOYEE SILENCE AND ITS CAUSES

Silence may be seen as a slippery or complicated concept, a silent behaviour may be accepted as the approval or loyalty (Bryant and Cox 2004: 588). Therefore silent behaviours have come to carry many meanings. Silent behaviours have five dual meanings or functions (Pinder and Harlos 2001: 338):

1- Silence brings people together and pushes them apart.
2- Silence can both harm and heal people.
3- It provides and hides information.
4- It signals deep thought and/or no thought.
5- It can convey both assent and dissent.

Morrison and Milliken (2000: 707) investigated the silent behaviour collectively, not personally. When the employees withhold their opinions and concerns about the organizational problems, it is a serious situation and should be researched deeply. When the silences embrace the organizational body, it is a collective phenomenon and then it is seen as the organizational silence.

On the other hand, Pinder and Harlos (2001: 334) have researched the silence at the individual level and they say that individual silence encompasses a range of feelings, thoughts and actions. Employee silence is seen as a multifaceted concept that includes, but is not limited to, lack of speech or formal voice; it may occur simultaneously with either sound or speech. Hence, silence is the language of all strong passions.

Pinder and Harlos (2001: 334) defined the employee silence as the withholding of any form of genuine expression about the individual's behavioural, cognitive and/or affective evaluations of his or her organizational circumstances to persons who are perceived to capable of effecting change or redress.

According to the definitions, employee silence has three main focal points:

1- Ideas, information or opinions should be related to organizational issues, problems or concerns.
2- Employees should withhold these ideas, information or opinions with a conscious manner.
3- Employees shouldn't communicate to supervisors or directors perceived as capable of ameliorating those circumstances.

Morrison and Milliken (2000: 708) argued that there were fundamentally two organizational conditions under which organizational silence was commonly developed. First one is managers' fear of negative feedback, and second one is a set of implicit beliefs often held by managers. People often feel threatened with negative feedback, therefore top managers try to avoid receiving negative feedback. When they are imposed with negative feedback, they may show behaviours such as ignorance of the message, dismissing it as inaccurate or attacking the credibility of the source. Hence, the managers tend to avoid any information implying weaknesses or questioning the current practices.

Second condition was the set of managers' implicit beliefs. One such belief is that employees are self-interested and untrustworthy, and they are effort averse without any incentive. Managers with these kinds of beliefs then act in ways that implicitly and explicitly discouraging upward communication. However we have to remind that these beliefs are generally not conscious. Meanwhile, the belief that management knows the best for the organizational issues may lead to develop implicit beliefs about employees. Additionally top managers often feel and accept that unity, agreement and consensus are signs of organizational health whereas disagreement and dissent should be avoided.

Morrison and Milliken (2000) also developed the concept of “climate of silence”, and they defined it as any organizational context that is characterized by two shared perceptions among employees that speaking up about problems or issues either futile and/or dangerous. In other words (1) speaking up about problems and issues in the organization is not worth the effort and (2) voicing one's opinions and concerns is dangerous. They present many factors conducive to the climate of silence, such as organizational structures, policies and practices, demographic characteristics, belief structures of top management and the process of collective sense-making and communication.

Pinder and Harlos (2001:345) investigated silence among the employees who were unjustly treated. Besides Morrison and Milliken's climate of silence concept, two additional concepts were developed; (1) cultures of injustice and (2) deaf ear syndrome. They defined cultures of injustice as shared meanings among mistreated employees of what working within unjust employment relationships was like. Dimensions depicting the cultures of injustice were intense supervisory control, strong suppression of conflict, valuing job relations over human relations, and emphasis on production through competitive individualism.

Pinder and Harlos' (2001: 346) last concept conducive to employee silence is deaf ear syndrome. Deaf ear syndrome may result in substantial costs from litigation, decreased productivity and increased turnover, and may function as an organizational norm discourages employees' direct and open expression of their problems or opinions.

According to Premeaux (2001: 2-3) “fear” was the root of employee silence. Several empirical researches have proved that employees hesitated to speak up about organizational issues or problems because they feared some type of repercussion. Management openness or closeness to communication is very important in fear-full organizational setting. When upper management close the communication channels and create an atmosphere full of negative responses, retaliation, punishment, not giving promotion, intimidation or disgust etc, employee silence becomes a widely found phenomenon. Even in organizations with tenets of democracy, employee silence might be found, and these kinds of organizations just make the criticism softened and differences in opinions minimized.

In Morrison and Milliken's (2003: 1463) study, 30% of the respondents stated that they were silent because of fear of being labelled or viewed negatively by others. Common labels were "troublemaker", "tattletale" or "complainer". The second dimension was related to relationships. 27.5 % of the respondents said that speaking up about problems or issues was dangerous, since it might damage their relationships with others, particularly bosses, peers or directors. In the second situation the root was also "fear". If they speak up about certain issues, bosses, peers or directors might no longer like them or value them as credible.

Van Dyne, Ang and Botero (2003) accept silence and voice as to be polar opposites where silence implies not speaking while voice implies speaking up on important issues and problems in organizations. They differentiate three types of silence (acquiescent silence, defensive silence and pro-social silence) and three parallel types of voice (acquiescent voice, defensive voice and pro-social voice). Since acquiescent silence is withholding relevant ideas, information or opinions based on resignation, this kind of silence suggests disengaged behaviour that is more passive than active. Defensive silence is similar to the silent behaviours based on fear, which is intentional and proactive behaviour that is intended to protect the self from external threats. The last, but the new type of silence, pro-social silence, was drawn on the Organizational Citizenship Behaviour literature. It is defined as withholding work-related ideas, information, or opinions with the aim of benefiting other people or the organization. It is an intentional and proactive behaviour, stemming from the desire to not to hurt someone else.

An employee can be silent about an issue out of fear. An individual may fear being labelled a "complainer" or "troublemaker" and the subsequent social isolation to which such labels can lead. This situation has been termed with "spiral of silence" originally developed by Noelle-Neumann (1974). An employee tends to speak up when she/he believes that his/her position is supported by others, and remains silent when she/he believes that it is not. This situation leads people perceive (1) a threat of isolation and then (2) a fear of isolation. In other words, people's willingness to state their opinions is influenced not only by their own personal opinions, but also by their external environment, especially what their perceptions on prevailing climate of opinion. When an employee is not sure if she/he agrees with the majority, she/he hesitates to express his/her opinions. In this process, public opinion and judgements of others play a key role (Bowen and Blackmon 2003).

Premeaux and Bedeian (2003) stated that many employees were hesitant to express their opinions or ideas because doing so might lead to retaliation (some form of "fear"), and then they remained silent. They developed a conceptual scheme for examining the influence of self-monitoring on the relationship between two individual (locus of control and self-esteem) and two contextual (top-management openness and trust in supervisors) factors and speaking up. They found that low self-monitors in comparison to high self-monitors spoke up more often as internal locus of control, self-esteem, top-management openness, and trust in supervisor increased.

3. RESEARCH METHODOLOGY

In this survey, a structured questionnaire was developed trough the use of literature; in this process Morrison, Milliken and Hewlin's (2003) study was the starting article. Their findings helped to structure the questionnaire and the researcher added her observations. The questionnaire has mainly three sections; issues that employees remain silent, causes of silence and consequences of silence. For the content validity, twelve academicians from management and organization field were selected as the judges. They were asked to assess each item if it is suitable for the content. Meanwhile, the researcher received help in terms of mainly recommendations based on observations of many academicians from different fields. At the end, 31 items for employee silence were produced. Respondents were asked to rate the causes of their silent behaviour on a 5-point Likert scale ranging from “strongly disagree” to “strongly agree”.

The questionnaire was applied to the workers of two five-star resort hotels and two five-star city hotels in February 2007. At the implementation stage, it was tried to get the data from various departments of the hotels. At the end of the implementation, 264 usable questionnaires were reached. Factor analysis was adopted to find out the main dimensions related to the causes of employee silence. Some additional test and analysis like t-test and chi-square analysis were used.

4. FINDINGS

264 hotel workers joined to the research. Male respondents was around %65, half of them were mainly high school graduates (%49,2). Age range has been found 19 and 54. Since there was only one person in 19 and three persons between 50-54, age brackets were organized accordingly. They were usually young people, thus average age was calculated as 30.

Table 1: Some Demographics of Respondents (n:264)

GENDER	Frequency	Valid Percent
Female		
97	36,7	
Male		
167	63,3	
EDUCATION		
Primary school		
80	30,3	
High school		
130	49,2	
Pre-baccalaureate		
30	11,4	
Baccalaureate		
18	6,8	
Master degree		
6	2,3	
AGE		

19-29 age bracket	141	53,4
30-39 age bracket	98	37,1
40-54 age bracket	25	9,5

Hotel workers were asked if they had ever experienced a situation where they remain silent. According to the data, more than half of them (146 workers, 55,3 %) remained silent in their work life. Others (118 employees, 44,7 %) say that they had never kept silent.

Table 2 shows the density of remaining silent among the hotel workers. It is understood that most of them kept silent. They reported "rarely" with 36,0 % and "sometimes" with 34,8 %. The hotels where this research was executed, it was noticed that the employees mainly lacked the opportunity to express their opinions and offers. This makes an obstacle to improving the service performance at those hotels in questions.

Table 2: Density of Remaining Silence

	Frequency	Valid Percent
Never		
17	6,4	
Rarely	95	36,0
Sometimes		
92	34,8	
Usually		
44	16,7	
Always		
16	6,1	
Total		
264	100,0	

There has been a contradiction between the behaviour of remaining silent and density of silence. Therefore a cross-table was produced. Table 3 shows that among the 118 employees, 48,3 % of them remained "rarely" silent and 30,5 % didn't speak up "sometimes". However 118 employees said that they were active in speaking up, but just 17 of them said they had never been silent. The rest of them were silent. Therefore we witness a significant ***social desirability effect***.

Table 3: Cross Table of Density of Remaining Silence and Silent Behavior

	Never	Rarely	Sometimes	Usually	Always	Total
Yes						
	38 26.0%	56 38.4%	36 24.7%	16 11.0%	146	
No						

17 14.4%	57 48.3%	36 30.5%	8 6.8%		118	
Total						
17	95	92	44	16	264	

Pearson Chi-Square: 56,633; d.f.: 4, p<0.001

Factor analysis with VARIMAX rotation was employed on the data about the 31 causes of employee silence. The primary objective of the factor analysis was to create correlated variables (items) composed from the original 31 causes of employee silence so as to identify a smaller set of dimensions, or factors that explained most of the variances among the reasons. The determination of including a variable (reason, item) in a factor was based on the factor loadings, eigenvalues and the percentage of variance explained (Hair et al. 2006) First of all, factor loadings represented the correlation between an original variable (reason) and its respective factor, and only factor loadings equal to or greater than 0.50 were included in a factor. Secondly, only factors with eigenvalues equal to or greater than 1 were considered as significant. That was why an individual factor should account at least the variance of a simple variable. For the latter, the result of the factor analysis should explain at least 67 percent of the total variance (Hair et al., 2006; Özdamar 2004). To assess the reliability of the scales, Cronbach's Alpha was calculated to test the stability of variables retained in each factor, and only those variables having coefficients greater than or equal to 0.50 were considered acceptable and a good indication of construct reliability. Reliability of the scale Alpha was calculated as .9585.

For the factor analysis, item-total correlations were investigated. Investigation showed that there were two items having coefficients lower than .50. These items were "lack of experience on speaking up" (.4579) and "lack of authority (position)" (.4964). 29 items had item-total correlations between .5522 and .7368. After deleting these items, factor analysis was adopted to the data. The result is shown in Table 4.

Table 4: Factor Solution for the Causes of Silence

Commu- nalities	Loadings	Eigenvalue	Variance explained %	Mean	F value	p-value	Alpha	
1.NEGATIVE BELIEFS ON MANAGERIAL AND ORGANIZATIONAL CONTEXT (11 Items)								
		5,527	19,06	3,0803	4,2747	.0000	.9267	
Feelings that supervisors don't like the workers who speak up	.712	.707						
Feelings that supervisors will not be responsive								
.755	.697							
Belief that supervisors know the best								
.697	.689							
Fear of loss of support and acceptance								
.726	.664							
Fear of being labeled or viewed negatively as								

a troublemaker or complainer								
.632	.636							
Fear of loss of trust and respect								
.610	.609							
Rigidity of hierarchical structure								
.554	.609							
Negative responses of supervisors to negative feedback								
.586	.583							
Fear of being labeled as a tattletale								
.662	.573							
Fear of harassment								
.758	.555							
Supervisor is unsupportive on speaking up								
.563	.502							
2.MEANING ATTRIBUTED TO MANAGEMENT (4 Items)								
		3,770	13,00	2,6286	15,3663	.0000	.8268	
Belief that the supervisors should know everything	.696	.772						
Anxiety that the others will understand his/her knowledge or skill gap								
.685	.724							
Belief that the work load will improve								
.656	.683							
Belief that the issues related to the job and work place are in the responsibility of directors instead of me								
.626	.680							
3.LACK OF CONFIDENCE (5 Items)								
		3,605	12,43	2,9784	4,6636	.0010	.8631	
Feelings that the supervisors pretend to be interested in	.778	.814						
Belief that the supervisors don't take their promises								
.654	.715							
Untrustworthy of supervisors								
.611	.634							
Unsupportive culture that inhibits to speak up								
.726	.578							
Lack of a formal mechanism that ensures to speak up								
.638	.545							

4.FEARS (5 Items)								
		3,405	11,74	2,7801	10,4209	.0000	.8453	
Fear of losing the job or being dismissed	.736	.747						
Fear of being changed the position or work place								
.723	.695							
Feelings that speaking up will not make a difference								
.623	.586							
Fear of not getting promoted								
.573	.552							
Fear of retaliation of the supervisors/colleagues								
.570	.501							
5.LACK OF COMMUNICATION (4 Items)								
		2,860	9,86	3,0902	12,6150	.0000	.8381	
Relationship with the supervisor is distant	.710	.740						
Forming a precedent as being unjustly treated after speaking up								
.692	.589							
Disagreement with supervisors on the policy and principles of job/occupation								
.605	.573							
Fear of damaging relationships								
.610	.565							

Extraction Method: Principal Component Analysis. Rotation Method: Varimax.
Kaiser-Meyer-Olkin Measure of Sampling Adequacy: %93,8;

For the Bartlett's Test of Sphericity Chi-Square: 4718.702, p<0.0001;

Response categories: 1: Strongly disagree …….. 5: Strongly agree

Factor analysis yielded five factors. 29 items related to the causes of employee silence were grouped under those five factors explaining 66% of the variance. The first factor was composed of 11 items related negative feelings toward the managerial and organizational context and explained 19% of the variance. When organizational context aren't suitable for the employee speaking up, they learn to become silent and they develop negative feelings toward the management. For example, if the managers give negative responses to those persons who speak up about the issues and problems, and show some kind of disturbance when the feedback is negative, this situation results in negative feelings and thoughts toward the management. After then, employees remain silent whenever the same circumstances occur. Additionally, in an organizational context where employees are labelled negatively, or seen as the troublemaker or the tattletale, this context leads also employee silence. Therefore, managers in that situation should try to break the employee silence trough improving the organizational context.

Second factor contained 4 items pertaining to the ascription of management or meaning attributed to the management by the hotel workers. This factor explained 13% of the variance. In that factor, leading item is the belief that the supervisors know everything. If the workers think that responsibilities related to the job or work are belonged to management team, they didn't voice on the organizational issues or problems. That factor partly implies a socio-cultural traits of Turkish people, namely "adults know the best". In the tourism sector in which huge amount of people work more than 8 hours in a day and get either minimal or limited salary in a month, in some cases, without any social security, the hotel workers may develop indifferent behaviours on the organizational problems. In our daily life, we may often witness that many employees don't speak up because they think it is the responsibility of management team to solve the problems.

The third factor was composed of 5 items related to the lacking of confidence in the management, explaining the 12.4 % of the variance. Managers who pretend to be interested in or who don't take their promises cause the lack of confidence and create an organizational context that the hotel workers don't trust their supervisors. If they are imposed to these kinds of behaviours, thereafter, they may remain silent.

The fourth factor was named as "fears". It contained 5 items related to "fears" and explained approximately 12 % of variance. There, leading item is the fear of losing job or being dismissed. Especially in a country like Turkey where formal unemployment rate is about 10 per cent, fear of losing the job or being fired may be a reasonable fear for not speaking up for the workers. If one speaks up on the organizational problems and issues that concern him/her, and this manner of speaking up leads to being fired, being retaliated, not being promoted, or being changed his/her position, then he/she quickly learns to remain silent. We may witness these kinds of circumstances in our daily life.

The last factor was related to communication. It contained 4 items and explained about 10 % of the variance. There, the major item was the distant relationships with the supervisors. In an organization where formal communication channel is not healthy, where the supervisors and the subordinates speak the same language but not communicate, and where the workers fear of damaging relationships etc., this organizational context leads the hotel workers remain silent.

For probing into the data and factor structure, various tests have been employed to the data. First of all, I checked if there is any significant relationship between the behaviour of remaining silent and gender (Pearson Chi-Square: 8,502; d.f.: 1; p: .004). According to Table 5, 67 % of the female workers have experienced silence behaviour at least once in their work life, however, it is 48,5 % in males. Hence, it may be said that silence phenomenon is more common among the women then men in hotels.

Table 5: Cross Table of Remaining Silent and Gender

			GENDER		Total
		Female	Male		
Remaining					
Yes	Count	65	81	146	

Silent					
	% within Gender	67.0%	48.5%	55.3%	
No	Count	32	86	118	
	% within Gender	33.0%	51.5%	44.7%	
Total					
	Count	97	167	264	
	% within Gender	100.0%	100.0%	100.0%	

Pearson Chi-Square: 8,502; d.f.: 1; p: .004

On the other hand, t-test has been used to understand if there is any significant difference between male and female workers. As it may be seen in Table 6, in three out of five factors, there have been significant differences between male and female employees. On the behaviour of remaining silent, negative beliefs on managerial and organizational context, lack of confidence and lack of communication have greater impact on the female respondents than males. On the factors of meaning attributed to management and fears, there was no significant difference. Fears of losing job, being fired, being changed the position or work place, not being promoted in career, and being retaliated have the similar impact on male and female workers. In a country where unemployment rate is accepted as very high (informally one out of five), fears may be a reasonable and understandable factor on remaining silent.

On the other hand organizational context, lack of confidence and lack of communication have influenced female workers more than male workers. We may see, in many cases that most of the women are more emotional, fragile and sensitive than men. Therefore different personal traits based on the gender may lead the women to remain silent. Additionally socio-cultural characteristics and patriarchal structure of Turkish society have been getting the women brought up as inner directed and without self-confidence.

Table 6: t-test Based on Gender for the Factors Causing Silence

FACTORS	Gender	N	Mean	Std. Deviation	t-value	p-value
Negative beliefs on managerial						
Female	90	3.29	.98	2,492	**.013**	
And organizational context						
Male	151	2.95	1.03			
Meaning attributed to management						
Female	90	2.79	1.03	1,913	.057	
Male	151	2.53	1.02			
Lack of confidence						
Female	90	3.21	1.02	2,649	**.009**	

Male	151	2.84	1.05			
Fears						
Female	90	2.92	1.08	1,536	.126	
Male	151	2.70	1.07			
Lack of communication						
Female	90	3.36	.99	3,289	**.001**	
Male	151	2.93	1.00			

Response categories: 1: Strongly disagree……………… 5: Strongly agree

Table 7 demonstrates ANOVA results applied to the five-factors based on the density of silence. It is found that density of remaining silent has been varied along with all five factors. In general, impacts of the five factors on the workers who report that they never keep silent or who are rarely or sometimes silent are similar. Hence there is no significant difference among these three groups. On the other hand, five factors have also similar impacts on the workers who are usually or always silent. But statistically significant differences were found between the first three (never, rarely, and sometimes) and the last two groups (usually, always). It may be an expected and normal result, supporting the internal reliability of the data.

Table 7: ANOVA Results Related to the Factors Causing Silence and Density of Remaining Silence

		DENSITY	N	Mean	Std.Dev.	F-value	p-value
Negative beliefs on managerial							
A	Never	17	2.29	.87			
and organizational context							
B	Rarely	77	2.75	1.00			
C	Sometimes	87	3.01	.90	16,294	.000	
A=B=C<D<E							
D	Usually	44	3.72	.85			
E	Always	16	4.11	.75			

	Total	241	3.08	1.02			
Meaning attributed to							
A	Never	17	2.10	.67			
Management							
B	Rarely	77	2.44	.90			
C	Sometimes	87	2.53	.95	7,237	.000	
A=B=C<D<E							
D	Usually	44	3.06	1.22			
E	Always	16	3.47	.98			
	Total	241	2.63	1.03			
Lack of confidence							
A	Never	17	2.21	.85			
B	Rarely	77	2.66	1.01			
A=B=C<D<E							
C	Sometimes	87	2.89	.91	15,057	.000	
D	Usually	44	3.63	1.00			
E	Always	16	4.03	.84			
	Total	241	2.98	1.06			
Fears							
A	Never	17	2.09	.89			
B	Rarely	77	2.46	.98			
A=B=C<D<E							
C	Sometimes	87	2.60	.88	18,478	.000	
D	Usually	44	3.53	1.01			
E	Always	16	3.97	1.01			

	Total	241	2.78	1.08			
Lack of communication							
A	Never	17	2.32	.88			
B	Rarely	77	2.86	1.08			
A=B=C<D<E							
C	Sometimes	87	2.99	.88	11,601	.000	
D	Usually	44	3.69	.87			
E	Always	16	3.89	.71			
	Total	241	3.09	1.02			

Response categories: 1: Strongly disagree……………… 5: Strongly agree

Regression analysis was used to find out which factors have been influencing the density of remaining silent. ANOVA result showed that density of remaining silent and the-five factors were linearly correlated (F: 16,009; p<0.0001), hence the model could be used to predict the density of keeping silent. According to the model, lack of confidence and fears were two factors that were statistically significant. However, negative beliefs and managerial context is demonstrating a significance about .06. Therefore, these three factors need to be investigated deeply by the hotels' management.

Table 8: Regression Analysis on the Density of Remaining Silent

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
B	Std. Error	Beta			
(Constant)					
1.282	.200		6.407	**.000**	
Negative beliefs on managerial and organizational context					
.190	.100	.191	1.903	.058	
Meaning attributed to management					
-0,00416	.076	-.042	-.550	.583	
Lack of confidence					

.168	.085	.174	1.977	**.049**	
Fears					
.224	.084	.237	2.658	**.008**	
Lack of communication					
-0,000772	.092	-.008	-.084	.933	

Dependent Variable: Frequency of remaining silent;
ANOVA result F value: 16,009, $p<0.0001$; R: .504, R Square: .254; Durbin-Watson: 1,574.

5. RESULTS

Factor analysis produced five factors; negative beliefs on managerial and organizational context, meaning attributed to management, lack of confidence, fears, and lack of communication, explaining 66 % of the variance. It was found that there was a significant relationship between the behaviour of remaining silent and gender. Hence, silence phenomenon is more common among the women then the men in hotels.

Another result is that there have been significant differences between male and female employees on three out of five factors. It was determined that negative beliefs on managerial and organizational context, lack of confidence and lack of communication have greater impact on the female respondents than males on the behaviour of remaining silent. On the factors of meaning attributed to management and fears, there was no significant difference. It may be said that different personal traits based on gender, socio-cultural characteristics and patriarchal structure of Turkish society have been causing the women being more inner directed and without self-confidence in many cases. So it makes silence very common among women.

For the managers and owners in the hotels, we recommend them to listen their employees, to try to solve their problems and to provide a mechanism that encourages the workers speak up or voice their organizational issues, problems or concerns. In so doing, silence may be broken, and offers and thoughts of the employees who don't originally speak up could be retrieved. Otherwise silence becomes the most important obstacle in the improvement and development of the organization. Hence, high labour intensity in the hotels increases the importance of employee voice. Additionally, the managers in the hotels in question should take some measures to improve organizational context including building the confidence and voice-free atmosphere instead of fears.

This study cannot be generalised since the data were collected from only four five-star hotels on the basis of the willingness to respond the questionnaire. Therefore, it is recommended to test the result of this study with a bigger sample provided from more hotels and even in peak seasons.

Since "silence" is a slippery concept, the impact of social desirability or acceptability shouldn't be neglected. Furthermore silence is a difficult issue to study or investigate, so maximal attention should be paid to the data collection process. In this survey, the researcher was not able to collect the data face to face because of time and monetary problems. Face to face data collection and in-depth interviews are highly recommended to the researchers who intend to study silence.

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