

THE EFFECT OF MARINE TOURISM ACTIVITIES AND THE INTEGRATED STRUCTURE OF RURAL TOURISM ON DESTINATION ATTRACTIVITY: THE CASE OF TURKEY- EDREMIT

DENİZ TURİZMİ FAALİYETLERİ VE KIRSAL TURİZMİN ENTEĞRE YAPISININ DESTINASYON ÇEKİCİLİĞİ ÜZERİNE ETKİSİ: TÜRKİYE-EDREMIT ÖRNEĞİ

Erdal ARLI*, Pınar TOPÇU**, İrşad BAYIRHAN***, Mehmet Sıtkı SAYGILI****

ABSTRACT: Along with the Covid-19 pandemic, there have been some trend changes in the tourism attractiveness of cruise destinations. It is predicted that cruise tourists will be away from the city crowd and will prefer destinations that are intertwined with nature and rich in oxygen. Edremit district of Turkey/Balıkesir and the region; since it is one of the regions with the most oxygen in the world, including Mount Ida, is one of the favourite destinations. The aim of this study is to determine the effects of marine tourism activities on tourism attractiveness of destinations and reveal the integrated structure of marine tourism and rural tourism. In this research, data collection process was carried out with a questionnaire. Hypotheses have been tested using AMOS SEM and SPSS. According to the results, in the relationship between marine tourism attractiveness and marine tourism activities of Edremit, it is seen that there is a significant and positive relationship, excluding sea-sand-sun and water sports. The highest level of relationship is with cruise ships ($p= 0.000$, $r= 0.298$).

Anahtar sözcükler: Edremit, tourism attractiveness, marine tourism, rural tourism, Turkey.

ÖZET: Covid-19 pandemisi ile beraber kruvaziyer destinasyonların da turizm çekicilik unsurlarında bazı trend değişimleri yaşanmaktadır. Kruvaziyer turistlerin daha çok şehir kalabalığından uzak olacakları, doğayla iç içe ve oksijen açısından zengin olan destinasyonları tercih edecekleri öngörülmektedir. Türkiye'nin Balıkesir İlinin Edremit İlçesi ve çevresi Kazdağları da dahil olmak üzere dünyanın en fazla oksijene sahip bölgelerinden biri olması nedeniyle gözde destinasyonlardan biridir. Bu çalışmanın amacı deniz turizm faaliyetlerinin destinasyonların turizm çekicilik unsurları üzerindeki etkisini belirlemek ve deniz turizmi-kırsal turizm bütünleşik yapısını ortaya koymaktır. Bu çalışmada veri toplama süreci anket ile gerçekleştirilmiştir. Hipotezler AMOS YEM ve SPSS kullanılarak test edilmiştir. Sonuçlarda, Edremit'in deniz turizm çekiciliği ile deniz turizm faaliyetleri ilişkisinde deniz-kum-güneş ve su sporları hariç, deniz turizm faaliyetleri arasından anlamlı ve pozitif bir ilişkin olduğu görülmektedir. En yüksek ilişki düzeyinin kruvaziyer gemilerle olduğu görülmektedir ($p= 0,000$, $r=0,298$).

Keywords: Edremit, turizm çekiciliği, deniz turizmi, kırsal turizm, Türkiye.

*Prof. Dr., İstanbul Üniversitesi, Deniz Bilimleri ve İşletmeciliği Enstitüsü, İstanbul-Türkiye, e-posta: erdal.arli@istanbul.edu.tr, ORCID ID: 0000-0002-7825-0910

**Doktora Öğrencisi, İstanbul Üniversitesi, Deniz Bilimleri ve İşletmeciliği Enstitüsü, İstanbul-Türkiye, e-posta: pinartopcu22@gmail.com, ORCID: 0000-0002-0082-6991

***Arş. Gör., İstanbul Üniversitesi, Deniz Bilimleri ve İşletmeciliği Enstitüsü, İstanbul-Türkiye, e-posta: ibayirhan@istanbul.edu.tr, ORCID ID: 0000-0001-9404-399

****Dr. Öğr. Üyesi, Bahçeşehir Üniversitesi, Meslek Yüksekokulu, İstanbul-Türkiye, e-posta: mehmet.saygili@vs.bau.edu.tr, ORCID ID: 0000-0001-9834-815

INTRODUCTION

It is known that the interest of many tourists in alternative tourism has increased in recent years. Especially with the Covid-19 pandemic process, tourists have started to prefer tourism types such as summer cottage, health, culture, diving and yacht tourism in regions far from the city center, where there is less human interaction and high social distance (Acar, 2020: 15; Arlı, 2020: 120; Aydın & Doğan, 2020: 100; Crossley, 2020: 542; Demir, et al., 2020: 97). It indicates that there will be radical changes in tourism services and trend changes in tourism product diversity. In addition, an opportunity has occurred for each alternative holiday destination, the preference of which has been increasing, to reach a certain tourism infrastructure maturity and to affect the development of the region by tourism inputs. It is understood that the effects of the Covid-19 epidemic will continue for a while and the increase in the alternative holiday trend that already exists in this process will continue. On the other hand, it can be said that an understanding of tourism, in which trips with smaller groups coming together, vehicles providing services with lower capacity and hygiene factor being at the forefront is expected to be preferred (Özdemir, 2020: 233).

It is expected that the new tourism understanding will increase the demand for alternative tourism types by bringing the nature and culture-based destinations to the forefront and countries like Turkey which particularly have advantageous position in the marine tourism will be preferable (Özçoban, 2020: 853). In their new marketing strategies, especially cruise companies have been trying to tend to destinations that are far from the crowd and include rural areas, rather than the city center and crowded center destinations. In this sense, Edremit, which has a natural area such as Mount Ida and its surroundings, is among the choices of vacationers for both marine and nature tourism. Moreover, marine tourism contributes significantly to the development of tourism in the region with its profitability and the potential of attracting intense number of tourists. The economic impact of daily cruise tourists, foreign boaters and weekly tour tourists on the development of the region will be higher, especially compared to a classical tourist (Ayazlar & Ayazlar, 2016: 204).

This study was carried out with people who live in Edremit, a nature tourism area, particularly with Mount Ida, having the most oxygen in the world, in order to determine the awareness of their own tourism attraction elements and the position of the marine tourism components. During the research process, the basic content of the questionnaire used in the research was formed and then its questions were prepared by interviewing the directors working in Edremit and the people from the public.

THEORETICAL FRAMEWORK

Edremit, located at the north of the Aegean region of Turkey is a tourist district of Balıkesir province. The province of Balıkesir has the Marmara Sea in the north and the Aegean Sea in the west, and it hosts rich touristic centers along the Edremit Bay. The traces of settlements identified in Edremit Bay reach up to 50,000 BC (T.C. Edremit Municipality, 2020). The history of the Adramytteion settlement dates back to pre-Trojan War period as an important city in the ancient region of Mysia.

Throughout history, Edremit's being a coastal city has provided a very important advantage in its economic and socio-cultural development. These activities of the city, in which maritime activity has existed since ancient times continued after the region came under Turkish rule. Karesi Principality, also known as a maritime community, was established in this region and made a name especially in the field of shipping. For this

reason, important naval shipyards of the Ottoman Empire were established in this region. While local residents were active in the Mediterranean as Turkish pirates, later they joined the Ottoman navy and took important positions (Gökçe, 2018: 51).

Many piers on the Edremit coast, which were used very actively in the Ottoman period, enriched the region in terms of trade. Among the most important of these piers are Akçay, Avcılar, Ilica, Ayvalık, Kemer-Edremit and Zeytinli. The proximity of Edremit to the Aegean islands, the fact that Istanbul constitutes a point on the maritime trade route and the supply of some valuable goods and services to Istanbul from Edremit for many years has greatly improved the economic life of the region. The olive oil produced in the region, soap, timber obtained from Mount Ida and trade of the merchants coming from outside the city for coffee, fabric, spice and rice, and the transportation of all these products to Istanbul by sea were of vital importance. This situation has led to a dynamic economy and enrichment of the socio-cultural life in the region over time, with significant human resources dealing with maritime trade, shipyard business, seafarers and maritime transport (Gökçe, 2018: 37).

Today, this ancient relationship of the region with maritime makes itself felt especially in the field of marine tourism. When the economic structure of the district is examined, it is seen that tourism activities are concentrated in the coastal regions, and there is employment in the agriculture and industry sectors in the interior. Edremit welcomes many local and foreign tourists every year with its very large bays and blue flag beaches along the coast. In addition, Mount Ida National Park, Altınoluk, Akçay and Edremit with its geothermal resources is a rich tourism geography where various tourism activities such as sea, mountain and hot springs are experienced all year long. With these opportunities, it also stands out as a center where a sustainable tourism understanding can be implemented (Ataman, 2018: 102).

Mount Ida, where the water used in the city is supplied, is also home to rich thermal springs. Although thermal tourism thrive in Edremit, it is still behind the average of Turkey in terms of occupancy rates (İlban et al., 2016: 182). In terms of accommodation facilities, there are 164 active hotels and hostels in Edremit, while the total bed capacity in these facilities is 12,341 (Ataman, 2018: 114). Although Edremit is a center where the demand for tourism potential has been constantly increasing, it experiences the seasonality effect of tourism considerably. Therefore, the quality of the facilities in the region are also highly affected by seasonality. However, the rich alternative tourism resources of the region have enabled the development of tourism types such as sea, culture, mountain, nature, gastronomy and thermal tourism, and the number of tourists coming to the region increases each year at a considerably higher rate than the previous year (İpar & Doğan, 2013: 132).

In addition, various traditional festivals and events reflecting the historical and cultural characteristics make a significant contribution to the promotion and tourism of the region. Music events, shows, competitions and local cuisine are offered in these organizations, especially in summer with intense participation of peoples (T.C. Edremit District Governorship, 2020).

The main maritime access of Edremit and the Gulf is provided from Ayvalık Port and also the marina in Ayvalık and Burhaniye are actively used. Tours organized by sightseeing boats along the coastline are frequently preferred by tourists (GMKA, 2014: 10). The region is also an important center for yacht tourism. Yacht tours to historical and nature tourism centers such as Foça-Phokaia, Altınoluk-Antandros, Asos-Truva, Güre-

Astyra, Lesbos Island, Akçay, Dikili-Atarneus, Ayvalık Islands-Cunda, Çandarlı-Pitane, Karaburun from the pier located in Burhaniye Marina area is planned (İlban et al., 2016: 184).

There is a Sailing Specialization Sports Club in the district (T.C. Edremit District Governorship, 2020). The fact that Edremit Bay has a rich and vibrant underwater world and winds specific to the region are seen as tourism potentials that cannot be evaluated such as sailing and windsurfing. This is an issue that should be considered, given that the region is suitable for water sports facilities (Ataman, 2018: 101). In addition, it has been observed in the studies that the irregular structuring in the region causes negative effects on the coastal resources and ecosystem (İrtem & Karaman, 2004: 8). For this reason, with a coastal areas management program compatible with the natural environment of the region, it will be a more correct ground to prevent the construction activities that will disturb the ecological balance and to create the necessary policies for sustainable tourism facilities.

METHOD

Purpose of the Research

With Covid-19, one of the most affected sectors has been marine tourism. Due to the Covid-19 virus, which has a more contagious effect in crowded and indoor environments, it is thought that cruise tourists will prefer destinations and travel programs that are especially rich in oxygen, away from the city crowd in the countryside and nature. In this sense, Edremit District and Balıkesir region in Turkey, including Mount Ida with the world's highest oxygen level, is a candidate to become one of the most ideal destinations of land tourism for tourists coming to the region by marine tourism activities. This also applies to many marine tourism activities such as local and foreign yacht owners, tourists willing to participate in weekly and daily tours with yachts, and diving.

In this context, Edremit is one of the rare regions with an integrated structure of rural and marine tourism, which is a candidate to become the new trend of tourism, which includes both the Mount Ida, one of the richest regions in the world in terms of oxygen, and marine tourism activities. The aim of this research is primarily to determine the effects of marine tourism activities on tourism attractiveness factors of destinations and to reveal the integrated structure of marine tourism and rural (nature) tourism.

In this study, quantitative research method and questionnaire technique was used to achieve the aims of the research. In the literature review, it was seen that there were no studies on the subject covered and therefore, scale development was utilized. In the establishment of the scale questions, local and private sector employees residing in Edremit District, tradesmen who have their own workplaces and senior and mid-level managers (municipality, tourism offices, travel agencies, tour operators, port authority) as well as expert opinions from the public (35 people), and the opinions of academicians / vocational teachers (5 people) were also taken. Expert opinions were determined by phone and e-mail in-depth interview method due to Covid-19 measures in December 2020. During the interviews, the experts were asked to rank the factors related to marine tourism that affect/may affect the tourism attractiveness of the Edremit destination.

As a result of the answers obtained, the following elements were determined:

- Foreign cruise ships and cruise tourists
- Cruise port to be put into service

- Marine management and foreign yacht owners
- Boats making daily and weekly tours
- Sea-sand-sun trio
- Water sports
- Shipyards that build yachts

H1: There is a statistically significant relationship between the marine tourism attractiveness of the Edremit destination and the marine tourism activities at the 95% confidence interval.

In addition, it has been stated that Mount Ida is one of the important elements that will increase the attractiveness of sea tourism.

H2: There is a statistically significant relationship between the marine tourism activities of the Edremit destination and Mount Ida at the 95% confidence interval.

The five-point Likert scale survey questions prepared in this regard were presented to the opinions of both experts and academicians / vocational teachers. As a result of the examinations, it was stated that the scale items for the tourism attractiveness of Edremit District reflected the purpose of the study.

In the first stage, a pre-test was applied to 21 people from different segments of society residing in Edremit District. As a result of the pre-test, it was determined that the items of the scale reflected the purpose of the research and there were no items that were difficult to understand. Data collection was carried out between 05.01.2021-14.01.2021 via the Google Form URL access link, via e-mail and whatsapp. Due to the difficulty of reaching all the people of Edremit due to time and cost constraints, 176 people who were willing and volunteered to answer the questionnaire responded. Nine of the questionnaires were excluded because they were filled incorrectly and incompletely, and 167 questionnaires were evaluated.

In the data collection process; respondents were selected by non-random, snowball sampling and convenience sampling method. Normal distribution, reliability and validity analyzes of the research scale were tested with AMOS SEM and SPSS package program, and hypotheses were tested with correlation analysis.

In Edremit District, 167 participants were asked to evaluate the options in order to determine the factors that may have an impact on tourism attractiveness and the level of importance from 1: Not at all to 5: Very important; The normal distribution of the questions, the effect of validity, reliability tests and attractiveness factors were obtained as follows.

RESULTS

Demographic Characteristics

Among the participants who answered the questionnaire, 82 people are men and 85 people are women. In terms of age, there are 13 participants between 18-25 years old, 30 between 26-35 years old, 66 between 36-45 years old, 31 between 46-55 years old and 27 over 56 years old. Considering the marital status of the participants, 131 participants were married and 36 participants were single. In terms of education level, there are 44 participants with primary / secondary school and high school graduates, 26 participants with associate degrees, 61 participants with undergraduate degrees and 36 participants with graduate degrees. Considering the residence time of the participants in Edremit, there are 65 participants between 1-5 years, 16 participants between 6-10 years, 22 participants

between 11-15 years, 8 participants between 16-20 years and 56 participants over 20 years.

Normal Distribution Values of Scale Items

The skewness, kurtosis and multivariate values of the items used and analyzed in the scale are as follows;

Table 1. The Skewness, Kurtosis and Multivariate Values of the Items

Variable	skew	c.r.	kurtosis	c.r.
Shipyards building yachts	-,468	-2,471	-,771	-2,034
Water sports	-,964	-5,085	,819	2,159
Sea sand sun	-1,048	-5,529	,077	,204
Weekly tour yacht businesses	-1,224	-6,458	2,281	6,018
Daily tour yacht management	-1,028	-5,424	1,463	3,859
Foreign yacht owners	-1,038	-5,478	,800	2,111
Marina	-1,573	-8,300	2,482	6,546
Foreign cruise ships	-1,336	-7,048	1,461	3,854
Foreign cruise tourists	-1,362	-7,187	1,415	3,733
Cruise Port	-1,396	-7,363	1,635	4,312

In the table1, it is seen that the skewness and kurtosis values of the scale items used to determine the factors that have / may have effect on the tourism attractiveness of the Edremit district are within reasonable values and the variables are normally distributed.

Reliability analysis for Edremit district's tourism attractiveness factors

In order to test the reliability of the scale used in the study, Cronbach's Alpha reliability coefficient was analyzed and the following result was found.

Table 2. Reliability Analysis for Tourism Attractiveness Elements

Cronbach's Alpha	N of Items
,905	12

As seen in the Table 2, reliability analysis revealed a Cronbach's Alpha value of 0.905. This result shows that the research questions are of high reliability and can be analyzed statistically.

Validity analysis of Edremit district's tourism attractiveness elements

In order to test the validity of the scale for tourism attractiveness used in the study, an exploratory factor analysis was performed to determine the values of Total Variance Explained-Extraction Sums of Squared Loadings-Cumulative, as well as Kaiser-Meyer-Olkin (KMO) and Bartlett test were shown in Table 3 and the following results were found.

Table 3. KMO and Bartlett's Validity Test

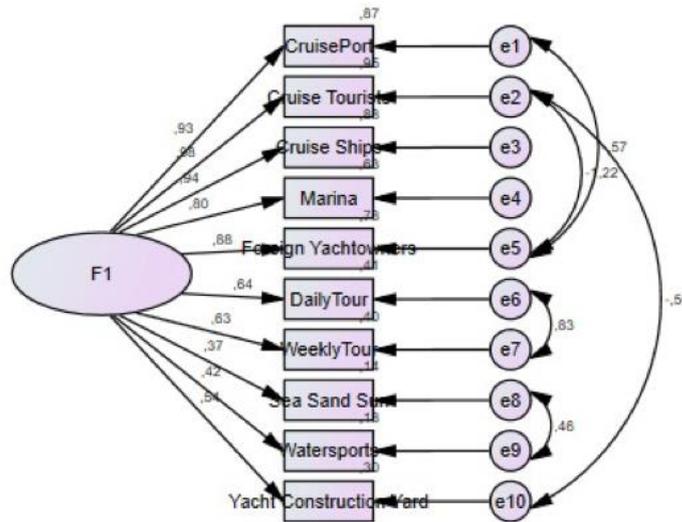
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		,857
Bartlett's Test of Sphericity	Approx. Chi-Square	1542,965
	df	66
	Sig.	,000

In the exploratory factor analysis made in line with the results obtained from the participations in order to determine the tourism attractiveness elements and importance level of Edremit District, the KMO value was determined as 0.857 and Bartlett's Test of Sphericity; df: 66, Significance: 0.000. In addition, the variables were grouped under 3 factors. Total Variance Explained (Extraction Sums of Squared Loadings-Cumulative) was determined as 72, 316%. These values statistically show that the questions used in the analysis are valid.

Marine tourism activities confirmatory factor analysis-measurement model

In order to test the validity of the scale items for the sea tourism attractiveness of Edremit District used in the research, confirmatory factor analysis was conducted, and the following results were found.

Figure 1. Confirmatory Factor Analysis-Measurement Model



As a result of confirmatory factor analysis, the fit indices were obtained as follows.

Table 4. Confirmatory Factor Analysis Fit Index Results

	Result	Acceptable Fit Criteria
CMIN/df	2,878 (86,328/30)	CMIN/df ≤ 5
CFI	,964	.90 ≤ CFI ≤ .95
GFI	,902	.90 ≤ GFI ≤ .95
AGFI	,820	.85 ≤ AGFI ≤ .90
NFI	,946	.90 ≤ NFI ≤ .95
RMSEA	,106	.05 ≤ RMSEA ≤ .10
Standardized RMR	,0605	.05 ≤ SRMR ≤ .10
NNFI (TLI)	,945	90 ≤ NNFI (TLI) ≤ .95
IFI	,964	.90 ≤ IFI ≤ .95

According to the results of the fit indexes obtained in the study, it is understood that the questions about the factors that can affect the tourism attractiveness in Edremit District are valid and can be analyzed.

There is a consensus among academics about giving CMIN / df value in studies related to the Structural Equation Model (Mulaik et al., 1989:430). Additionally, McDonald and Ho (2002); CFI, GFI, NFI and NNFI (TLI) indices, Garver and Mentzer (1999) RMSEA, CFI and NNFI (TLI) values, Brown (2006), RMSEA, SRMR, CFI and NNFI (TLI) and Iacobucci (2010), They suggest that CFI and SRMR fit criteria should be presented in research (İlhan & Çetin, 2014).

Regression analysis for determining the factors that may affect the tourism attractiveness of Edremit district

The results of the regression analysis conducted by the AMOS SEM program to determine the factors that can affect the tourism attractiveness of Edremit District and their efficiency levels are shown in Table 5.

Table 5. Regression Analysis Results

			Estimate	S.E.	C.R.	P	Standardized Weights	Squared Multiple Correlation
Cruise Port	<---	F1	1,000				,931	,868
Foreign Cruise Tourists	<---	F1	,993	,036	27,606	***	,977	,954
Foreign Cruise Ships	<---	F1	,997	,042	23,803	***	,939	,881
Marina	<---	F1	,808	,053	15,108	***	,797	,634
Foreign Yacht Owners	<---	F1	,944	,062	15,296	***	,883	,781
Daily Touring Yacht Management	<---	F1	,568	,055	10,294	***	,641	,411
Weekly Touring Yacht Management	<---	F1	,558	,055	10,097	***	,633	,401
Sea sand Sun	<---	F1	,230	,045	5,153	***	,372	,139
Water sports	<---	F1	,310	,053	5,905	***	,419	,176
Shipyards Building Yachts	<---	F1	,700	,088	7,983	***	,545	,297

P: *** <0.001 Confidence Interval

When the Table 5 is examined, it is seen that the predictive power and explanation levels of the variables for the marine tourism activity of the latent variable F1 are significant.

Examining the relationship between marine tourism attraction and the mount Ida and marine tourism activities

Correlation analysis was conducted to determine whether there is a significant relationship between sea tourism attractiveness and sea tourism activities and Kaz Mountains for Edremit District and the following results were obtained.

Table 6. The Relationship Between Marine Tourism Attractiveness, Mount Ida and Marine Tourism Activities

		Marine Tourism Attractiveness	Mount Ida
Cruise Port	Pearson Correlation	,242**	,297**
	Sig. (2-tailed)	,002	,000
Foreign Cruise Tourists	Pearson Correlation	,279**	,227**
	Sig. (2-tailed)	,000	,003
Cruise Ships	Pearson Correlation	,298**	,195*
	Sig. (2-tailed)	,000	,011
Marina	Pearson Correlation	,290**	,165*
	Sig. (2-tailed)	,000	,033
Foreign Cruise Ships	Pearson Correlation	,214**	,201**
	Sig. (2-tailed)	,007	,009
Daily Touring Yacht Management	Pearson Correlation	,155	,254**
	Sig. (2-tailed)	,051	,001
Weekly Touring Yacht Management	Pearson Correlation	,168*	,223**
	Sig. (2-tailed)	,035	,004
Sea Sand Sun	Pearson Correlation	,020	,354**
	Sig. (2-tailed)	,806	,000
Water sports	Pearson Correlation	-,017	,438**
	Sig. (2-tailed)	,835	,000

Shipyards Building Yachts	Pearson Correlation	,220**	,189*
	Sig. (2-tailed)	,005	,015
**. Correlation is significant at the 0.01 level (2-tailed).			
*. Correlation is significant at the 0.05 level (2-tailed).			

When Table 6 is examined, it is seen that there is a significant and positive relationship between the sea tourism attractiveness of Edremit District and other sea tourism activities excluding sea-sand-sun and water sports activities. It is understood that the activities with the highest correlation are cruise ships, marina management, cruise tourists and cruise port. According to this result, it can be said that cruise tourism and marina management are perceived as a priority by the participants in the development of marine tourism attractiveness of Edremit District. According to the results obtained, the H1 hypothesis is accepted.

Also, in the Table 6, it is remarkable that Mount Ida are in a meaningful and positive relationship with all maritime activities. Accordingly, the H2 hypothesis is accepted. In addition, it can be said that Mount Ida is one of the most important rural tourism regions of both Edremit District and Turkey and its surroundings.

Mount Ida is one of Turkey's most visited destinations in terms of rural tourism by many domestic and foreign tourists. *"Homer refers to Mount Ida as 'the mother of wild animals with abundant springs' in Iliad. There are springs all over Mount Ida. Even at an altitude of 1500 meters, there are springs with water during summer and winter. The ice-cold and abundant drinking and utility water of Edremit, Akçay and Altınoluk are the melting snow water of Mount Ida. When the forest air coming from Mount Ida and the iodized and oxygen-rich air of the sea are combined, the vicinity of Altınoluk Şahinderesi Strait is described as an oxygen tent. It has been determined to be one of the top three places in the world in terms of oxygen abundance. "* (<http://www.balikesir.gov.tr/kazdaglari>, Access Date: 10.04.2021)

CONCLUSION

With the Covid-19 pandemic process, tourists can now be held outdoors in areas far from the city center and crowds, where there is less human interaction and social distance is high; started to prefer tourism types that include activities and hobbies such as hiking, trekking, mountaineering, bird watching, swimming, bicycle and motorcycle, jeep safari tours, recreation areas. As a destination that meets these conditions, Edremit and its surroundings are among the reasons for preference of both land and sea vacationers. Also, as a tourism attraction, it has the potential to combine both rural and marine tourism attractiveness elements. While the gulf region has the qualifications to respond to marine tourism, the Mount Ida have the qualifications to respond to rural tourism. In this respect, in the research, marine tourism activities for the marine tourism attractiveness of Edremit and its surroundings were tried to be determined and it was evaluated whether there was a significant relationship between these activities both with the marine tourism attractiveness for Edremit District and with Mount Ida. According to the results of the research, it is seen that the most prominent activities in Edremit's marine tourism attractiveness are perceived as cruise tourism and marina management by the people of Edremit. It is seen that Mount Ida is also related to all marine tourism activities. Here, the fact that Mount Ida is one of the important rural tourism regions of Turkey is thought to support this relationship.

Therefore, both during the pandemic period and after the pandemic, the new holiday concept, which includes nature and healthy clean air with plenty of oxygen, away from

the crowded city center, Edremit District turns out to be one of the important destinations in this regard, when combined with marine tourism activities. In addition, the significant and positive correlation between Turkey's rural tourism capital Mount Ida and marine tourism activities supports the integrated structure of rural tourism-marine tourism, which is a candidate to be the most ideal tourism concept for today. It is thought that Edremit and its surroundings will be one of the most ideal examples for this integrated structure in the world. Even health tourism can be added to this structure.

As a result, it is thought that the new tourism understanding, which can mean combining marine tourism and rural tourism, will bring Edremit Bay to the fore. In this direction, transfers of tourists coming to the region by sea to Mount Ida, one of the regions with the highest oxygen in the world, can be organized by local authorities or the public. In this context, it is recommended to establish a cruise port and marina operation in Edremit Bay and to develop new marketing strategies, as well as to highlight the expression as the capital of the world's sea-rural-health integrated tourism concept in the promotion activities for Edremit and its surroundings.

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