A sustainable approach to social tourism development: The case of İzmir city

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Abstract

The main purpose of this study is to research social tourism within sustainable tourism approach and to produce proposals for İzmir on this issue. It is pointed out in this study that, nowadays, very diverse practices of social tourism policies in the world have the objective of increasing individual and social wellbeing and quality of life focusing on the social inclusion with more humanistic point of view for the people who cannot participate in holidays because of their physical, financial and alike disadvantages. Following the theoretical part comprising the review of the resources about the studies of national and international organizations and the legal principles and implications of social tourism in different countries from the world including Turkey about the social tourism within the sustainable tourism approach; comes the practical part of the research. In this part of the study, the data gathered by semi-structured interviews with the representatives of the institutions concerned with social tourism mentioned in the related part of "Tourism Strategy of Turkey 2023, Action Plan 2007-2013" is analyzed with Nvivo11 qualitative data analysis program and the results and suggestions are inferred with content analysis. Consequently, the study brings a sustainable perspective to social tourism in İzmir, contributes to the literature and brings concrete suggestions that may lead the representatives of the sector for the development of social tourism in İzmir with a sustainable approach.

Keywords: *Social Tourism, Sustainable Tourism, Social Inclusion, Well-being, Quality of Life, İzmir*

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1. Introduction

Social tourism, shown among the promising niche study areas in recent years and representing millions of people is at the core of the humane point of view to tourism (Belanger and Jolin, 2011: 481). Each passing day, the number of international academic studies themed social tourism increase with numerous publications such as articles, e-books and alike (Chauvin, 2002; Jolin, 2003; Hazel, 2005; Minnaert, Maitland and Miller, 2009a and 2009b; McCabe, Joldersma and Li, 2010; Minnaert, Maitland and Miller, 2011; Minnaert, Maitland and Miller, 2013; Hunter-Jones, 2011; Bıçkı, Ak and Özgökçeler, 2013; Kakoudakis, 2014; McCabe and Diekmann, 2015; Garcés et al., 2015; Sonuç, 2016).

Haulot (1982) tells that resulting from the participation of the low-income social groups to tourism and leisure activities, the tourism type which is supported socially and politically and which is transforming the rest and leisure rights to practical reality is called as social tourism.

Minnaert et al. (2011) emphasizes that social tourism is developing as an area of research and there is a need for more research in order for the scientification of the social tourism concept. In this context, Jafari (2001) has explained in his research how to develop the "scientification" for the tourism studies and tells that the knowledge and theory in tourism research generally considered under four topics: *legislative regulation, planning for the future, harmony* and *knowledge-based*. A similar "scientification" idea was developed within the scope of sustainable tourism by Hardy, Beeton and Pearson (2002: 490). Considering the nature of sustainable tourism which is reacting to paradigmatic approaches and the difficulties faced with about its description, these writers opened to discussion the question of the development of sustainable tourism both theoretically and practically. Following these discussions, the sustainable tourism has been divided into sub-categories, criticized and its particulars revealed (Weaver, 2006; Liu, 2003; Ko, 2005). The relationship of sustainable tourism with different types such as ecotourism, community-based tourism, responsible tourism, alternative tourism has been realized (Clifton and Benson, 2006; Medina, 2005; Carbone, 2005; Okazaki, 2008; Chok et al., 2007; Lane, 1994; Wall,

1997). All these concepts need a specific description and they continue to be a growing research area.

Similarly, thanks to each new study, the increasing academic interest to the topic, social tourism concept is getting rid of the meaningless label, it is defined more clearly and it is divided into sub-categories. In this context, it is indicated by Minnaert et al. (2011) that for the development of social tourism both sectoral and academically, it is important to make a description of social tourism showing all types and components it covers and not being unnecessarily restrictive for the sector. Minnaert et al. (2011: 414) suggest as a description of social tourism as tourism having the primary concern to benefit either the host or the visitor, carrying an additional ethical value. They self-criticize their own definition as being restricted to own types examined in their study and not being able to generally explain the different evolution of social tourism and its own characteristics. They justify that however, the their description has a role to position social tourism against the merely economic reconstruction projects (Minnaert et al., 2011).

McCabe, Minnaert and Diekmann (2011) analyzed the social tourism systems and practices in Europe which enable disadvantaged people benefit from tourism. In their study, examples of systems and practices of social tourism realized by various actors such as public bodies, charities, non-governmental organizations from different countries such as United Kingdom, Ireland, Belgium, Denmark and Poland are mentioned. In this study which examines the concepts and contents about social tourism with an interdisciplinary approach; *social inequality, sustainability, family factor, mobility and welfare society* are evaluated as the important topics creating the theoretical frame of social tourism (McCabe, Minnaert and Diekmann, 2011).

Another research by McCabe, Joldersma and Li (2010) shows the connection between social tourism participation of low-income families and their subjective well-being and quality of life. As a result of this study, families who participated holidays told that holidays made positive effect on their quality of life. Additionally, with this study, the social benefit of holidays to family and society life is proven and the writers suggest that there is a need for more study about this subject. Also it is underlined that, building bridges

between tourism and social sciences, social tourism is a very valuable cross-disciplinary and inter-disciplinary research area related with health, sociology and social policies.

As it is seen, social tourism is increasingly becoming the topic of academic publishings in the recent years. A research about this area of study in İzmir will meet a niche study area as emphasized by Belanger and Jolin (2011).

Social tourism being evaluated as a constituent of sustainable tourism (Baumgartner, 2011; Griffin and Stacey, 2011) is researched in this study to find out how social tourism can be practised in İzmir with a sustainable approach. Thus the main question of the study is how can social tourism with a sustainable approach be applied in İzmir? This main question is comprised of sub-questions as follows:

"How can be defined the actors of social tourism and their roles in developing social tourism with a sustainable approach?"

"How can be defined the users of social tourism products and the social tourism practices matching their needs with a sustainable approach?"

"How can be defined the sustainable social tourism products shaped according to the needs of the users and comprising the definition of the roles of the actors contributing to sustainable development of tourism in İzmir?".

The research aims to develop the suggestions of practices which can increase the positive effects of social tourism with a sustainable tourism approach in İzmir and thus lead the sector professionals and contribute to the academic literature. İzmir is chosen as the case of study for many reasons. Besides its natural, historical and cultural values and its advantageous geographical situation, being a pioneer for many actions such as inauguration of the İzmir International Fair[3] occurring simultaneously with the İzmir Economic Congress (First Congress of Economy[4]), İzmir is preferred for its high potential for implication of social tourism with a sustainable approach.

In the theoretical part of the study, the definition of sustainable tourism concept, the changes that it has had until today and as a result of the scientific studies the new sub-categories ensueing from the contemporary process of redefinition, the evolution and the present state of social tourism in the world, in Turkey and in İzmir are among the topics which are examined.

In the practical part of the study, the research method and results are exhibited. The qualitative research method is chosen as appropriate research method to matching suitably with the aim and answering to questions of the research. The data gathered by the semi-structured in-depth interviews made with the specialized representatives of the field is registered on computer after voice-recording and is coded with NVivo11 qualitative data analysis program and then analysed with the content analysis method. In the light of information gathered by analysis of the findings, proposals of solutions about how to practice social tourism with a sustainable approach contributing to the development of sustainable tourism in İzmir are made. The results of the research is aimed to contribute to the literature, to guide the sector representatives and to bring proposals to develop social tourism with a sustainable approach.

2. Definitions of social tourism concept

One of the earliest definitions made by Hunzicker states that social tourism is the phenomenon and relationships resulting from the participation of the disadvantaged or of those who are financially weak in the society to the travel in tourism area (Hunzicker 1951, as cited in Minnaert et al., 2011). A similar definition of social tourism is made by Hall (2000:141) in a later study as the phenomenon and the relationships appearing in the tourism field as a result of the participation of the people financially weak or having other kind of disadvantages to tourism activities.

Another important academic source written about the social tourism by Robert Lanquar and Yves Raynouard being "Le Tourisme Social" has as the opening word of the book by D. Mitrani emphasizing

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[3] İzmir International Fair (IEF) is told to have been attracting both the domestic and international tourism and by reviving the domestic tourism contributes to the development of social tourism(Usta, 1982: 10).

[4] The First Congress of Economy of the Republic of Turkey ('İzmir İktisat Kongresi' in Turkish) (Occured between February, 17 and March, 4 1923) (Wikipedia).

that there are a large number of people not going on holiday and in addition to that, many people are unable to go on holiday unless they are supported financially which is phrased by the concept of "social tourism" (Lanquar and Raynouard, 1978: 3). Here as a distinctive feature of social tourism, the *supporting mechanism* is emphasized.

In another source, social tourism is defined as a special type of tourism which is intented for the participation of the population with low-income to tourism activities who can't reach the possibility to join tourism movements because of their limited budget (Usta, 1982: 19).

Haulot (1985) who was one of the founders of International Social Tourism Organization (OITS[5]) states that social tourism appeared with the paid holiday right provided for the workers in 1936. Haulot says that, social tourism the primary aim of which is to increase the accessibility to tourism by a large mess of the population favors and enhances the collaboration between the stakeholders serving in tourism industry. Haulot also emphasizes the aim of philosophy of social tourism being the respect to natural and social environment of the people thus supporting the information that social tourism is *a sub-type of tourism serving the sustainable tourism* (Haulot, 1985).

Social tourism is defined as being comprised of the phenomenon and relationships which makes the holiday right, programs and practices effective and aims the accessibility to tourism of all the groups of the society -especially young people, families, people with limited physical capacity- and aims to create the quality relationships between the hosts and visitors by Delisle and Jolin (Jolin, 2003: 6; Delisle and Jolin, 2007: 43). According to this definition, social tourism is aimed to become *a tool for local development* while foregrounding a touristic activity which *respects to people's identities* and which is *included to social economy* and providing the *solidarity*.

Minnaert et al. (2007, 2009a, 2011) suggests as social tourism definition as, a tourism type having an

additional *ethical valu*e the primary concern of which is to *benefit the host or the visitor*.

Global Code of Ethics for Tourism, Articles 3-4 and 7[6] are taken into consideration when trying to form a modern definition and practice of the social tourism by the studies of the ISTO (WTO, 1999). Concordantly, it is stated by OITS that in order to *prevent social exclusion* which is the opposite of this term, *social inclusion* should be effectively supported and the way for realizing this objective is with tourism which has become a social, cultural and economic facts. It is also emphasized by OITS that it is an extreme *mistake to evaluate social tourism as poor tourism* (OITS, 2010).

As a result of the rising academic interest to social tourism as a topic, with the contribution of each new study social tourism concept is defined more clearly and divided to sub-categories and gets rid of the tag to be meaningless. It is essential for the development of the social tourism's sectoral growth to create a general definition including all sub-types of the concept, however, it shouldn't be unnecessarily restrictive (Minnaert et al., 2011).

2.1. Types of social tourism

The positioning and placement of social tourism practices compared to other touristic products can differ according to the regional characteristics in the different parts of the world. As an example, on a study made about the sustainable tourism development in Guadeloupe, a Caribbean Island, renting from owner and social tourism products are classified as sustainable and reasonable priced (Sonuç, 2009: 8). The positioning of social tourism products versus the other tourism products is as important as the positioning of the social tourism products among themselves.

The characteristic of social tourism revealing its difference from the other tourism types is the determination of *social outcomes* as primary concern relating with the core social development objective; while on the other hand, in other types of tourism, social effects are only one of the outcomes (Minnaert et al., 2007; 2009a; 2011).

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[5] At present ISTO is used as abbreviation of International Social Tourism Organisation. OITS was also used for same purpose before. BITS also means the same organisation and stands in French for Bureau International du Tourisme Social.

[6] Article 3 is about sustainable tourism, Article 4 is about the use and value of cultural heritage for tourism and Article 7 is about tourism as a right.

Social tourism types are classified as "*visitor-related*" and "*host-related*" which presents how the aims of social tourism are applied to visitors and host by Delisle and Jolin (2007). According to this categorization:

- From the angle of *visitor*: Responsible Tourism (le tourisme responsable), social tourism (le tourisme social), solidarity tourism (le tourisme solidaire). These tourism types emphasize that the main benefit is for the visitor side.

- From the angle of *host*: Isolated Tourism (tourisme enclavé), Integrated turizm (tourisme intégré), Fair tourism (tourisme équitable), community tourism (tourisme communautaire). In these tourism types, the benefit is for the local *host* people who are visited. Hereby, a social tourism type which gains income to local people and local businesses creating new possibilities of employment is described (Delisle and Jolin, 2007).

On the other hand, Minnaert et al. (2011) classified social tourism into four categories among which the distinction becomes difficult in practice. The reason for this confusion is that even though the primary and distinctive feature of social tourism is the social benefit, many entrepreneurs give importance to economic benefits as well as the social benefits. Social tourism types are illustrated by Minnaert et al. (2011: 405) on a figure. According to the social tourism models of Minnaert et al. (2011: 405), participation model (standart product) and adaptation model (specific product) are especially dedicated to social tourism users and has more social outputs. On the other hand, inclusion model (standart product) and stimulation model (specific product) which can be reached by both social tourism users and other users has more economic outputs. Widely seen in Europe, the four models' outputs are told to show transivitiy according to local, regional or national applications (Minnaert et al., 2011).

2.2. The aims and benefits of social tourism

By means of social tourism, each individual of the society as a human and as a world citizen realizes his/her right to participate in tourism. "The annual paid holiday right" has been accepted with the "Universal Declaration of Human Rights" on December, 10th 1948. According to Article 24 of the declaration, everybody has right to rest, leisure time and this comprises limiting the work hours with certain intervals and the right of paid holidays at some periods (UN, 1948).

Additionally, the "Opinion of Social Tourism" by EESC (European Economic and Social Committee) states that social tourism has become a right in the modern society where its practice is guaranteed. This document also emphasizes that everybody has right to rest and leisure time daily, weekly and yearly for personal evolution and social integration; tourism right is a concrete expression of this general right and social tourism is supported with the desire to guarantee the universal accessibility in practice (EESC, 2006).

Main aims of social tourism are to make tourism accessible for people with special needs and at the same time, to provide its users social and health benefits, to increase the quality of life and well-being of the citizens by improving the efficiency of social and health systems (Garcés and Ferri, 2012 as cited in Ferri, Durá and Garcés, 2013).

Individuals benefit from social tourism both individually and socially. Tourism helps society to have more positive and moderate communication and contributes to the empowerment of the social bonding. Thus in the long term, it increases and empowers the socio-economic relationships (Minnaert, Maitland and Miller, 2009a and 2009b).

Some writers associate tourism participation with social inclusion (Quinn et al., 2008; McCabe, 2009; Minnaert, Maitland and Miller 2009b), others with the improvement of personal and family relationships (Quinn et al., 2008; Minnaert et al., 2009a; Bergier et al., 2010; Minnaert and Schapmans, 2009; Minnaert et al., 2007; Minnaert et al., 2009a). Thus social tourism becomes a tool to create a healty society with all sides such as physical, mental, spiritual, internal and external (Minnaert and Schapmans, 2009; Minnaert et al., 2007; Minnaert et al., 2009a).

There are many studies showing the positive effects of holidays on individual's well-being and health (Gump and Matthews, 2000; Gilbert and Abdullah, 2004; Quinn and Stacey, 2010; WTO, 2011). Gilbert and Abdullah (2004) link holiday and a high subjective well-being. Quinn and Stacey (2010) and McCabe, Joldersma and Li (2010), mention the

positive effect of participation to tourism on the well-being of the children and of the low-income families.

While Bergier, Bergier and Kubinska (2010) indicate that tourism creates an increase at the physical capacities of the disabled; Stilling and Nicolaisen (2010) point out that it increases the emotions like self-sufficiency, independence and security.

Even though wellness tourism is told to comprise the luxurious category tourism products that seniors and wealthy customers take in thermal spas by Smith and Puczkó (2009); Konu and Komppula (2012) justify in their study that wellbeing concept has much larger scale products comprising different services and they all do not necessarily have to be luxurious and expensive. Similarly, there are other studies relating the participation of senior people to tourism with health and sanity (McCabe, 2009; Dolnicar, Yanamandram and Cliff, 2012; Gilbert and Abdullah, 2004).

Nowadays, the studies about the relationships among tourism and quality of life and subjective well-being are increasing. McCabe and Johnson (2013: 42) have focused on the changes in subjective well-being of the low-income people (social tourists) receiving financial support for their holidays. As a result of this study, the subjective well-being of the social tourists are found to be lower than the general population. Additionally, it is suggested that there is a need to research the main flow tourists in terms of the contribution of the tourism to subjective well-being (McCabe and Johnson, 2013: 42).

2.3. The policies and practices of social tourism with sustainable approach in the world

Baumgartner (2011) emphasizes that social tourism is an inseperable part of sustainability and it is in the competitive core of the future of tourism sector. According to Baumgartner, *sustainable* tourism should not be perceived as a special tourism type but it should be perceived as an *approach to tourism. Social tourism is a special tourism type which requires a sustainable approach* as it focuses on the disadvantaged people of the sender region and receiver society. In this context some important points have to be considered:

- The initiatives having the primary concern of increasing the demand for a certain product or service should not be named with the concept of "social

tourism". The main aim of the social tourism investments should be to provide social benefit for the users or hosts.

- Social tourism, should not be oriented to social discrimination where less quality products are served to disadvantaged groups. Instead, social tourism must lead more social inclusion and social integration.
- Social tourism must follow the sustainable tourism development objectives like all other tourism types (Baumgartner, 2011).

McCabe, Minnaert and Diekmann (2011:185-190) point out four essential points for the sustainability of social tourism practices:

- The need to create an intermediary unit/organization which will match the appropriate demand with the compatible social tourism supply,
- The need to base the funding upon reliable resources formed by the public-private partnership,
- The need to prevent the loss of reputation of the organizational structures of social tourism which become profit- based because of the privatization.
- The need to understand the ever-changing structure of the social tourism demand.

It is understood that even if social tourism is shaped according to the local conditions and needs in different destinations, the four important points that the writers draw attention basically; *the structure of the demand*, *the structure of the supply*, *the structure of the financial support systems* and the *compatibility of the supply and demand* are necessary for the sustainability of social tourism.

Even though the desired structure and practices of social tourism is sustainable as mentioned above, it will be beneficial for the development of social tourism to find out the current situation of social tourism practices in the world. Thus in this part, examples of social tourism from different parts of the world will be examined.

International Social Tourism Organization (ISTO) is working to realize the greatest objective of tourism sector which is "*a fair and sustainable tourism for all*" since more than 50 years (ISTO 2014-2016 Action Plan).

European Network for Sustainable Tourism (ENAT) is another organization working for accessible tourism which has as objective of *equal rights for*

tourism for all. Disabled, seniors, pregnant women, families with little children, people with a chronic or temporary disease or health problem need accessible tourism. according to ENAT, this market is growing as the human life expectancy increase (ENAT, www.accessibletourism.org, 11.06.2014).

Calypso is a social tourism movement in Europe which has as objective to overcome the social inequality resulting from the social exclusion of the citizens from tourism and travel and correct it in a way to enable universal accessibility to holidays by helping the disadvantaged people (with four target markets: young adults of 18-30 age, low-income families, disabled people, low-income or seniors having difficulty in organizing their holidays) to go on holiday and at the same time, increase the tourism activitiy in the low season among the different regions and countries (STEEP project, www.bits-int.org, 06.08.2014). Calypso Exchange model also has the other objectives to overcome seasonality, to promote the unknown developing destinations and to create employment in low and shoulder seasons (Calypso, www.ec.europa.eu, 06.08.2014).

Considering the state of sustainability in social tourism practices in different places around the world, Finland has social tourism as a *public policy* of the government as it is based upon the *help for disadvantaged* (Komppula and Ilves, 2013). Brasil is an example about the developing role of *non-governmental organizations* in social tourism practices (Almeida, 2011). Hunter-Jones (2011) is showing the role and contribution of *charities* in the organisation of social tourism practices in his study. Griffin and Stacey (2011) state in their study that in Ireland, even if the *social inclusion* is on the agenda of government, tourism is renowned for economic point of view and attention is not on "making the tourism accessible for all" as the concept of "tourism for all" is not yet fully understood and perceived. In Poland, social tourism played an important role during the socialist system, but today it is in decline. Mostly *children and youth tourism* (tax being applied as 7% specific in Poland) is referred as social tourism and the budget is provided by directly *ministry* (Diekmann et al., 2009: 30).

Social tourism finding a common ground with the youth tourism is with First European Travel Project (FETE) which comprised of the activity packages as

DIY (Do It Yourself) having the contribution with *the choices of the target market during preparation stage* thus *matching their needs*. A result of this project shows that an attractive social tourism project should include a well-designed process, program and price (Minnaert, 2012).

In France, social tourism is turning around six basic products such as *holiday villages* for *families, retired people, sportive and seminary groups*; *hostels* for *young*; *holiday centres* for *children* or young people; *discovery classes* (sea, cultural heritage, snow, environment) and *school holidays*; *foreign language holidays*; *holidays for adults to abroad* (Chauvin, 2002).

In Germany, social tourism *grant* to stay in the family centers of Germany situated in Hungary or France is given to one-parent families, foster families or grand-parent families with an aim to repair the relationships of the broken families (BAGFE, 2009).

A study made in Portugal by Carneiro et al., (2013) shows details about participation of the *senior market* to social tourism. According to the types of the activities and the preferences of the three basic categories of elderly people, the packages can be presented with various activities such as socializing and entertainement activities for "active" elderly people; discovering culture (e.g.: Visiting museums and sites) tours for "socio-cultural" elderly people and finally watching the scenery and recreational activities for the "passive" elderly people. In similar studies, the elderly people's interest for many activities ranging from discovery till socializing (Boksberger and Laesser, 2009; Horneman et al., 2002).

2.4. The policies and practices of social tourism with sustainable approach in Turkey

In order to understand the potential of social tourism in İzmir, it is essential to understand the point of view of the country it is located in; Turkey to the social tourism.

The social tourism action in Turkey is bound on to mostly the public employees, workers and retired people. Simultaneously with the rapid increase of industrialization and urbanization, the number of people going on holiday also rise. Apart from this tourism movement appearing thanks to paid yearly

holidays, the weekends and also festival holidays are also described as a resource of social tourism (Usta, 2008: 77).

Turkey has as objective to develop the sustainable tourism according to 2023 Tourism Strategy- 2007-2013 Activity Plan and especially the social tourism is aimed to develop according to this action plan article 19 which emphasizes that *social tourism projects will be developed for enabling the holidaying of the disadvantaged groups* (Turkish Ministry of Culture and Tourism, 2007).

The main aims of social tourism having the motto of "*social and sustainable tourism for all"* are stated as enabling the accessibility of the people to travel and using tourism as a *tool for individual evolution, family and social integration* (Bıçkı et al., 2013).

2.5. İzmir and social tourism potential

İzmir is convenient for researches and applications about social tourism as there has taken place alike organizations such as the World Health Care and 3rd Age Tourism Congress in year 2013, Engelsizmir (Accessible İzmir) 2013 Congress, the meeting of ENAT (European Network for Accessible Tourism) and MENA-ENAT (*Middle East* North Africa European Network for Accessible Tourism) authorities in 2014 for the first time in İzmir which is an important commercial port city of Anatolia since the ancient periods.

Some of the practices in İzmir forming as a basis for the potential social tourism development are as follows: Museum card, the excursions of the mountain clubs, the excursions for students organized by the schools, tours organized by associations, summer youth camps (public/private), universities' summer camps, military guest houses, teacherages, Narlıdere Seniors Rehabilitation and Care Center, Foça Reha Midilli Necla Ana Seniors Home, Camp of Ministry of Food, Agriculture and Animal Husbandry (in Foça and in Urla), Camp of State Railways (in Urla), facilitation in transportation with İZBAN (İzmir Railways for Suburbs - Having connection points at the starting and ending points for the municipality bus going to Old and New Foça and to Gümüldür), in summer seasons navigation to Yassıcaada (An Island of İzmir Gulf) and also to districts of İzmir such as Karaburun and Foça from Karşıyaka and Üçkuyular ports, Yarımada

Kalkınma Projesi (Project of Development for the Peninsula) of İZKA (İzmir Development Agency) and Municipality of İzmir for development of tourism including social tourism topics such as boarding houses, Municipality being Member of ENAT.

A social tourism practice example in İzmir can be shown as a camp project organized by the Dokuz Eylül University School of Sport Sciences and Technology and Municipality of Balçova for improving the abilities of the young disabled people and for socializing them. Tütüncü (2013), explains that the first and primarily important target market of this project is including the integration students from low-growth level and their families who live in Balçova. The second target market is including the people who plan and manage the sport and recreation services in municipalities and the third target market is including the voluntary recreation division students who are trained to work at the recreation therapy camp.

3. Research methodology

Qualitative research method is chosen as the research method. Qualitative research accepts the fact as created by people and related to time and culture. Thus the primary concern is the attempt to explain the events and facts under certain circumstances moving from the in-depth examined situations rather than finding universal rules independent from the time, people and culture. (Snape and Spencer, 2003: 2-3).
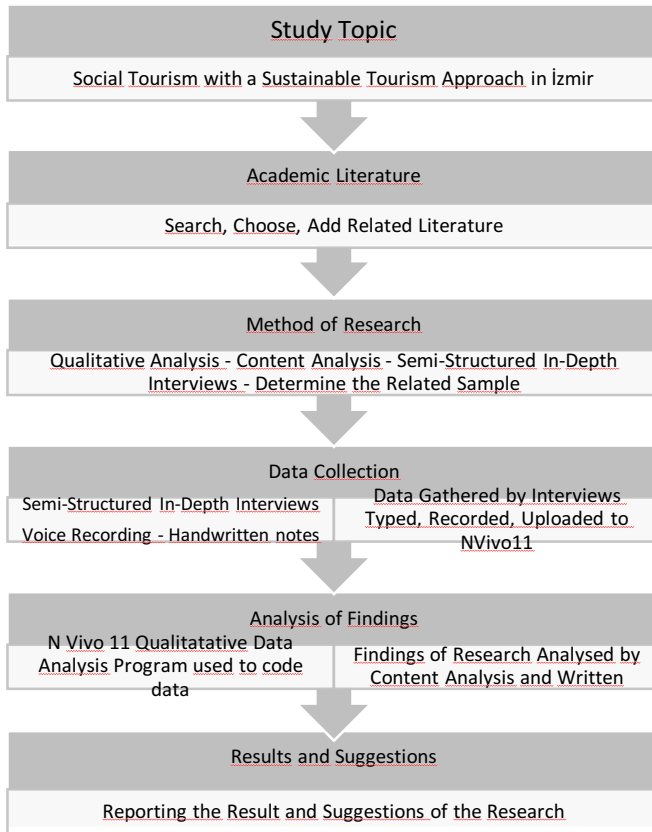
Qualitative analysis has an integrated approach to social life around dynamic processes and with a flexible research strategy. Data collection process includes the interaction of researcher with the researched. Qualitative research methods are used to collect all pieces needed to reach induction (Snape and Spencer, 2003: 4; Kozak, 2014: 86). That is the reason why the qualitative research technique and semi-structured in-depth interview is used in this study. Personal interviews give opportunity to understand the connection of the interviewee's point of view with the facts of the research in detail and it allows to provide in-depth scope of the topic studied which can have rooted, fragile facts or complicated systems, processes or experiences (Ritchie, 2003: 36-37).

Mason (1996), states that there is not a standard template for the qualitative research. The study design is made intrinsic to each study according to the own

topic and dynamics of the research by protecting its validity and reliability. While creating the research design, the researcher should describe the main questions and develop critical ways of thinking when trying to find practical, ethical, intellectual and political answers to them.

Figure 1. The steps of research methodology for this study

| Study Topic |
| Social Tourism with a Sustainable Tourism Approach in İzmir |

| Academic Literature |
| Search, Choose, Add Related Literature |

| Method of Research |
| Qualitative Analysis - Content Analysis - Semi-Structured In-Depth Interviews - Determine the Related Sample |

| Data Collection | |
| Semi-Structured In-Depth Interviews Voice Recording - Handwritten notes | Data Gathered by Interviews Typed, Recorded, Uploaded to NVivo11 |

| Analysis of Findings | |
| N Vivo 11 Qualitatative Data Analysis Program used to code data | Findings of Research Analysed by Content Analysis and Written |

| Results and Suggestions |
| Reporting the Result and Suggestions of the Research |

Content analysis is used in 16th centruy on newspapers for the first time (Aziz, 2011). Holsti (1969) describes the content analysis as "*making the inferences from the objective and systematic identification of the specified characteristics in a text*". Klaus Krippendorf (1984) describes it as: "*Content analysis is a research technique which lets make valuable and renewable inferences from the data inside a message*". When using content analysis method, some steps named according to study design should be followed. Aziz (2011) described these steps as data collection, unities, sample, qualification directive, analysis, deduce and reporting of study. In this study, the steps followed for research methodology is as shown in Figure 1; defining the study topic, literature review, choosing the method of research, data collection, analysis of findings, result and suggestions.

As purposeful sampling is told to give the possibility to examine the situations rich in information in qualitative researches (Patton 1987 as cited in Yıldırım and Şimşek, 2004), it is used here to define the sample. Additionally, snowball sampling is also used to finalize the participants. The sample to interview is decided according to the actors specified in Tourism Strategy of Turkey 2023, Action Plan 2007-2013, Page 47 'Domestic Tourism', Nr 19 Action Plan considering the people involving in Social Tourism in İzmir. Thus the interviewees were the representatives from the management position of City Directorate of Culture and Tourism of İzmir, Governorship, Mayors (City and Towns) and representatives of Related Social Supporting Departments of Municipalities, NGOs, TÜRSAB (Turkish Association of Travel Agencies), TÜROFED (Turkish Federation of Hoteliers), ETİK (Aegean Association of Touristic Businesses and Accomodation Services) and consultants totaling 23 people.

Semi-structured in-depth interviews are realized from June till September 2015 in three months. Duration of voice recording was approximately 1 hour per interviewee. The literature review, the internal dynamics of Turkish society, Surrey University "Inquiry into Social Tourism: Call for Evidence" questions (Minnaert et al., 2007; 2009a; 2009b and 2011) and also UNWTO's Guidebook "Sustainable Tourism for Development" topics (UNWTO, 2013) are taken into consideration when preparing the questions of the semi-structured interview. Data collected was later typed on computer and coded with Nvivo 11 qualitative data analysis program and then analysed with the content analysis technique. As it is not possible to state all the speech, some of the related and important parts are directly given in the text, the rest of the analysis results are reported with descriptions, figures and by supporting with the literature where necessary. The interviewees are named as public or NGO representative or consultant instead of their own names while reporting in order for a scientific presentation.

3.1. Analysis of findings

Findings of this study are grouped around three basic subtopics as definition of social tourism, structuring proposal for sustainable approach to social

tourism development in İzmir, sustainable social tourism product proposals for İzmir.

3.2. Definition and scope of social tourism with sustainable approach

Social tourism definition by the interviewees is moving around three basic types, classical definition, accessible tourism and including visitor and host.

Classical definition of social tourism:

"Hospitality with today's social dimension meeting the needs of people without paying any fee in Turkey has been forming the perception of social tourism since the 1970s. That is showing the way how the local governments let the opportunity for the low-income people to participate in tourism movement and touristic activities with special precautions and facilitators."(Public1)

The classical first perception of social tourism in and in world and in Turkey since the foundation of republic was demand oriented, for the parts of the society not able to benefit from tourism; enabling their participation by means of supports just like holiday vouchers, paid holidays, etc. The right for resting, holiday and/or break was mentioned in universal declaration of human rights as well as other legal documents thus holiday has been considered as a need for especially the workers who are thought to be more efficient after rest. Social tourism facilities of public bodies such as military guest houses, summer camps, vouchers are mentioned in this type of social tourism products.

Definition including unified tourism products such as tourism for all, accessible tourism

"...the participation of people without any commercial aim…", "Tourism for all, accessible tourism, in fact the first studies about this topic started in İzmir." "You do business without harming environment, you have commercial revenue and you feed forty secondary sector, you provide employment. Social effects are the progressing culture, experience and point of view of the people even among themselves." (NGO1)

Second definition of social tourism is aiming social inclusion; accessible tourism and tourism for all with the collaboration of organizations like ENAT, European Union or ISTO. It considers especially handicapped or disabled people and seniors and including the unified tourism practices for the rehabilitation of this kind of groups.

"You have to sell the expensive product at very high price and the profit you gain from it, you will invest it to create opportunities for those in need such as young people, exchange projects which is called commutative justice. By this means, social tourism has an important place in social justice concept. ... Boarding house keeping is an important concept on the way to equitable tourism." (Consultant1)

Also including groups such as young people, students and families and supported by outside resources to enlarge much more the possibilities of participation with more varied type of products (boarding houses, exchange projects, youth camps) according to the first type.

Definition of social tourism comprising both the visitor and the host

"...we are talking about a tourism perception sustainable, without consuming tourism, increasing the local value (life style, natural historical environment and customs and traditions of people) more, designed not for short but for long period, benefiting both host people and visitors." (Consultant1)
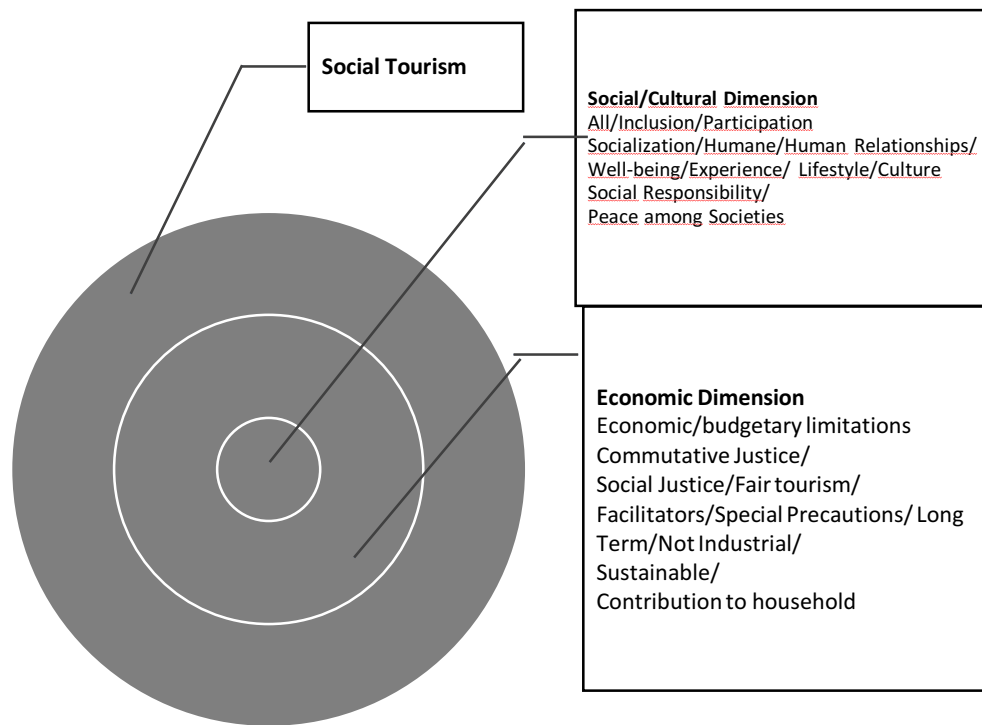*"Integrating to the world, improving your democracy, laws, human rights thus trust to the country will increase. Social tourism in my opinion will increase the quality of the country, the welfare level of people thus their travel frequency which will result in rise in domestic tourism, host country's level of service quality, communication and tolerance levels." (Public5)*

Third definition of social tourism is inferred as comprising the local people as service provider on the supply side as well as the user (demand side). It serves to the diversification of tourism and the peace and welfare of the society, putting on the foreground the richnesses of customs, traditions and gastronomy of the local culture in the countryside where nature is kept

sustainably, gaining enriching experiences to both visitor and the host.

Social Tourism definition, comprising all three definitions above can be inferred as follows: Social tourism is a sustainable type of tourism; the real purpose being social inclusion and foregrounding the humane dimension for the well-being, peace and

welfare of the society, including all the actors from private to public sector and all the users/beneficiaries from host to visitor, enabling the development of tourism practices and products unifying more than one tourism type where and how necessary it is, for the different target markets within the local bounds of possibilities and circumstances.

Figure 2. Social tourism and the concepts it covers

As seen in Figure 2 drawn according to the results of this study, it is emphasized that the social and cultural dimension is at the core of social tourism and the primary concern of social tourism is to provide social output as agreed in literature by Minnaert et al (2007, 2009a, 2011). Economic dimension is also important secondarily as shown comprising the social dimension inside it on the figure, because it isn't possible to have social output without economic activity.

3.3. Structuring proposal for sustainable approach to social tourism development in İzmir

"Before there was only profit-based tourism, now what we advise is that we should try to be more social. However, we have difficulties in realizing it. Because this time we work only with mission to realize a duty. How can find a balance between the two? Who is doing the profit-based part? It is private sector. Who is

doing the duty-based part? Local government. We suggest that in this new perception, these two shall cooperate"(Consultant 1).

In social tourism when the government funds are not sufficient there will be a need to apply for the other stakeholders' support as mentioned in UK (McCabe et al., 2011; McCabe, 2009) and Brasil (Almeida, 2011) examples. McCabe, Minnaert and Diekmann (2011:185-190) also supports this idea by emphasizing the need to base the funding upon reliable resources formed by the public-private partnership in order to develop social tourism with a sustainable approach.

"Government should be pioneer. Tourism sector professionals should work cooperatively to inform and increase awareness of people. Private sector should cooperate with government for know-how. NGOs and society should come together thus with collaboration of all partners, social tourism will develop more effectively." (Public5)

"Not looking only with commercial angle, long-term, wide-perspective, considering communication and collaboration and support among sectors" (PrivateNGO7)

Structural proposal of social tourism in İzmir with a sustainable approach according to the results of the research is illustrated in Figure 3. It is comprised of the actors involved in planning and practising of social tourism and is including all the government bodies in collaboration with private sector, NGOs, consultants and people both as users and employees as host. This structure of social tourism is for the long-term development of social tourism and proposed in concordance with the dynamics of İzmir.

"Tourism is quality perception of your country abroad. If your quality is higher, it results in more and higher quality guests" (Public5)

"Education is the way to create the correct perception and to make the host believe the correct touristic value. Boarding house keeping is a way to make people protect their values and environment."(Consultant1)

Figure 3. Sustainable approach to social tourism development in İzmir- structuring proposal
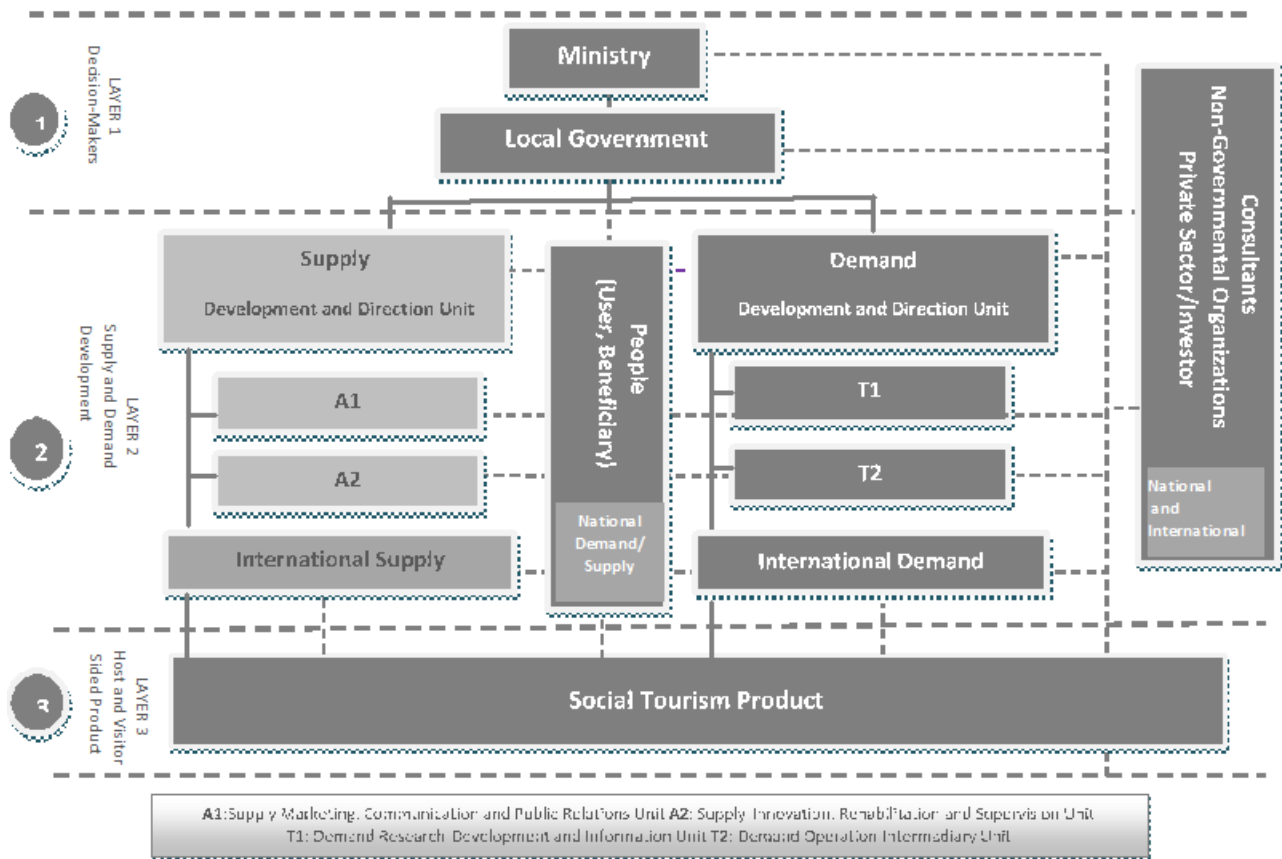
Interviewees insist on the quality of the social tourism services which have to be adapted to the world standarts. The perception of tourism of the host people as well as the tourism professionals should be corrected with education. The quality comes by protection and sustainability not by bringing forward commercial considerations.

"Target market and their communication channel and needs can be discovered only with professional studies." (Consultant2)

"Tourist has to be researched. Tourist is becoming more demanding everyday; paying 1 dollar, expecting 1,2-1,3 dollar valued service." (PrivateNGO7)

Social tourism needs to be researched professionally both on the supply and demand side. There are many points to be researched such as potential size of the market, needs and expectations of the target market, the quality of the service and employees, the reasons for the lack of service quality, the correct matching of supply and demand. All these researches will be realized with the supply and demand development and direction units shown on Figure 3.

And also shown on the same figure, on the short term, the social tourism product can serve domestic tourism and in the long term to international tourism as well.

3.4. Social tourism - financial resources

"European Union Grants", "Benefiting from the projects." (PrivateNGO5)

"The confirmation offices should behave objective, not political in order not to lose the grants." (STK1)

"People who have economic power are numerous in this country, only they should be more patriotic. Innovative studies are needed to rehabilitate the existing products in order for a sustainable social tourism. KOBI, KOSGEB, IZKA projects can be used. Incentives to private sector investors should be given by government." (PrivateNGO2)

Financial resources to enable social tourism by interviewees are advised as follows International Social Tourism Organization, EU Grants/Projects, collaboration with Social Security Organizations Abroad(to bring seniors), foreign/domestic investors, incentive measures to be taken by government for private sector investment, public/private partnership, KOBİ, KOSGEB, İZKA (National/Local Associations for SMEs And Development Agencies).

3.5. İzmir and social tourism

"İzmir is a pioneer for social tourism. Municipality is a member of ENAT." (NGO2)

"İzmir brings to mind a modern, western side of Turkey with its people and atmosphere. The topics mentioned can be realized in places with western vision. " (NGO1)

"İzmir has many opportunities for many tourism types such as thermal, health, religous." (Public5)

"...there exist only one Ephesus, only one Virgin Mary's House visited by the Pope. Only one St. John's grave. Besides, only one İstanbul, Priene, Didyma, Cappadocia. Who can compete with them?" (PrivateNGO2)

Social tourism development is supported in İzmir with many advantages it has such as the traditional, historical, natural opportunities for different tourism types, being a pioneer for different social tourism organizations such as accessible tourism and health congresses, society being open to innovation, education, development and change with vision of west, modern, peaceful, humane.

"...İzmir has lost too much money because of the faults made in logo-slogan", "...there is lack of social media management", "İzmir is not Mediterranean, it is wrong policy to rival it with Barcelona, French shores or North Africa, İzmir's competitive market is Aegean. While making social tourism you should consider the danger to mix with mass tourism."(Consultant2)

"The professionals of the tourism sector and different sectors should come together to join on a same objective and cooperate with together." (Consultant1)

"...decision makers are the same people since 20 years. They say 'I know everything', there is not respect and no new creative ideas." (Consultant2)

The hindrances in İzmir are explained as the lack of cooperation among the professionals of the sector, "I did it" mind, wrong perception of concepts of tourism and tourist, lack of awareness, perception, knowledge, mindfulness, lack of a common agreement on the marketing of İzmir as a destination.

3.6. Sustainable social tourism product proposals for İzmir

Suggestions of sustainable social tourism products matching the needs of users in İzmir found according to the results of this study can be seen in Figure 4.

"...There is a life culture in İzmir that can accept youth tourism. İzmir does not exclude
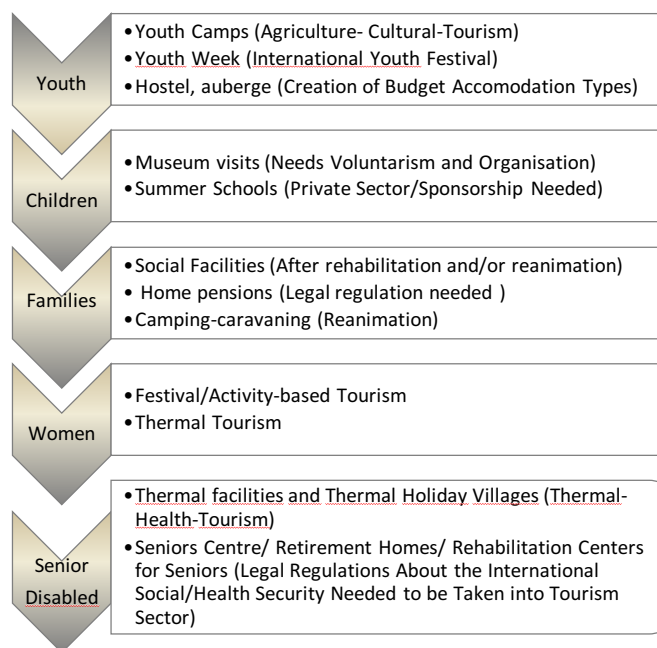
those coming from outside, can accept many culture inside as it has done such as Levantin, Rum, Jew." (PrivateNGO6)

"Young people, disabled, workers, officers, low-income people." (Public2)

"...our first target market is university students..." (Public7)

"...student groups little and university, high school", "Youth." (PrivateNGO3)

Figure 4. Sustainable social tourism product proposals for İzmir

Youth	• Youth Camps (Agriculture- Cultural-Tourism) • Youth Week (International Youth Festival) • Hostel, auberge (Creation of Budget Accomodation Types)
Children	• Museum visits (Needs Voluntarism and Organisation) • Summer Schools (Private Sector/Sponsorship Needed)
Families	• Social Facilities (After rehabilitation and/or reanimation) • Home pensions (Legal regulation needed) • Camping-caravaning (Reanimation)
Women	• Festival/Activity-based Tourism • Thermal Tourism
Senior Disabled	• Thermal facilities and Thermal Holiday Villages (Thermal-Health-Tourism) • Seniors Centre/ Retirement Homes/ Rehabilitation Centers for Seniors (Legal Regulations About the International Social/Health Security Needed to be Taken into Tourism Sector)

The young people especially university students are mentioned among the primary target market of social tourism products to be created. The products mentioned are seen in Figure 4 as youth camps, youth week, hostels and auberges.

"Our children...", "...Families ask to stay at boarding houses. Seniors. 4-5 people together. During sports organizations between universities there was demand also..." (NGO6)

Children and their families are also mentioned as other markets and the matching social tourism products are as seen in Figure 4 as museum visits, summer schools, home-pensions, camping-caravanning according to the interviewee comments.

"Our women who choose to live alone." (PrivateNGO1)

"Woman", "Children, young people, adults." (Public7)

"Holidaying is the right of everyone, it is important to make live values. If you create product for all, then it will be...." (PrivateNGO4)

Women are also very active in İzmir socially with festivals and thermal tourism is also advised to develop for this market.

"Disabled people is a huge market. Disabled people, their families, and/or accompanying people/caretakers", "...employing disabled, gaining both to them and their family economic freedom. This can be practiced in thermal facilities in İzmir requiring them to employ and also allocate complimentary contingent for the disabled. " (PrivateNGO2)

"Here[İzmir] is attracting the retired people now." (Consultant2)

"Seniors is a good market. They are retired, they do not have credits or other payments, no responsibility and willing to life their own lives." (NGO7)

Seniors and disabled people are forming one of the most important markets of social tourism in İzmir which can be matched with thermal facilities, and retirement homes in different towns and districts.

4. Conclusions and suggestions

As a result of this study, about the scope of the concept of social tourism it is possible to make certain conclusions as follows:

• Social tourism is a human-focused type of tourism as a primary concern not profit-based, but it does not mean that people serving in supply part of social tourism can't have profit

• Social inclusion and socializing the people are the primary concern,

• In harmony with the local and regional dynamics, able to provide socio-economic output specific to region,

• Can be a solution to seasonality problem, can increase employment.

Common aim for structuring the social tourism should be to increase the awareness, socio-economical, socio-cultural and life-satisfaction levels of the society.

Different cooperations for budgeting social tourism are suggested as social responsibility projects and practices, grants provided by the European and World funds, initiatives of social tourism supported by the private sector and all related actors (public-private partnerships, NGOs).

The results related to the case of İzmir are mentioned as proposals of social tourism practices for sustainable tourism development in İzmir. The problems to overcome for a healthy tourism sector in İzmir are discovered and it is approved that after they are resolved the practicing of many sustainable tourism types as well as social tourism is possible.

The problems hindering the success of tourism sector in İzmir are emphasized to be:

- The strategical faults about the touristic positioning, the promotion of İzmir as a destination with various messages instead of one certain image created by professionals,
- Not being able to cooperate for a common objective because of the communication problems among actors in İzmir,
- Not being able to use the resources effectively (The return/rebate of the funds and grants),
- High Costs - Not using the quality and expert employees, not giving quality service,
- Public facilities of social tourism: Not operating effectively/ loss/ inert (inactive),
- Lack of knowledge: The Structure, needs and expectations of social tourism demand,
- Insufficiency of services and products of social tourism not reachable to all,
- Actors yet not having the awareness of social tourism being a tourism type which will benefit all actors and will serve to sustainable tourism.

Finally, suggestions for social tourism with a sustainable approach in İzmir is made in terms of structuring and products. In order to realize these suggestions some steps have to be followed such as:

- Revising laws and regulations in Turkey to update planning and practice of tourism including social tourism in Turkey and İzmir,

- Preparing rules and regulations for creating a social tourism structure with sustainable approach including all actors' cooperation being government, local authorities, NGOs, private sector and society,
- Structuring social tourism supply and to determine the social tourism demand and to produce the necessary operation units for researching about these issues (Figure 3),
- Developing a marketing strategy for İzmir in order to foreground the distinctive features for tourism,
- Classifying the natural, cultural and alike resources and turning into products those serving the social tourism purpose,
- Determining the needs of demand for social tourism by providing the contribution and participation of the target markets into decision making processes,
- Developing the social tourism types and products matching the needs of demand,
- Rehabilitation or privatization or creating other innovative solutions for the case of social tourism facilities and create legal support by means of creating legislations,
- Legal structuring of all the accommodation sector especially pension/boarding housekeeping and eliminate the illegal practices,
- Creating new accommodation types (E.g. Hostel, auberge) and reanimating the camping and caravanning.

Suggestions for further research: Similar research can be done questioning the demand side which is the potential target market of new social tourism products to be created or the users of the existing products to be rehabilitated. Also employees of the existing social tourism products can be researched which is not so easy for the public facilities.

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