RESIDENTIAL TOURISTS' PERCEPTIONS OF QUALITY OF LIFE: CASE OF ALANYA, TURKEY

Paşa Mustafa ÖZYURT[1]
Faculty of Tourism, Giresun University, Giresun, Turkey

Murat Alper BAŞARAN
Faculty of Engineering, Alanya Alaaddin Keykubat University, Alanya, Turkey

Kemal KANTARCI
Faculty of Tourism, Alanya Alaaddin Keykubat University, Alanya, Turkey

ABSTRACT

Researches on tourism investigating quality of life have become an important study area for tourism scholars over the last few decades. Thus, focus points have started to evolve from the macro impact of tourism to the micro impact on individuals and their well-being. The aim of this study is to determine factors that have an impact on the perception of quality of life of the residential tourists. To this end, correspondence analysis and log-linear model are employed that visualize the results and reveal significant factors and interactions terms. According to findings, some demographic factors such as gender, duration of living in Alanya and nationality have an impact on quality of life perception of residential tourists. Besides, supportive evidence for adaptation level theory, used for explaining the effects of big life events on quality of life perception, was found.

---

[1] Address correspondence to Paşa Mustafa Özyurt, Giresun University, Tourism Faculty, Giresun, TURKEY. E-mail: pasa.mustafa@giresun.edu.tr

INTRODUCTION

Due to the intense, tiring and competitive conditions of modern era, people are in search of changing their daily routine in order to enhance their quality of life. Thus, moving to a place where is possible to have better life conditions, more time for self-development or relaxation is attributed as improving quality of life and spending life feeling happier. Through the history, people have always been searching for happiness and nowadays tourism helps people to find it in remote destinations.

The concept of tourism and mobility has gained importance as an outcome of changing living conditions and constant growth of international tourism, and has been widely studied by research from different disciplines such as tourism, economy, sociology and environment. In the relevant literature, some entwined topics have been investigated under the tourism and migration concept such as residential tourism (Mazon, 2006; Holleran, 2017; Oliveira et al., 2017), second-home tourism (Müller, 2002; Hall, 2014), international retired migrations (King et al., 1998; Croucher, 2012; Gustafson, 2002) and lifestyle migration (Benson & O'Reilly 2009; Benson, 2010; Torkington, 2012; Cohen et al., 2015).

Residential tourism is a mixture of permanent and temporary mobility, forming a bridge between tourism and migration (van Noorloos, 2013: 571) and is considered important due to its wide and strong economic, social and environmental impacts (McWatters, 2009: 19). There are significant number of studies revealing the economic (Gascon, 2016; Romita, 2016), social (Casado-Diaz, 1999; Huete & Montecon, 2012; Gascon, 2016) and environmental (Rico-Amoros et al., 2009) impacts of residential tourism on host destinations. Apart from the impact studies, the phenomenon has been investigated from different perspectives such as public participation on residential tourism planning process (Noguera et al., 2007), authenticity and residential tourism (Mantecon & Huete, 2008), consumer behavior of residential tourists (Alarcon et al., 2010), residential tourism and water consumption (Morote et al., 2017) and shopping behaviors of residential tourists (Garau-Vadell & de-Juan-Vigaray, 2017).

Freedom of choice and mobility, a decisive factor for quality of life (Huber & O'Reilly, 2004: 328), is the main element of residential tourism providing people to settle down to desired places. The physical mobility depends on different factors such as economic, psychologic, physical and legal status (Gustaffson, 2006: 28). Unlike involuntary migration, mobility that arises from various adverse conditions, residential tourism is a discretionary form of mobility where residential tourists hold the

economic power and ability to fulfill their wishes. United Nations (2010: 10) points out the importance of individual freedom and mobility for a meaningful life and better opportunities. Hence, residential tourism could be referred as a significant tool in helping to develop this approach.

Residential tourists are in search of a better life conditions, thus enhancing their quality of life (QOL). In many studies (Casado-Diaz, 1999; O'Reilly, 2007: 150), the most common motivating factors of residential tourists have been mentioned as climate, culture, living conditions, natural beauties and lifestyle of host destination. Yet, there are only a few studies (Sunil et al., 2007; Dahab, 2016; Oliviera et al., 2017) which investigated QOL perception of residential tourists in host destinations. In this paper, we aim to evaluate determining factors that have an impact on QOL perception of residential tourists in Alanya, a popular resort town on the Mediterranean coast of Turkey. Therefore, the study is important by means of contributing to this weak body of literature.

Turkey has been hosting residential tourists predominantly on its western and southern coastline since early 1990s (Balkır & Südaş, 2014: 124), most of whom are retired Western-Northern Europeans (USAK, 2008). Comparing to other residential tourists areas in Spain, Italy or Portugal, Turkey offers the Mediterranean climate, with cheaper cost of living and different culture that attract these people to the country. Recently, the Black Sea Region of the country faces with an increasing demand from Gulf countries due to its mild climate and evergreen nature. Despite the rising popularity of Turkey as a residential tourism destination, there are limited studies (Bahar et al., 2009; Nudralı & O'Reilly, 2009) pertaining to this development. However, in the relevant literature most research is focused on Spain (e.g. Casado-Diaz, 1999; Haug et al., 2007; Ribes et al., 2011; Holleran, 2017; Perles-Ribes et al., 2017) and Central/Latin American countries (Gascon, 2016; van Noorlos & Steel, 2016) as residential tourism destinations with some studies focused on other countries (Williams et al., 2000; Akerlund, 2017). Yet, QOL perception of residential tourists living in Turkey was researched only in one study (Balkır & Kırkulak, 2009). Hence, current study is also important by means of being a pioneer study focusing on QOL perception of residential tourists living in Turkey, an important tourist destination worldwide.

RESIDENTIAL TOURISM

Residential tourism is a mixture of permanent and temporary mobility, forming a bridge between tourism and migration (van Noorloos, 2013: 571). The growth of international tourism has led to an increase in knowledge and experiences of other countries. Consequently, repeat holidays turn into seasonal or permanent migration, often via purchase or rent of a holiday or permanent home (Williams et al., 2000: 31). Residential tourists might develop a sense of belonging to a place during their visit and subsequently decide to move (Benson & O'Reilly, 2009: 613). The reasons residential tourism has become widespread worldwide are listed as; learning about different cultures and places by development of tourism, increased sense of world as a single place, more opportunity to travel, flexible working conditions, increase in the income, ease of ability to reach loved ones by development of communication tools such as internet and phones when moved away, international social networks (O'Reilly, 2007: 148) and legal regulations providing easiness for moving (Garau-Vadel & de-Juan-Vigaray, 2017: 486).

A motivating factor of moving to another country is to decide host destination offers better life options comparing to home country (O'Reilly, 2007: 151). Previous studies (Rodriguez et al., 1998; O'Reilly, 2000; Gustafson, 2002; O'Reilly, 2007; van Noorloos, 2013) have shown that push and pull factors affect the moving decision of residential tourists. While push factors explain undesired attributes of the home country from which residential tourists want to escape such as high cost of living, rat race, bad weather conditions, and some personal attributes relevant to health issues and seeking tranquility and relaxation; pull factors consist of anything related to the host destination that attracts residential tourists including living conditions, cheaper property and business opportunities, better life conditions for children, social relations, weather and culture and values. O'Reilly (2000: 52) categorized residential tourists into four different groups namely as full residents, returning residents, seasonal visitors and peripatetic visitors. *Full residents* are the ones who moved to the area permanently for starting a new life. They tend to buy property and have a business since they have no intention to move back to the origin country. They consider themselves as living in the host destination. *Returning residents* spend few months to half year in home country and the rest in host destination. Buying or renting a property in host destination is common among many of those and most of them are considered as retirees since they have the mobility to move back and forth. *Seasonal visitors* spend only a temporary time in host country mostly due to

weather conditions of home country. Generally, they prefer winter season to get away from the depressing or cold weather and enjoy the cheap facilities of summer resort towns during the low season. Although they might spend up to six months in the host destination and have emotional ties there, they still call the origin country as home. *Peripatetic visitors* might have second-homes in the host destination for short visits. Visiting the second-home may have no pattern or routine since they visit it only when they can. Business ties or health issues might be reasons to spend some time in the host destination for this kind of visitors.

The recent trend in residential tourism is the long distance migration of the retirees so-called "third-ages". Today's retirees often have experience of international mobility as professionals or tourists, thus they are inclined to move where they have better life experiences or expectations. Increase in longevity and healthcare facilities, high income from pension, especially in Western Europe, and active aging urged by governments and NGOs could be listed as other incentive factors (Gustafson, 2001: 372). According to the United Nations (2017:1) global population aged 60 years or above numbered 962 million in 2017 which is expected to reach nearly 2.1 billion by 2050. Hence, residential tourism mobility might be a more common phenomenon among seniors for years to come. Thus understanding the relation between residential tourism and quality of life is important not just for individuals but also governments and destinations.

Although researches on residential tourism are diverse in terms of the content in tourism literature, they can be classified in two main groups. While the first group of researches deal with the investigation of residential tourists' motivations, perceptions, expectations and habits, the second group of studies comprise of economic, social and environmental impacts of residential tourism development on host destinations. Casado-Diaz (1999) examined the socio-demographic impacts of residential tourism in Torrevieja, a tourist town on Mediterranean coast of Spain as a case study. The author underlined the rapid increase in the size of the population, the significant growth of the oldest age-groups and the arrival of a large number of people from other countries as the consequences of residential tourism development in the region. In their study, Aledo and Mazon (2004) researched the characteristics of the residential tourism model developed in Torrevieja, Spain. They concluded that the development in the area is not sustainable environmentally and socially due to lack of planning, destruction of natural resources and exhaustion of land available for development. Alarcon et al. (2010) focused on the factors

that affect the amount of time residential tourists spent in Spain in their study. Results indicated that internal factors regarding the destination such as location, security, cleaning, housing typology and municipality size and external factors such as country of origin have an impact on the investigated relationship. vanNoorlos (2013) investigated social and economic involvement of temporary and permanent residential tourists in Costa Rica and concluded that residential tourists have broad informal participation in social organizations, most of them have their own house, and permanent residential tourists are more involved in local community than temporary ones. Akerlund and Sandberg (2015) focused on senior Swedes in Malta in their study and pointed out that relaxing and active life option and economic conditions were the motivating factors for them. Alongside with developing a sense of belonging to Malta, participants stated that they return to their home country during summertime and keep their links and connections there. Gascon (2016) investigated the impacts of residential tourism on the rural economy that cause changes in the use of resources such as land and water in Cotacachi, a rural area in Ecuador, and claimed that residential tourism adversely affected pre-existing economic sectors by the use of agricultural lands for the construction and high purchasing power of residential tourists increased the land and property prices in the region.

QUALITY OF LIFE AND RESIDENTIAL TOURISM

Quality of life is a broad concept which includes physical health, psychological conditions, independence level, social relations, environment and spirituality (World Health Organization, [WHO] 1997: 4) and has been evaluated on two different indicators as subjective and objective. While the objective indicators consist of material things, subjective indicator, so called as subjective well-being, is the self-appraisals and perceptions of individuals regarding their life (Veenhoven, 2000: 4) and has been measured over happiness or satisfaction level (Diener & Suh, 1997: 200; Sirgy et al., 2006).

Quality of life and tourism studies has gained a significant importance since the beginning of the new millennium. In this study area, research focused on either tourists' QOL or locals' QOL (for a comprehensive literature review, see Uysal et al., 2016). Studies on tourists' QOL investigated different perspectives such as demographics of tourists and QOL (Wei & Milman, 2002; Kim et al., 2015), contributions of different type of vacations to QOL perceptions (de Bloom et al., 2010;

Dolcinar et al., 2012), contributions of holiday taking to different domains of QOL (Neal et al., 1999; Gilbert & Abdullah, 2004), and effect of different travel motives on QOL (Dolcinar et al., 2013).

Although in many studies (O'Reilly, 2007: 146; Akerlund & Sanberg, 2015: 367; Hayes, 2015: 270) main motivation of residential tourists underlined as to increase their QOL, there are only a small number of studies that directly investigated the QOL perception of residential tourists in the host destination. In Sunil and colleagues' study (2007), focused on American retirees in Lake Chapala Region in Mexico, although respondents used different attributes to define what quality of life is about, such as saving money, weather and climate conditions, health-care facilities, being more active or being involved with the local community, most of them expressed that living in Mexico matches with their expectations and high life satisfaction. Balkır and Kırkulak (2009) carried out a research with 500 European retired residential tourists in Antalya, a resort region in Turkey, and found out nearly 60% of the respondents were satisfied with their decision to live in Antalya. Zukiwsky (2010) conducted a research on QOL of residential tourists in Ferni, Canada. Findings indicated that natural environment, outdoor recreation facilities, and friendliness of locals are the factors that increase QOL perception of respondents. It was also found that residential tourists are actively involved in the local life by participating in socio-cultural events. Dahab (2016) focused on senior residential tourists in Portugal in his study and concluded that the majority of them were quite happy with their life in Portugal and they tend to stay in the country for the longer term. Oliviera et al. (2017) investigated the determinants of senior residential tourists' QOL in Algarve, Portugal. Results indicated that aesthetics of locations, perceived value, medical assistance and socialization contribute to their QOL perception. Participants stated a high level of happiness with their life in Portugal. Akerlund (2017) focused on Swedish retirees in Malta in his study. Respondents defined the good life in three categories, as place, referring to climate, environment and culture, self, referring to relaxation, being healthy and safe and personal development and social, referring to belonging, social atmosphere, family and communication. It was underlined in the study that the respondents identify the good life with Mediterranean lifestyle.
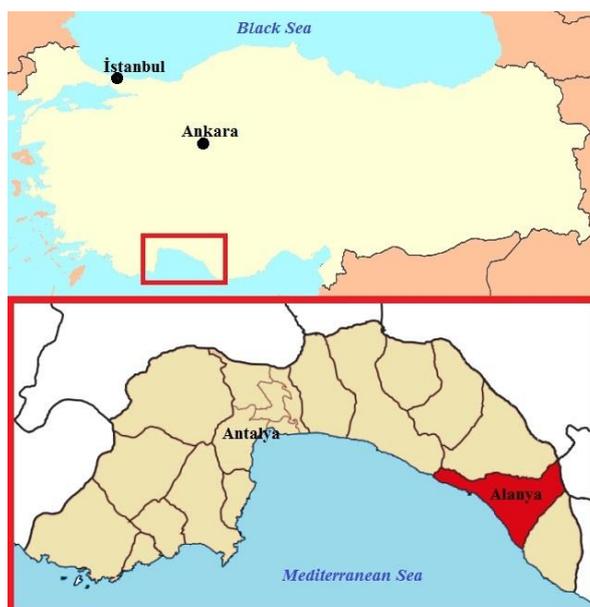
In this study, we aimed to evaluate determining factors that have an impact on QOL perception of residential tourists and, to revel if it differs depending on some personal attributes and demographic factors. Our study differs from the others by means of focusing on the effect of

residential tourists' personal and demographic factors on their QOL perception in host destination.

RESEARCH METHODOLOGY

Study site

Alanya, a popular summer resort located on the south coast of Turkey and populated with residential tourists, was selected for the study. Owing to the geographical location and weather condition, Alanya enjoys a summer season of nearly half of the year, from May till the end of October. The region plays an important role for Turkish tourism with its 662 accommodation establishments supplying 190,000 bed capacity and roughly three million yearly visitors that generate approximately 8% of the total visitors of Turkey (Alanya Chamber of Commerce and Industry [ALTSO], 2016: 149). Having an excessive number of hotels resulted in an intense competition in the area, therefore many of the hotels offer all-inclusive packages in order to attract visitors. The city initially was discovered by German tourists as a holiday destination in 1980s and later on, when the popularity of the region increased in the tourism market, it started to host more tourists as well as volunteer immigrants so-called residential tourists. In an accelerating momentum, the last twenty years have been witnessing residential tourists buying homes in order to spend more time or to dwell on for good. The city has a population of 294,558 of whose 9,995 were residential tourists according to city statistic department. One of the advantages Alanya provides to the current study is the easiness of reaching various origins of residential tourists, ranging from Western Europe to Scandinavia and Russia, allowing for their comparison in terms of similarities, differences and expectations.

Map 1. *Location of Alanya (Source: Wikimedia, 2017)*

Constructs and measures

For the research, questionnaire was prepared by benefiting from those previously designed and conducted (Kim, 2002; Beerli & Martin, 2004; Williams, 2010; Andereck & Nyaupane, 2011) on the similar subject and it was modified in order to comply with the needs of the current study. The questionnaire consists of three sub sections with a total number of fifty-eight different questions. While the first section composes of questions related to demographic and personal attributes of residential tourists, the second part consists of thirty-seven questions pertinent to socio-cultural, economic, environmental statements about Alanya aiming at measuring their perceptions or opinions on a range of responses between 1 and 5. The last section consisting of four different statements directly related to the evaluation of Alanya. While the objective of those three statements is to measure the notion of recommendation of Alanya to friends and others with two different statements and to measure the revisit attitude of Alanya with one statement, the last statement of which is entitled "I am happy to live in Alanya" is the one that is supposed to measure the quality of life perception of residential tourists with respect to happiness perspective. Therefore, the statement provides the measurement of quality of life perception of residential tourists based upon their happiness perception by living in Alanya.

Sampling and data collection process

The sample for the research was chosen among 9,995 registered residential tourists in Alanya. We employed the method of convenience sampling by contacting with the head of associations of foreign communities in Alanya such as Turkish-German Friendship Association, Russian Language Speaking People Association, British People Living in Alanya Association and Finns Living in Alanya Association and so on. The questionnaire was prepared in English, German and Russian languages and the finalized version of the questionnaire was delivered to them.

The survey was conducted in a two consecutive steps. At the first step, a pilot study was conducted on a sample of 50 residential tourists who have already lived in the region with an average of 4.3 years. This means the sample group was already familiar with the destination in terms of giving dependable responses. Cronbach's Alpha score of the pilot survey was found (.91) indicating a high reliability. In the next step, a total number of 650 questionnaires were distributed to residential tourists

between February and June of 2013 keeping in mind that the total number of questionnaires was proportionally distributed based upon the real ratio of them in the sample frame so that the strata was realized with respect to nationality. Residential tourists participated voluntarily and filled out the questionnaire personally. When the questionnaire was submitted by residential tourists, it was mutually accepted that the consent was given to be analyzed and disseminated. A total of 386 valid questionnaires were obtained, giving a 60 percent return rate resulting with a reliability score of (.90) Cronbach's Alpha.

Data analysis

The objective of statistical analysis of data provided by residential tourists is to show how personal and demographic variables with their levels have associated with the statement of "I am happy to live in Alanya" which shows the measurement of quality of life perception of residential tourists. For this purpose, two statistical analyses were conducted, Multiple Correspondence Analysis (MCA) and Log-Linear Model (LLM), respectively.

The responses collected from residential tourists by conducting a survey are perceptions or opinions expressed as in the form of one of those five words, namely, "strongly disagree", "disagree", "neutral", "agree" and "strongly agree" which are converted into numerical values corresponding to 1 through 5 respectively. Whenever decided upon using those numbers as if they were real numeric values in parametric statistical methods, some important assumptions are violated and the validity of generated results cannot be fully dependable. Therefore, their interpretations can be misleading. Even though they have been widely employed and their results have been used in many social science fields, these kinds of issues cannot be overlooked. However, their wide spread implementations in many application areas still continues.

The real nature of the data is a frequency data set. There exist some alternative models like MCA and LLM directly using the frequency data. Therefore, the first advantage is to use the data directly. However, other methods force words to take numeric values. The second advantage is to display the levels of the variables on two-dimensional graph that provides illustration of them. Finally, using both methods not only provides statistically significant model parameters but also displays the associations among the levels of the attributes.

FINDINGS AND DISCUSSION

Demographic results indicate that 69.2% of the participants were females and British were the largest portion of nationality with 18.4%, followed by Russian with almost same percentage. The largest ratio with respect to age category was in 61 and above. The other leading findings are as follows: of the respondents, 61.9% were married, 66.8% were living in own house, 43.3% had beginner level of Turkish and 73.3% prefer to spend time with both Turks and foreigners. The largest ratio of residential tourists with respect to duration of living in Alanya with %27.7 was 1 through 3 years. Detailed results are given in Table 1.

Table 1. *Demographic Profile*

Variables	n*	%	Variables	n*	%
Gender			**Community that time spend**		
Female	267	69.2	*Turks and foreigners*	283	73.3
Male	117	30.3	*Foreigners*	64	16.6
Age			*Turks*	32	8.3
61 and above	157	40.7	**Accommodation type**		
46-60	102	26.4	*Own House*	258	66.8
18-35	61	15.8	*Rented House*	104	26.9
36-45	52	13.5	*Other*	21	5.4
Nationality			**Turkish level**		
British	71	18.4	*Beginner*	167	43.3
Russian	70	18.1	*None*	79	20.5
German	61	15.8	*Elementary*	63	16.3
Norwegian	61	15.8	*Intermediate*	28	7.2
Finnish	52	13.5	*Advance*	27	7.1
Dutch	46	11.9	*Upper Intermediate*	21	5.4
Other	25	6.5	**Duration of living in Alanya**		
Marital status			*1-3 Years*	107	27.7
Married	239	61.9	*4-6 Years*	92	23.8
Single	77	19.9	*10 years and above*	70	18.1
Other	58	15.0	*7-9 years*	62	16.1
			Less than a year	47	12.2

*Note: * may not add up to the total number of respondents due to missing data.*

Quality of life perceptions of residential tourists and their thoughts on Alanya were measured by four different statements. While being measured the notion of recommendation of Alanya to friends and others with the two different statements, namely, the second and the fourth ones, presented in Table 2, the revisit attitude of Alanya is measured with the first one. On the other hand, the third statement aims at measuring the

quality of life of residential tourists, which is entitled "I am happy to live in Alanya" with respect to happiness perception or opinion. Some descriptive statistics are denoted in Table 2. However, just the third statement as a measurement of quality of life of residential tourists, was used in conducting statistical analysis.

Table 2. *Means of Statements Related to Alanya*

Statements	n*	Mean	St. D.
1. I would like to visit Alanya if I move back to my home country	376	4.39	0.69
2. I recommend my friends and others to visit Alanya	386	4.38	0.62
3. I am happy to live in Alanya	386	4.32	0.60
4. I recommend my friends and others to live in Alanya	382	3.92	0.87

*Note: * may not add up to the total number of respondents due to missing data.*

According to the descriptives, residential tourists are quite happy to live in Alanya with the average of 4.32 out of 5, which is located between agree to strongly agree. Other evaluations tell that with an average of 4.39, they stated high tendency of visiting Alanya again if they go back to their home country in the future. This can be attributed that they developed sense of belonging to the city. Another finding reveals that residential tourists expressed high recommendation of the city to friends for a visit, but not for living. This result is consistent with the theory (Gustafson, 2002; Haug et al., 2007; Akerlund & Sandberg, 2015) that while some residential tourists tend to live in a closed community in host destination by maintaining almost the same lifestyle as in the home country, others see this stereotypical and touristy since they like to integrate with locals so that they choose relatively more authentic and less preferred countries such as Turkey, Malta and some Balkan countries. Thus, it can be postulated that residential tourists living in Alanya do not like to be surrounded by more residential tourists, therefore they recommend the city more for visiting than for living.

On the other hand, the main statement that we used in our analysis and we discussed the findings is "I am happy to live in Alanya" with respect to personal and demographic attributes. In order to determine which levels of personal attributes, namely, gender, age, nationality, marital status are pertinent to other set of variables, namely, duration of living in Alanya, accommodation type, Turkish language proficiency level and spending time with which communities, Multiple Correspondence Analysis and Log-Linear model are employed. While Multiple

Correspondence Analysis displays the closely related levels of the attributes on the two-dimensional graph, Log-Linear model is employed in order to determine which attributes have significant impact on quality of life.
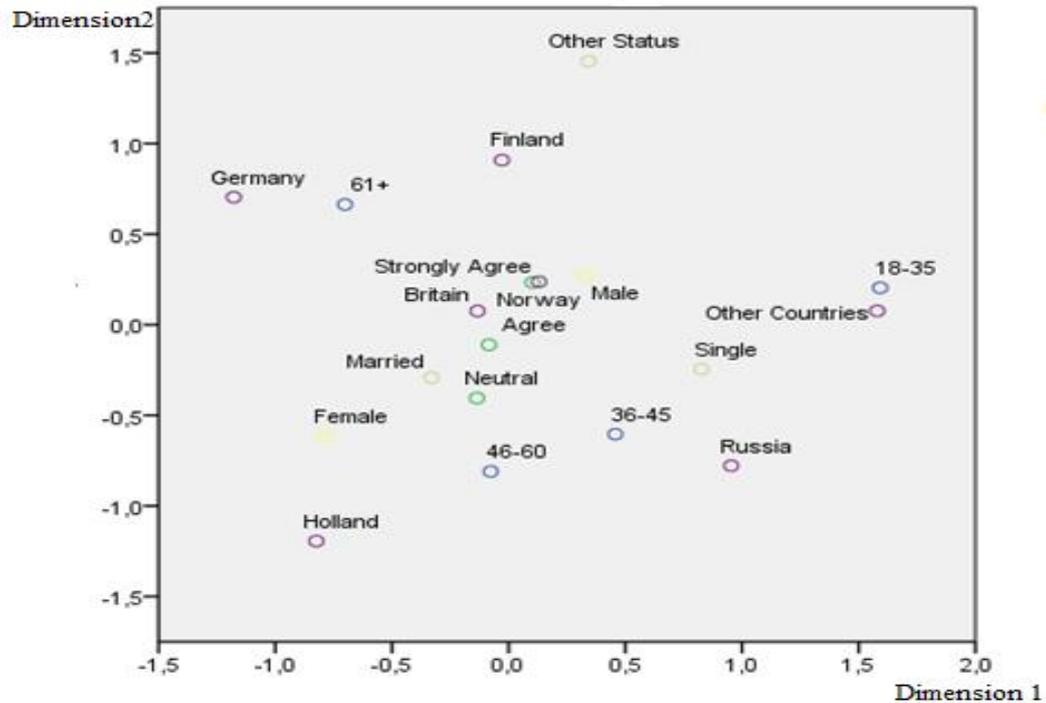

Figure 1. *Personal Attributes of Residential Tourists and Level of Being Happy with Living in Alanya*

Figure 1 shows how demographic variables are grouped based on their level of happiness according to the results of Multiple Correspondence Analysis. Firstly, male participants from Germany, Finland, Britain and Norway aged above sixty stated that they strongly agree about being happy living in Alanya. The second finding presented in Figure 1 is that residential tourists, both male and female, middle aged and from Holland and Russia, expressed neutral opinions. Also married couples expressed neutrality about their happiness living in Alanya. These two interpretations are the most striking findings extracted from the analysis. Also, when all responses are attentively examined, we see that they are very closely located on the graph which means that significant portion of tourists (95 percent according to sample) dwelling in Alanya are happy with living in the city, while a small portion of participants (5

percent) stated neutral. Total inertia (the portion of variance explained) is 79.89 percent in two dimensions.

In order to verify what has been found in MCA, log-linear model is run in order to determine which main factors and/or interaction terms are significant. MCA graphically denotes the relations among levels of attributes by providing generally 2D graphs. However, statistically significant attributes can be observed by running another statistical model called Log-Linear Model whose single attributes and their interactions with p-values are summarized in Table 3. 0.05 significance value is chosen throughout the text in order to determine which factors and/or interaction terms are significant.

Table 3. *Values From Log-Linear Model Related to Personal Attributes of Residential Tourists*

Significant Main Factors /Interaction terms	P value
Gender	0.03
Age	0.02
Nationality	0.03
Marital Status	0.04
Happy with living in Alanya	0.01
Gender*Age	0.01
Gender*Marital Status	0.01
Gender*Happy with living in Alanya	0.09
Age*Nationality	0.05
Age*Marital Status	0.03

When Table 3 is interpreted based on the p-values, the five main factors, namely, gender, age, nationality, marital status and happiness with living in Alanya are all statistically significant since their p-values are less than 0.05. Therefore, what has been observed in 2D graph by Multiple Correspondence Analysis is correct. When it is conducted for interaction terms, just two interaction terms called "Gender*Happy with living in Alanya" and "Age*Nationality", respectively having 0.09 and 0.05 significance values, are greater or equal to 0.05 which means that both are not statistically significant.

The significance of interaction terms is important since we can observe how two or more single factors behave together. In this case just age*nationality and gender*happiness with living in Alanya are the only interaction terms that are not statistically significant. The p value of age*nationality has just the threshold value to reject the interaction and that may lead to a consideration whether or not it can be accepted when the sample size would be enlarged. However, under these circumstances, this insignificant interaction tells that when those to attributes are considered together, its effect does not play a role in happy living in Alanya. Also, the same is true for the interaction of gender*happy living in Alanya.
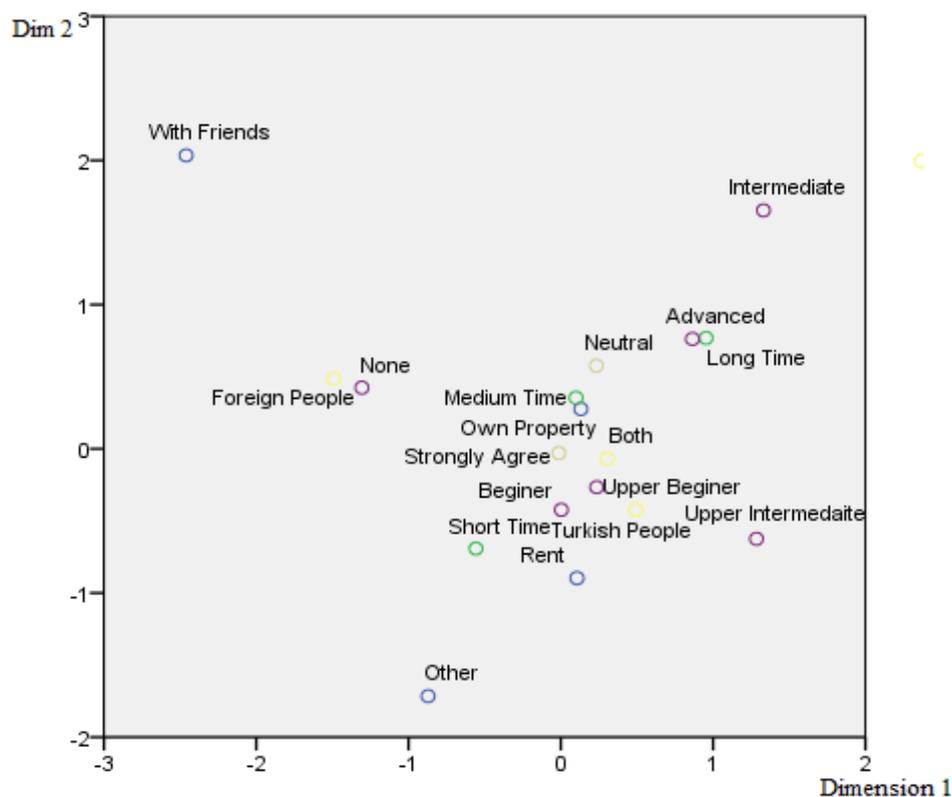

Figure 2. *Demographic Attributes of Residential Tourists and Level of Being Happy with Living in Alanya*

When residential tourists are examined based on demographic attributes such as accommodation type, duration of living in Alanya, the level of Turkish language proficiency, time spent with community and happiness with living in Alanya, some interesting findings are reached. When the results of Multiple Correspondence Analysis denoted in Figure

2 are examined, residential tourist first rent a flat, generally communicate with Turkish people, try to learn Turkish at the same time and the duration of their stay is short. During their repeated stays along the years to come, their Turkish language proficiency levels go up to upper beginner and upper intermediate. As a result, they have been happy with living in Alanya with the responses of strongly agree. When their duration of stay changed into medium time, they tend to buy a property, communicate with both Turkish people and foreign people and still their levels of satisfaction are strong, which means that happiness with living in Alanya is still the response among the most of the residential tourists. When duration of stay becomes longer, in our case more than ten years and above, while Turkish proficiency becomes advanced, their satisfaction with living in Alanya starts to decrease and turns to neutral. This finding can be explained by adaptation level theory. According to the theory (Lucas et al., 2003: 527; Pavot & Diener, 2008: 139), big life events influence one's perception of quality of life but the impact is short-lived since people tend to adapt new circumstance over time such as going on a dream trip, getting a prestigious job, buying a dream home or car and so on. Thus, positive or negative effects of life events on quality of life perception lose their power after sometime. In this sense, it can be postulated that the longer residential tourists live in Alanya the more they adapt to the idea of living in a desired place.

Table 4. *Values From Log-Linear Model Related to Demographic Attributes of Residential Tourists*

Significant Main Factors /Interaction terms	P value
The duration of living	0.03
Proficiency level of Turkish language	0.04
The time spent with whom	0.02
Types of accommodations	0.01
Happy with living in Alanya	0.02
Types of accommodations * The time spent with whom	0.03
Types of accommodations * Happy with living in Alanya	0.02
The duration of living * Types of accommodations	0.01

In order to verify what has been found in MCA, log-linear model is run using the variables presented in Table 4. All main factors and

interaction terms are found significant in the model. When some interaction terms are investigated, namely, "Types of accommodations*The time spent with whom", "Types of accommodations*happy with living in Alanya" and "The duration of living*Types of accommodations" highlight some important findings. All aspects of dwelling choice and personal relations which Alanya offers to, lead to increasing the level of happiness living in the city. Therefore, "Happy with living in Alanya" is very closely related to the demographic aspects examined in this study.

CONCLUSION

In our study, residential tourists are investigated based on some personal attributes and demographic factors in order to relate to being happy living in Alanya. For this purpose, we used Multiple Correspondence Analysis and Log-Linear Model in order to display close relations on a 2D graph and to determine which factors have impact on being happy with living in Alanya. According to our descriptive findings, residential tourists are happy living in Alanya with the score of 4.32 out of 5. Buying property as a result of satisfaction of their stay in Alanya is a decision several people have been making over time. Therefore, in our study, several of those tourists have ended up with buying some properties. Contributing to local economy by buying or renting property, spending on renovation and maintenance and paying taxes are the significant economic impacts of residential tourism on the destination that is supported by our findings as well.

The findings of the study indicated that there are significant differences regarding level of happiness when the demographic attributes are considered. The male residential tourists aged above sixty coming from Western European countries except Holland, strongly agree on the statement about being happy living in Alanya. On the other hand, middle-aged married females coming from Holland and Russia expressed neutral view about happiness with living in Alanya. When dwelling choices, language and partnership issues are concerned, it is clear that type of accommodation, the proficiency level in Turkish language and interaction with both locals and other foreigners are important. The negative side of the research, from the host destination perspective, it was found that the level of being happy living in Alanya lowers to neutral view when residential tourists stay more than ten years. Yet, this finding can be considered as a supportive evidence for adaptation level theory. The

theory posits that (Brickman et al., 1978) people adapt to life events over time, thus the effect of life events on quality of life lose their influence after a period of time. This might be the reason why the residential tourists who live in Alanya the longest, turn out to be neutral about being happy of living in there.

Another important finding indicated that residential tourists living in Alanya are not so eager to suggest the city to their friends for living. Comparing to other heavily tourism informed areas in Spain, France or Portugal, Turkey, in particular Alanya, offers more exotic atmosphere with less residential tourists which is the pull factor for these kinds of residential tourists (Rodriguez 2001). Hence, local authorities should see these people as part of the city and notice their needs and wishes in order to ease their social integrations and to benefit from their social capital.

Participants of the survey stated a high tendency to recommend Alanya as a holiday destination to their friends. Due to the nature of the tourism, evaluating process can be possible only after it is experienced. Therefore, receiving an advice from a friend who is experienced can play a significant role during the buying process, especially for unfamiliar destinations (Phillips et al., 2013: 94). In this sense, promoting the destination via word-of-mouth benefiting from residential tourists could be a successful tool for tourism authorities and planners in order to reach potential visitors.

Limitations and suggestions for future studies

This study has some limitations which need to be considered for further researches. The first limitation is about the study area. The data was collected in a summer tourism destination. For the further research, we suggest to conduct a survey in a non-touristic location or other than summer tourism locations. This might lead to different results than we have reached. Second limitation might be about the measurement of quality of life. In this study, we measured the quality of life perception over level of happiness. For the further researches, more comprehensive questionnaires can be used in order to find out relations among the components of quality of life from residential tourists' point of view. Also, a qualitative research focusing on the different aspects and indicators of QOL of residential tourists in host destination is needed. Thus, it might help to reveal how their wellbeing have been changed comparing to living in home country. Finally, our finding exhibits the difference between

recommending the city for living and visiting might be investigated deeply in the future studies.

REFERENCES

Åkerlund, U. (2017). Strategic lifestyle management in later life: Swedish lifestyle movers in Malta seeking the 'Best of Both Worlds'. *Population, Space and Place*, *23*(1), 1-13.

Åkerlund, U., & Sandberg, L. (2015). Stories of lifestyle mobility: Representing self and place in the search for the 'good life'. *Social & Cultural Geography*, *16*(3), 351-370.

Alanya Chamber of Commerce and Industry [ALTSO], (2016). *Alanya Ekonomik Rapor 2016*, Alanya.

Alarcón, P., González, E. M., & Pérez, J. R. (2010). Residential tourism in the South of Spain: An approach towards consumption. *Tourism & Management Studies*, (6), 36-48.

Aledo, A., & Mazón T. (2004). Impact of residential tourism and the destination life cycle theory. In F.D. Pineda, C.A. Trebbia, & M. Mugica (Eds.), *Sustainable Tourism* (pp.25-36). Southampton: WIT Press.

Andereck, K. L., & Nyaupane, G. P. (2011). Exploring the nature of tourism and the quality of perceptions among residents. *Journal of Travel Research*, *50*(3), 248-260.

Bahar, H. I., Laçiner, S., Bal, I., & Özcan, M. (2009). Older migrants to the Mediterranean: the Turkish example. *Population, Space and Place*, *15*(6), 509-522.

Balkır, C., & Kırkulak, B. (2009). Turkey, the new destination for international retirement migration. In H. Fassman, M. Haller, & D. Lane (Eds.), *Migration and mobility in Europe: Trends, patterns and control* (pp. 123-143). UK: Edward Elgar Publishing.

Balkir, C., & Südas, I. (2014). Guests and hosts: European retirees in coastal Turkey. *Insight Turkey*, *16*(4), 123-142.

Beerli, A., & Martin J. D. (2004). Factors influencing destination image. *Annals of Tourism Research*, *31*(3), 657-681.

Benson, M. C. (2010). The context and trajectory of lifestyle migration: The case of the British residents of Southwest France. *European Societies*, *12*(1), 45-64.

Benson, M., & O'Reilly, K. (2009). Migration and the search for a better way of life: A critical exploration of lifestyle migration. *The Sociological Review*, *57*(4), 608-625.

Brickman, P., Coates, D., & Janoff-Bulman, R. (1978). Lottery winners and accident victims: Is happiness relative? *Journal of Personality and Social Psychology*, *36*(8), 917-927.

Casado-Diaz, M. A. (1999). Socio-demographic impacts of residential tourism: A case study of Torrevieja, Spain. *The International Journal of Tourism Research*, *1*(4), 223-237.

Cohen, S. A., Duncan, T., & Thulemark, M. (2015). Lifestyle mobilities: The crossroads of travel, leisure and migration. *Mobilities*, *10*(1), 155-172.

Croucher, S. (2012). Privileged mobility in an age of globality. *Societies*, *2*(1), 1-13.

Dahab, D. (2016). Acculturation strategies and outcomes of international retired migrants in Portugal. *Unpublished Master Thesis*, Lisbon University, School of Social Sciences, Department of Social and Organizational Psychology, Portugal.

de Bloom, J., Geurts, S. A., Taris, T. W., Sonnentag, S., de Weerth, C., & Kompier, M. A. (2010). Effects of vacation from work on health and well-being: Lots of fun, quickly gone. *Work & Stress*, *24*(2), 196-216.

Diener, E., & Suh, E. (1997). Measuring quality of life: Economic, social, and subjective indicators. *Social Indicators Research*, *40*(1), 189-216.

Dolnicar, S., Lazarevski, K., & Yanamandram, V. (2013). Quality of life and tourism: A conceptual framework and novel segmentation base. *Journal of Business Research*, *66*(6), 724-729.

Dolnicar, S., Yanamandram, V., & Cliff, K. (2012). The contribution of vacations to quality of life. *Annals of Tourism Research*, *39*(1), 59-83.

Garau-Vadell, J. B., & de-Juan-Vigaray, M. D. (2017). International residential tourist shopping styles: A study of British and German citizens in Spain. *Tourism Economics*, *23*(3), 485-505.

Gascón, J. (2016). Residential tourism and depeasantisation in the Ecuadorian Andes. *The Journal of Peasant Studies*, *43*(4), 868-885.

Gilbert, D., & Abdullah, J. (2004). Holidaytaking and the sense of well-being. *Annals of Tourism Research*, *31*(1), 103-121.

Gustafson, P. (2001). Retirement migration and transnational lifestyles. *Ageing and Society*, *21*, 371-394.

Gustafson, P. (2002). Tourism and seasonal retirement migration. *Annals of Tourism Research*, *29*(4), 899-918.

Gustafson, P. (2006). Place attachment and mobility. In N. McIntrye, D. Williams & K. McHugh (Eds.), *Multiple dwelling and tourism: Negotiating place, home and identity* (pp. 17-31). UK: Cabi Publishing.

Hall, C. M. (2014). Second home tourism: An international review. *Tourism Review International*, *18*(3), 115-135.

Haug, B., Dann, G. M., & Mehmetoglu, M. (2007). Little Norway in Spain: From tourism to migration. *Annals of Tourism Research*, *34*(1), 202-222.

Hayes, M. (2015). Moving South: The economic motives and structural context of North America's emigrants in Cuenca, Ecuador. *Mobilities*, *10*(2), 267-284.

Holleran, M. (2017). Residential tourists and the half-life of European cosmopolitanism in post-crisis Spain. *Journal of Sociology*, *53*(1), 217-230.

Huber, A., & O'Reilly, K. (2004). The construction of Heimat under conditions of individualised modernity: Swiss and British elderly migrants in Spain. *Ageing and Society*, *24*(03), 327-351.

Huete, R., & Mantecón, A. (2012). Residential tourism or lifestyle migration: Social problems linked to the non-definition of the situation. In O. Moufakkir & P. M. Burns (Eds.), *Controversies in Tourism* (pp. 160-171). Oxfordshire: Cabi International.

Kim, K. (2002). The effects of tourism impacts upon quality of life of residents in the community, *Unpublished Doctoral Dissertation*, Virginia Tech University, Department of Hospitality and Tourism Management, USA.

Kim, H., Woo, E., & Uysal, M. (2015). Tourism experience and quality of life among elderly tourists. *Tourism Management*, *46*, 465-476.

King, R., Warnes, A. M., & Williams, A. M. (1998). International retirement migration in Europe. *Population, Space and Place*, *4*(2), 91-111.

Lucas, R. E., Clark, A. E., Georgellis, Y., & Diener, E. (2003). Reexamining adaptation and the set point model of happiness: Reactions to changes in marital status. *Journal of Personality and Social Psychology*, *84*(3), 527-539.

Mantecón, A., & Huete, R. (2008). The value of authenticity in residential tourism: The decision-maker's point of view. *Tourist Studies*, *8*(3), 359-376.

Mazón, T. (2006). Inquiring into residential tourism: The Costa Blanca case. *Tourism and Hospitality Planning & Development*, *3*(2), 89-97.

McWatters, M. R. (2009). *Residential tourism: (de)Constructing paradise* (Vol.16). UK: Channel View Publications.

Morote, Á. F., Saurí, D., & Hernández, M. (2017). Residential tourism, swimming pools, and water demand in the Western Mediterranean. *The Professional Geographer*, *69*(1), 1-11.

Müller, D. K. (2002). Reinventing the countryside: German second-home owners in Southern Sweden. *Current Issues in Tourism*, *5*(5), 426-446.

Neal, J. D., Sirgy, M. J., & Uysal, M. (1999). The role of satisfaction with leisure travel/tourism services and experience in satisfaction with leisure life and overall life. *Journal of Business Research*, *44*(3), 153-163.

Noguera, G. O., Andreu, H. G., Palmer, P. J., & Tur, A. A. (2007). Epistemological and ethical dilemmas of public participation on residential tourism planning. *PASOS Revista de Turismo y Patrimonio Cultural*, *5*(3), 323-329.

Nudralı, Ö., & O'Reilly, K. (2009). Taking the risk: The British in Didim, Turkey. In M. Benson & K. O'Reilly (Eds.), *Lifestyle migration: Expectations, aspirations and experiences* (pp. 137-152). Farnham: Ashgate.

Oliveira, C., Brochado, A., & Correia, A. (2017). Seniors in international residential tourism: Looking for quality of life. *Anatolia*, 1-13.

O'Reilly, K. (2000). *The British on the Costa del Sol: Transnational identities and local communities*. London: Routledge.

O'Reilly, K. (2007). Emerging tourism futures: Residential tourism and its implications. In C. Geoffroy & R. Sibley (Eds.), *Going abroad: Travel, tourism, and migration. Cross-cultural perspectives on mobility* (pp. 144-157). Newcastle: Cambridge Scholars Publishing.

Pavot, W., & Diener, E. (2008). The satisfaction with life scale and the emerging construct of life satisfaction. *The Journal of Positive Psychology*, *3*(2), 137-152.

Perles-Ribes, J. F., Ramón-Rodríguez, A., Vera-Rebollo, J. F., & Ivars-Baidal, J. (2017). The end of growth in residential tourism destinations: Steady state or sustainable development? The case of Calpe. *Current Issues in Tourism*, 1-31.

Phillips, W. J., Wolfe, K., Hodur, N., & Leistritz, F. L. (2013). Tourist word of mouth and revisit intentions to rural tourism destinations: A case of North Dakota, USA. *International Journal of Tourism Research*, *15*(1), 93-104.

Ribes, J. F. P., Rodríguez, A. R., & Jiménez, M. S. (2011). Determinants of the competitive advantage of residential tourism destinations in Spain. *Tourism Economics*, *17*(2), 373-403.

Rico-Amoros, A. M., Olcina-Cantos, J., & Saurí, D. (2009). Tourist land use patterns and water demand: Evidence from the Western Mediterranean. *Land Use Policy*, *26*(2), 493-501.

Rodriguez, V., (2001). Tourism as a recruiting post for retirement migration. *Tourism Geographies*, *3*(1), 52-63.

Rodriguez, V., Fernandez-Mayoralas, G., & Rojo, F. (1998). European retirees on the Costa del Sol: A crossnational comparison. *International Journal of Population Geography, 4*, 183-200.

Romita, T. (2016). Lifestyles and consumption of do-it-yourself residential tourists in Italy. In Z. Roca (Ed.), *Second Home Tourism in Europe: Lifestyle Issues and Policy Responses*, (pp. 263-284). Newyork: Routledge.

Sirgy, M. J., Michalos, A. C., Ferriss, A. L., Easterlin, R. A., Patrick, D., & Pavot, W. (2006). The quality-of-life (QOL) research movement: Past, present, and future. *Social Indicators Research*, *76*(3), 343-466.

Sunil, T. S., Rojas, V., & Bradley, D. E. (2007). United States' international retirement migration: The reasons for retiring to the environs of Lake Chapala, Mexico. *Ageing & Society*, *27*(4), 489-510.

Torkington, K. (2012). Place and lifestyle migration: The discursive construction of 'glocal'place-identity. *Mobilities*, *7*(1), 71-92.

USAK (Uluslararası Stratejik Araştırmalar Kurumu) (2008). Yerleşik Yabancıların Türk Toplumuna Entegrasyonu [Integration of Residential Tourists into Turkish Society], *Uluslararası Stratejik Araştırmalar Kurumu Raporları*, No: 08-04, Ankara.

United Nations (2010). Mobility and Migration. A Guidance Note for Human Development Report Teams, Human Development Report Office: New York.

United Nations (2017). World Population Ageing 2017- Highlights. Department of Economic and Social Affairs, Population Division: New York.

Uysal, M., Sirgy, M. J., Woo, E., & Kim, H. L. (2016). Quality of life (QOL) and well-being research in tourism. *Tourism Management*, *53*, 244-261.

van Noorloos, F. (2013). Residential tourism and multiple mobilities: Local citizenship and community fragmentation in Costa Rica. *Sustainability*, *5*(2), 570-589.

van Noorloos, F., & Steel, G. (2016). Lifestyle migration and socio-spatial segregation in the urban (izing) landscapes of Cuenca (Ecuador) and Guanacaste (Costa Rica). *Habitat International*, *54*, 50-57.

Veenhoven, R. (2000). The four qualities of life ordering concepts and measures of the good life. *Journal of Happiness Studies, 1*, 1-39.

Wei, S., & Milman, A. (2002). The impact of participation in activities while on vacation on seniors' psychological well-being: A path model application. *Journal of Hospitality & Tourism Research*, *26*(2), 175-185.

Wikimedia, (2017). Category: Maps of Alanya. Retrieved 28 November, 2017, from https://commons.wikimedia.org/wiki/Category:Maps_of_Alanya

Williams, L. N. (2010) Second home tourism in rural Tobago - the perceived socio-economic and environmental impacts. *Unpublished Master Thesis*, Lund University, Department of Environmental Studies and Sustainability Science, Sweden.

Williams, A. M., King, R., Warnes, A., & Patterson, G. (2000). Tourism and international retirement migration: new forms of an old relationship in southern Europe. *Tourism Geographies*, *2*(1), 28-49.

World Health Organization (1997). WHOQOL: Measuring Quality of Life World Health Organization: Division of Mental Health and Prevention of Substance Abuse, *Geneva: WHO*.

Zukiwsky, J. M. (2010). Understanding and managing the effects of residential tourism on quality of life in Fernie, *Unpublished Master Thesis*. Simon Fraser University, School of Resource and Environmental Management, Canada.