



DEVELOPING TOURISM IN FOÇA: VIEWS OF UNDERGRADUATE STUDENTS

Research Article

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ABSTRACT

Located on the Aegean Coast, Foça is the district of the third biggest city of Turkey, İzmir. This little fishing town welcomed international tourism throughout the bright years of tourism beginning from 1970s till 2000s. Foça lost its popularity and a good deal of socio-economic support of tourism through the years after the international holiday villages closed down. Today, the tourism in Foça is restricted to summer season especially by second home owners and excursionists. The people of Foça are striving for ways to revive the tourism. This study is conducted to understand the views of the students of university getting tourism education thus being a more conscious part of the society about developing tourism in Foça. The results of the qualitative analysis reveal the vulnerable sides of Foça to improve as well as its treasures to enhance. Finally, suggestions are provided for more sustainable ways of tourism development in Foça.

Keywords: Tourism development, Foça, undergraduate student views.

Jel Codes: Z32, L83, Q01

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INTRODUCTION

This study aims to find out the views of the undergraduate students living in Foça about the development of tourism in Foça. The students are preferred as the target resource of the research not only because they experience and observe life in Foça but also as they receive tourism education in superior level at the School of Hospitality and Tourism Management in Dokuz Eylül University. Today, the school has become a Faculty of Tourism and it is still the only higher education institution of tourism in Foça.

Foça, a fishermen town on the northern shore of İzmir which is the third biggest city in Turkey following the administrative capital Ankara and the commercial and cultural capital İstanbul. Situated on the Aegean seaside, Foça which is also a touristic attraction point of İzmir is located 70 kms from the city center. Foça benefited from international tourism for years after the opening of Club Med, famous French holiday village in 1967. Later, after the 1970s, with the second homes action, the national tourism followed. Foça has become a destination for especially excursionists after the 1990s (Emekli, 1999). The stagnation follows since the beginning of 2000s (Kilinc-Unlu, 2011).

One reason for the stagnation is that in year 2005, the holiday village Club Med was closed down, thus resulting in the loss off all the related international connections providing demand. Also, Club Neilson Phokaia is reported to close down in the summer season 2017 for the lack of demand, and its members are sent to Croatia, Greece and Sardinia (Gül, 2017). Even if it restarted receiving this time especially national guests in 2018, with its new brand name, Mark Warner Phokaia Beach Resort, the share of international guests dropped down. These two cases reflect poor management of international tourist demand in Foça.

Another reason can be listed as the seasonality which is a shared problem of İzmir as a destination as exhibited in Table 1. According to the data in the table, highest number of visitors are in summer months: June, July and August. This is mainly a reflection of the tourists visiting İzmir's shores for sun sea sand tourism in summer. The population of Foça is 31.061 according to data of year 2017 (TUİK, 2017). In the summer, the population in Foça is reported to increase to 100.000. It is emphasized by the increase in hotels' occupation levels especially during the weekend (Milliyet Haber, 2017). Thus, it can be inferred that Foça as a district behaves similar to İzmir city in general in terms of seasonality.

Table: 1 Foreign Arrivals to İzmir by Years and Months (From 2016 to 2018).

Months	Years			Rate of Change (%)	
	2016	2017	2018	2017/2016	2018/2017
JANUARY	16 397	13 330	24 330	-18,70	82,52
FEBRUARY	18 989	16 442	27 923	-13,41	69,83
MARCH	37 154	27 846	24 818	-25,05	-10,87
APRIL	37 925	43 211	47 039	13,94	8,86
MAY	66 015	57 378	75 264	-13,08	31,17
JUNE	73 226	94 325	139 679	28,81	48,08
JULY	135 271	157 459	245 724	16,40	56,06
AUGUST	111 838	146 900		31,35	
SEPTEMBER	76 603	105 279		37,43	
OCTOBER	62 989	62 447		-0,86	
NOVEMBER	16 691	17 203		3,07	
DECEMBER	19 201	21 990		14,53	
TOTAL OF 7 MONTHS	384 977	409 991	584 777	6,50	42,63
GENERAL TOTAL	672 299	763 810		13,61	

Source: Provincial Directorate of İzmir, Ministry of Culture and Tourism (<http://www.izmirkulturturizm.gov.tr/TR,202464/2018-yili-istatistikleri.html>. Accessed: August 28, 2018)

The data obtained from Sub-Provincial Directorate of Ministry of Culture and Tourism in Foça also confirms that the tourist numbers accumulate in the summer especially in months June, July and August (Table 2). Table 2 shows only the numbers of

tourists who come to the Tourism Office in Foça and this number does not represent the whole number of tourists who come to Foça. It is reported to represent one fifth of the tourists and it does not include the national excursionists.

Table: 2 Tourist Arrivals to Sub-Provincial Directorate of Foça, Ministry of Culture and Tourism by Years and Months (From 2016 to 2018).

Months	2016			2017			2018		
	National	International	Total	National	International	Total	National	International	Total
JANUARY	12	18	30	18	11	29	23	0	23
FEBRUARY	7	27	34	25	10	35	32	11	43
MARCH	20	35	55	22	7	29	69	5	74
APRIL	14	63	77	59	16	75	56	22	78
MAY	58	83	141	103	18	121	72	38	110
JUNE	51	104	155	137	33	170	86	61	147
JULY	79	171	250	256	40	296	208	75	283
AUGUST	41	240	281	380	43	423	239	47	286
SEPTEMBER	87	204	291	164	23	187	0	0	0
OCTOBER	64	82	146	89	35	124	0	0	0
NOVEMBER	25	29	54	43	3	46	0	0	0
DECEMBER	4	11	15	27	1	28	0	0	0
GENERAL TOTAL	462	1067	1529	1323	240	1563	785	259	1044

Source: Sub-Provincial Directorate of Foça, Ministry of Culture and Tourism, 2018.

Given all above reasons, local people of Foça are looking for ways to revive the tourism development. The municipality, the university and the private sector representatives (hotel owners, travel agencies, etc.) try to find solutions for example with the regular city councils, annual panel organizations. But as the decisions taken during these kinds of meetings are not turned into action, the problem still continues.

This study is conducted in order to provide information about the students' understanding of the situation of tourism in Foça and to find out their ideas and suggestions about a more sustainable tourism development in Foça. The population of the research is chosen as the university students. The data collection was realized in the university located in Eski Foça. The qualitative method as the preferred method of research has reached to some important results showing direction with suggestions and hints for the tourism development in Foça. The results

include suggestions about the protection and revalorization of the archeological, historical, ecological, gastronomical, mythological resources in Foça; demand analysis for national and international markets of Foça; suggestions about the creation of new tourism products matching these different markets; suggestions about a professional image and advertisement management and also about the revision of infrastructural and superstructural background.

FOÇA

Named Phokaia in antique times (8th century B.C.), Eski Foça was an important Ionian port just like Smyrna: Today's İzmir city to which Foça is connected as a district (Bean, 2001). To clarify, Foça district of today is comprised of Eski Foça and Yeni Foça; two places situated a few kilometres away from each other. Phokaia is the name given in antique times to all the area

including both places and some other villages in the hinterland. *“They established their city under the most beautiful sky and in the best climate we know on earth”* is a saying that belongs to worldwide known historian Herodotus which is told for Ionian cities İzmir (Smyrna) and Foça (Phokaia).

Bean (2001) also informs that “phoke” means monk seal in Greek language and seal figure can be seen on coins belonging to the early periods of Phokaia. In Turkish, the name “fok” means also monk seal. Foça is the protection area for the endangered species Mediterranean Monk Seal (*Monachus Monachus*) which has also become the symbol of the town. As a figure, it may be met as sculptures, pictures and souvenirs while wandering in the town today. It is stated that 100 members of *Monachus Monachus* of the total population (500-600) lives along the Aegean and Mediterranean coasts of Turkey (Kıraç&Güçlüsoy, 2008).

Phokaians are represented as successful seamen reaching till Spain by their colonies (Bean, 2001) the most famous of which is Marseille of France today (Akurgal, 2007). With the latest excavations which still slowly continues to be uncovered in Foça, the history is found to be dating back to Bronze Age till 5000 B.C. (Özyiğit, 2010).

Foça has numerous archeological ruins that can be valorised for tourism purposes such as Siren Rocks, Athena Temple, Kybele Open Air Temple, Theater, Archaic Wall & Herodot Wall, Outer Castle, Stone House (Persian Monumental Grave), Mosaics, Devil’s Bath, City Wall and Beş Kapılar Castle (candidate for Unesco Cultural Heritage), Windmills, Mosques, Ottoman Graveyard. And mythological symbols and stories specific to Foça exist such as the Sirens, Black Stone (“Karataş” with the local name), Gryphon, Mediterranean Seal, Foça Moru (Meaning Foça Purple: A kind of stone used in textile, its archaic mines exist in Foça), Cock and Horse (Turkish Ministry of Culture and Tourism, 2018).

Tourism in Foça

The research made by Emekli (1999) on Foça reflects very important information on the situation of tourism development and the preferences of the tourists coming from different countries:

- The protection of the resources such as clean sea, climate, natural beauties and the scenery is

important and if lost, tourism will inevitably regress.

- The promotion of Foça’s archeological, historical, cultural natural richnesses as well as sun-sea-sand tourism should be realized to attract the international tourists.
- The balance between provision of needs of different age groups and different markets should be created for example by;
- protecting the relax and natural calmness;
- not creating overcrowdedness which create congestion and pollution,
- creating animation and activities for the young.

Foça is not only a sun-sea-sand destination but also has a rich cultural heritage in terms of historical, archeological, natural, geographical, sociological treasures. Valorisation of these resources for the benefit of tourism development will attract more specific markets preferring to visit Foça. The marine products with local wine, local yoghurt and other local products are attractive for both national and international tourism. In a study presenting Foça as a heritage tourism destination developing food tourism through collaborative efforts, slow food convivium of Foça is mentioned as the first founded in Turkey (Hatipoglu et al, 2016) which is an advantage for protecting the gastronomic richness. Earth Market of Foça was awarded the most innovative Earth Market among other 39 Earth Markets in 2014 in Salone del Gusto in Italy (Darrow, 2014).

Slow Food was started by Carlo Petrini and a group of activists in the 1980s with the initial aim to defend regional traditions, good food, gastronomic pleasure and a slow pace of life. In its history, the movement has evolved to embrace a comprehensive approach to food that recognizes the strong connections between plate, planet, people, politics and culture (Slow Food, 2015). In 1989 a group of self-selected delegates from the newly created "Slow Food" organization convened in Italy to further define the future of the society. Since the focus was to be the local environment and economy, the new association was divided into regionally-based convivia [from the Latin word "convivium" meaning banquet, and used in the Roman and Medieval periods to indicate a gathering of people for fellowship and eating] (Chrzan, 2004 p. 118). Today Slow Food represents a global movement involving more than

1500 convivia with thousands of projects and millions of people in over 160 countries (Slow Food, 2015). Foça Slow Food Convivium is a member of this Slow Food movement.

The following sentences reflect the importance of sustainability for Slow Food businesses: "...food is at the core of the sustainability challenge... Local and sustainable food is the only way to feed people and, at the same time, respect the carrying capacity of the Earth, and ensure better living conditions for farmers and consumers and a real freedom of choice" (Tencati&Zsolnai, 2012 p. 347-348-349). Sustainable development is defined as "Development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (World Commission on Environment and Development 1987, p. 43). In line with this definition, sustainable tourism is defined by the World Tourism Organization as: "Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities" (UNEP and UNWTO, 2005). Sustainable Tourism for Development Conference was organised in İzmir by the UNDP and Turkish Ministry of Culture and Tourism in April 2018. (UNDP and Turkish Ministry of Culture and Tourism, 2018). This is a promising development for tourism in İzmir and its district Foça.

In Turkey, for many years, the priority of the governmental tourism practices was implication of mass tourism which increased the gross national product and foreign currency flow. However, neglecting the cultural heritage unfortunately resulted in deteriorating effects (Kilinc-Unlu, 2011). Foça was influenced from those unsolicited effects even if it's been an environmentally protected zone and military zone for many years in its past.

In this study, the situation of tourism in Foça is reflected. Most importantly, Foça has become bound to national tourism only seasonally frequented by the retired people's second homes. The increasing number of construction of second homes created noteworthy over construction through the years. Thus, Foça has been losing its environmental natural beauty subsequent to maladministration of tourism and environmental concerns, thus mostly leading through not a

sustainable way of developing the tourism. This study is realized in order to find out, by questioning the views of the undergraduate students living in Foça, the ways for more sustainable development of tourism in Foça.

METHODOLOGY

As the planning of tourism requires a multidisciplinary approach involving engineers, architects, economists, sociologists and geographers (Cazes et al., 1993), academic tourism studies of today are becoming multidisciplinary in nature and research methodology (Jafari 2001 p. 33-34; 2002: p. 13). While reviewing literature about the student views on tourism realized in Foça or other places, it is seen that many studies furnishing the student views have used solely the quantitative research. It is preferred as a more structured version of research, most possibly given the level of knowledge and awareness of the respondents [mostly levels in primary and secondary education]. Also, those examples are dealing with mostly the effects of tourism on locals rather than the views about how to develop the tourism. Study examples are about: Tourism in Safranbolu (Karakuş et al., 2011), tourism in Foça (Gümüş&Özüpekçe, 2009), university student views on negative effects of tourism on Northern Cyprus (Şafaklı, 2017). In the questionnaire used in a study for measuring the perceptions of secondary school students about the urban tourism in Edirne, some structured questions on how to develop tourism are added to the effects of tourism questions (Ateş, 2013). A similar study is realized for student views on tourism in Hatay (İncekara&Savran, 2011).

On the other hand, the study field about tourism which is composed of perceptions, views, experiences needs to be supported with qualitative analysis for a more precise understanding of these complex phenomena. For example, for a destination image study realized to find out international students' views about tourism in Australia, the questionnaire included open-ended questions about the perceptions of positive or negative multi-sensory images about Australia (Son&Pearce, 2005). The qualitative studies like this would contribute the enrichment of further researches in the area.

For this study, qualitative method is preferred as it is the most convenient for the nature of the research. Phenomenological analysis is used in order to have a deeper understanding of the topic of interest by analyzing opinions, thoughts, perceptions or experiences (Starks&Trinidad 2007, Pietkiewicz&Smith 2014). Open-ended, unstructured (Thorne, 2000) questions are preferred to clarify the comprehensibility of the opinions which in return are supposed to be benefited by the supervening researches in the area.

The students at Dokuz Eylul University, School of Tourism and Hospitality Management receiving tourism education were taken as the target population of this research. The elevated level of the student knowledge and socio-cultural awareness is an advantage for having more meaningful and reliable results. During their education, they follow courses comprising a curriculum of management, economics, law, and tourism specific courses with not only theoretical but also practical knowledge as they attend internships. They also specialise in international tourism knowledge with the possibilities of Erasmus teaching and student exchanges as well as internships in international institutions in Europe and America.

Besides, most of the students coming from other cities of Turkey experience living in Foça during their educational time period. By this means, their opinions about the tourism development in Foça are built upon not only their educational knowledge but also their observations on the life of the locals in Foça as well. Hereby, it is fathomed out that qualitative analysis is the most convenient method in order to have a more in-depth research analysis for the case of tourism development in Foça.

As Thorne (2000) puts it about the preference of qualitative research analysis types: *“qualitative researchers are often more concerned about uncovering knowledge on how people think and feel over the circumstances in which they find themselves”*, *“phenomenological study might attempt to uncover and describe the essential nature of”* [the subject studied; here the development of tourism in Foça]. Thus, the study aims to find out according to the phenomenological analysis of data collected, the

“description of the essential nature of” development opportunities of tourism in Foça.

Questions of the research addressed to students were: *“What do you think about the tourism in Foça? How do you think the tourism in Foça can be developed?/ What are your suggestions for developing tourism in Foça?”*. The data collection was realized during a written exam at academic year 2011-2012 and 22 responses were evaluated. It is striking to find out that results of the analysis and the suggestions realized accordingly are still valid considering the current situation of today’s tourism development in Foça. This has already been confirmed by a recent publication which includes different suggestions about the image formation of Foça and about the alternative touristic products and about the tourism types in search for the sustainable development of tourism in Foça according to the current situational tourism analyses of Foça (Özen, 2017).

RESULTS OF ANALYSIS

According to the analysis of the answers of the students, Foça is perceived by the students as a touristic district of İzmir. It is known as a little pretty coastal town of fishing and vacation. Foça possesses the elements of attractivity for both national and international tourists. It has a high potential of tourism demand. Thanks to its gastronomical richness, it has also been mentioned as an inspiring slow city, even yet not officially been declared. By the way, the Earth Market in Foça is the prominent one among its European rivals.

Foça has some multidimensional operational areas to develop and improve concerning the tourism. These dimensions begin from the decisional and educational angles and continue till infrastructural and super structural aspects. While developing these focal areas, Foça will undoubtedly benefit from its high potentials and advantageous areas.

These facts above representing the sum of the results of the analysis are exhibited in more detail into two basic dimensions to consider while trying to develop the tourism in Foça: The positive sides and the points to improve. Thus, the content analysis of the data results in these two basic dimensions. The two dimensions; positive sides followed by the points to improve are exhibited on

the left column of the table below, while the concerned suggestions for the each sides are listed

on the right column of the table for a much clearer view and understanding.

The Views and Suggestions About The Positive Sides:

The Views About Positive Sides/Potentials(+)	The Suggestions About Positive Sides
<ul style="list-style-type: none"> • <i>Foça’s unique special feature: The relaxed way of life in Foça: An attractiveness. “Slow city”; a place that inspires artists, musicians, painters, photographers, literature lovers, poets just like Paris. Foça does not need bars and discos. Foça is different from Bodrum and Çeşme, it does not serve what they serve.</i> • <i>Warm and whole-hearted local people, Peaceful lifestyle: Joining together many people having various roots in history (Greek, european etc.) the warmness of people relationships.</i> • <i>Natural beauties, geographical advantage, symbolic spots identified with the mythological stories:</i> <ul style="list-style-type: none"> ○ <i>English Cape, Little Sea, Great Sea, Coast, natural bays, beaches, clean sea,</i> ○ <i>Clean air, wind (ideal for vacationists escaping from summer’s intense heat)</i> ○ <i>Siren Rocks and Islands</i> ○ <i>Mediterranean Seal (Monachus Monachus): Very symbolic for Foça...</i> • <i>Aesthetic Beauties:</i> <ul style="list-style-type: none"> ○ <i>Unique Scenery (Endangered):</i> <p>In fact, as Foça has been a protection area, a first-degree seismic zone, that is why difficulty of getting reconstruction permit has been an advantage for the protection of natural paysage for years. [But it is no longer valid as increasing number of constructions are witnessed recently.]</p> <ul style="list-style-type: none"> ○ <i>Cobblestoned Streets,</i> • <i>Gastronomic Richness of Local Products: Slow Food Convivium, Earth Market</i> <ul style="list-style-type: none"> ○ <i>Fish and Fresh Marine Products,</i> ○ <i>Local wine (Vineyards dating back 3000 years), vinegar,</i> ○ <i>Yoghurt,</i> • <i>Historical, archeological richnesses; protected areas:</i> <ul style="list-style-type: none"> ○ <i>Stone houses, historical sites and houses.</i> ○ <i>Aqueducts,</i> ○ <i>Fortress(UNESCO Heritage Candidate)</i> ○ <i>Persian Monumental Tomb...</i> • <i>The supportive side of students to the winter tourism in Foça</i> • <i>The publicity of Foça by the university by</i> 	<p><i>Image Formation & Marketing:</i></p> <ul style="list-style-type: none"> • <i>Foça is much more beautiful than many other tourism destination in the World. But it is left behind. Why?</i> <ul style="list-style-type: none"> ○ <i>Is it because it is in Turkey’s borders?</i> ○ <i>Or is it undervalued?</i> • <i>The tourism in Foça can progress by driving forward its unique characteristics in a way that is acceptable for the local people and by considering to meet the socio-cultural needs of the local people.</i> • <i>Characteristic values to be kept, not lost</i> <p><i>Advertising and Promotional Efforts:</i></p> <ul style="list-style-type: none"> • <i>Richnesses should be more strategically marketed. For promotional efforts to attract future guests:</i> <ul style="list-style-type: none"> ○ <i>Promotional efforts on Internet should be made.</i> ○ <i>Virtual advertisements must be made.</i> ○ <i>Fam trips should be organised for international market.</i> • <i>There’s similarity between the landscapes of Foça and similar destinations in Italy. This rival country may be taken as role model.</i> <p><i>Rehabilitation:</i></p> <ul style="list-style-type: none"> • <i>Restoration and reanimation of the old stone buildings: Some have already begun to be used as stone boutique hotels</i> • <i>The balance among the excavation-protection-usage triangle in service of tourism should be provided.</i> • <i>Suggestions of other possibilities to use: Museum or art galleries or other activity centers having the socio-cultural supportive aims</i> <p><i>Activity Planning & Timing</i></p> <ul style="list-style-type: none"> • <i>Jazz music festivals may be organized at the beginning of the summer</i>

<p>various activities to make known to the authorities (Ex: By panels)</p> <ul style="list-style-type: none"> • <i>Facilitation of the transportation:</i> The banlieue rail system (İZBAN). 	
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The Views and Suggestions About The Points to Improve

<i>The Views about Points to Improve (-)</i>	<i>The Suggestions About Points to Improve</i>
<ul style="list-style-type: none"> • <i>Not popular:</i> Tourism demand for Foça is far less than merited. • <i>Seasonality:</i> Tourism season is very short; only 2,5 months. In winter the tourism is dead. • <i>The danger of over-concretion</i> and unplanned urbanization is posing an irreversible threat to the natural environmental beauty of Foça. • <i>The lack of education</i> among business owners <ul style="list-style-type: none"> ○ The lack of hotels and other services in quality and quantity ○ Tourism stagnates. The tourism businesses are ordinary. ○ Lack of infrastructure ○ Lack of maintenance for the general public places such as beach areas and all connected services and facilities. ○ Lack of local management to support the infrastructure for tourism. Ex: Cleaning of the sea-urchin on the seabed. • <i>Transportation problems:</i> <ul style="list-style-type: none"> ○ Minibuses driving with overcapacity with no legislative inspection especially in the summer (high season). ○ Buses with no functioning air-conditioning. ○ No possibility of direct transportation to other directions than İzmir center. ○ Innovative activities during the drive may turn the time on long trip meaningful. • <i>The Price Inflation:</i> The Accomodation types, the housing and land prices are unaffordable. • Lack of <i>sustainable promotion/publicity/advertisement/image study:</i> The university and local municipality left on their own are not enough for the tourism promotion. • The <i>tourist profile</i> coming to Foça is always the same. <ul style="list-style-type: none"> ○ Excursionists coming from İzmir is supporting the tourism only. ○ Only national tourist brings income. ○ International tourist comes to international owner’s place just like Hotel Leon, not leaving currency to local economy. 	<p><i>1 General:</i></p> <ul style="list-style-type: none"> • Precautions to be taken to stop overconstruction, • Educative measures, • Protection while using, developing <p><i>About Demand:</i></p> <ul style="list-style-type: none"> • Studies for demand should be made to attract different tourist profiles to Foça. <p><i>About Supply:</i></p> <ul style="list-style-type: none"> • Not only sun-sea-sand but also the nature tourism can be developed. • Suggestions about enriching the variety of local products market, food and beverages, entertainment types, the quality of service establishments, sports activities. • General public areas should be revised, cleaned, new additions should be made. <ul style="list-style-type: none"> ○ Keeping the sea and environment clean must be focus of the attention. ○ The balance of using and protecting should be kept and all users must be invited to realize this aim by educational activities, signs and symbols and inspections should be provided about the issue. ○ People should be kept more aware of the sea usage more cautiously without polluting. • The facilities and services of transportation, accomodation and attractions to visit in Foça all need to be rearranged and reorganized. • Club Med must be reevaluated in terms of investment opportunities. • Archeological excavations should be finalised to the museum projects. • Traditional events may be created for event tourism development. • Water sports, climbing courses can be given. • The activities have to be revised. <ul style="list-style-type: none"> ○ Ex: The variety of festivals similar to rock

<ul style="list-style-type: none"> • Lack of <i>activity for different markets</i>: Presence of a university’s tourism faculty: The town gaining a double sided identity already with retired people’s secondary homes, and a young students place: Requiring activities for students. • <i>Club Med</i>: This facility played a big role in the past for the increasing of international tourism revenues but has remained inutile for many years. • The <i>archeological hellenistic works</i> not yet unearthed. • <i>Foça Rock Holiday</i>: People are complaining from its <i>noise and waste</i>. • <i>Closedness of people to development</i>: For fear that natural beauty will be lost, investments has been refused by the local people <i>over the age of 50</i>. <ul style="list-style-type: none"> ○ On the one hand it has been an advantage: Afraid to lose the natural beauties and “nature lovers” as an important tourist market. ○ On the other hand it is resulting in a disadvantage: low touristic supply and demand. [This situation has been changing since concretion has significantly augmented recently]. 	<p>festival may be increased.</p> <ul style="list-style-type: none"> ○ Activities joining together young with the aged may be organized. <p><i>Both Supply and Demand:</i></p> <ul style="list-style-type: none"> • Advertisement, marketing efforts should be revised and organized to respond to the needs of national and international investors, entrepreneurs and touristic demand. • There is a need to rearrange the quality and quantity of accomodation services for the tourist profiles posseding different budget considerations. • Foça rock holiday can be used for the promotion of Foça. The municipality must be more actively playing role in correcting this situation. • If population of Mediterranean Seals are increased, there may be photographers to come to take their photos. • <i>A need for reorganizing different accomodation offers:</i> <ul style="list-style-type: none"> ○ Neilson Phokaia: Prefers to give service to international tourism, not preferred by Turkish as price level is high [through the years, losing number of international tourists it has also began to meet Turkish tourists.] ○ Hanedan, Phokia (Neilson): receiving mainly international sun-sea-sand tourism: Closed in winter.
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DISCUSSION AND CONCLUSION

The development of tourism in Foça in its nature has its very complicated and complex roots in problems of resource management and power delegation in administrative terms among actors. Thus, it will not be simple to make the decisions for the future of a priceless destination unless they are planified sustainably involving all the parties concerned and with operational plans for the long term. The question: “How the tourism of Foça should be developed” has to be asked to all the concerned parties more efficiently: As yet, the efforts already are not enough. Step by step, the necessary actions are to be taken in order to protect and reevaluate the real treasures of Foça mentioned in this study as well.

The sustainable development of tourism is becoming more important each day in our world.

The emphasis on local people’s consciousness about the user-protector balance has importance about this issue. If the government takes necessary precautions with the legislations to protect while using, the local people will be more willing to protect; otherwise the level of sensitivity of people to protection is found to be insufficient according to a research made in Yeni Foça (Asatekin&Eren, 1979). Similar to this once realized one, new researches need to be executed on all involved shareholders in today’s Foça.

In April 2018, Sustainable Tourism for Development Conference was organised in İzmir by the UNDP and Turkish Ministry of Culture and Tourism. (UNDP and Turkish Ministry of Culture and Tourism, 2018). The conference is one of the output of the Capacity Development Project in the Area of Community-Based Sustainable Tourism.

Thus, the main aim is represented as letting community live with all its possessions of culture; gastronomical, historical, architectural without losing them, shortly let revive abstract and concrete all cultural richnesses and let protect them so that they all become naturally attractive. Then the tourist will desire to come to discover the place with all its authenticity. As a result, first and foremost, the local life and its treasures need to be protected. Otherwise, the result will be loss of healthy socio-cultural and socio-economical local life; not only loss of tourism.

The touristic potential of Foça is not limited to blue sea and its bright sun in the summer with beautiful beaches. Its unique features such as

archeological, mythological, gastronomical, ecological richnesses exist and are expected to be reevaluated by a sustainable development aspect. The method of development which has been preferred until today has resulted in some undesired results such as the loss of income from international tourism or the loss of the ecological scenery. The change in Foça's beautiful scenery once attracting tourists can be observed in Figure 1 below illustrating the photos of Foça taken in 1980 and 2000. This is just a little visible part of the reflection of the reality in Foça that requires a professional recontextualization and handling. In this respect;



Figure 1: Foça in 1980 and in 2000.

Source: Foça Phokaia, Foça Belediyesi, Meltem Ofset, 2000, İzmir.

another very essential point in developing tourism in Foça appears as the need for the detailed analysis of demand for both existing and potential markets. Some updated statistics exist for İzmir such as the nationalities of the foreign visitors entering to İzmir from border gates (Figure 2).

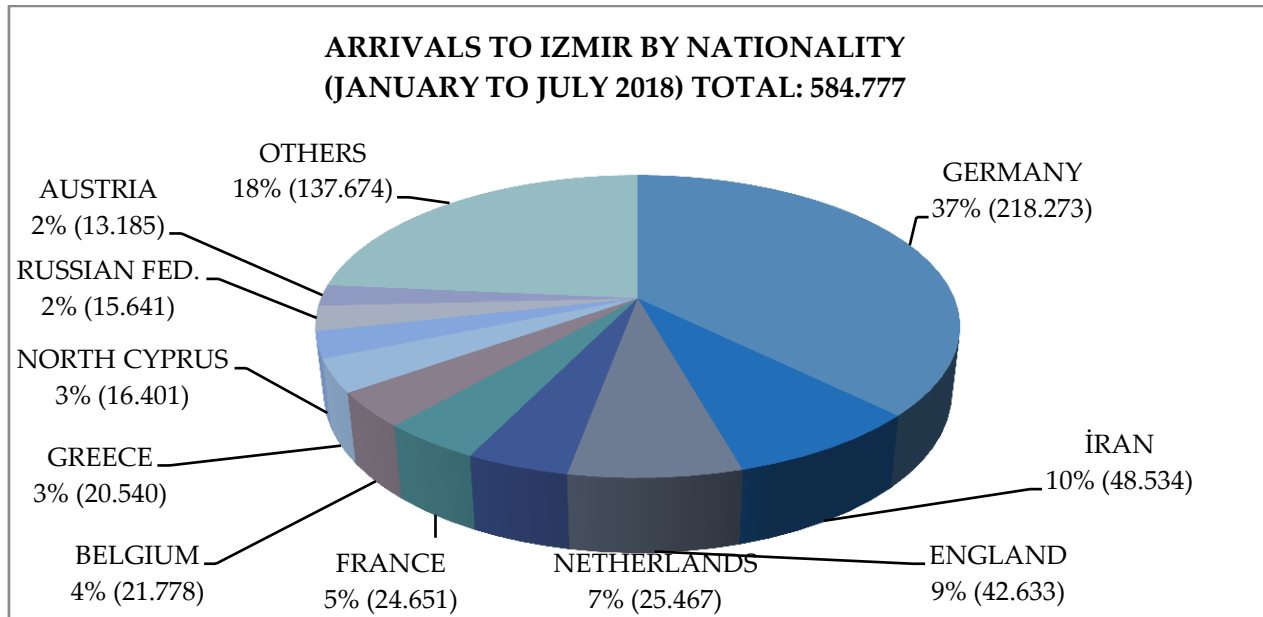


Figure 2: Arrivals to İzmir by Nationality (January to July 2018).

Source: Provincial Directorate of İzmir, Ministry of Culture and Tourism (Adapted from: <http://www.izmirkulturturizm.gov.tr/TR,202464/2018-yili-istatistikleri.html>. Accessed: August 28, 2018)

In Table 3, interesting information which is useful to understand the international tourist demand to Foça, the numbers of first ten nationalities of tourists visiting the Sub-Provincial Directorate of Foça, Ministry of Culture and Tourism for the first 8 months of 2018 are listed. Note that, only one

fifth of the tourists are reported to visit the Sub-Provincial Directorate of Foça, Ministry of Culture and Tourism and the excursionists excluded. The demand accumulation in June, July and August and thus seasonality of the demand can also be observed on Table 3

Table: 3 First Ten Nationalities of Tourists visiting Sub-Provincial Directorate of Foça, Ministry of Culture and Tourism (First 8 months of 2018).

	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	TOTAL
ENGLAND			3	15	28	26	6	78
FRANCE			5		4	13	13	35
GERMANY	2		4	2	8	3	3	22
NORWAY		1	6	7	4			18
SPAIN		4		2	1	4	5	16
USA	1			4	5	2	1	13
JAPAN						6	1	7
NORTH CYPRUS						4		4
SWEDEN						2	2	4
ITALY					2		2	4
GREECE						3		3
AUSTRALIA					3			3
NETHERLANDS					2			2

Source: Sub-Provincial Directorate of Foça, Ministry of Culture and Tourism, 2018.

Suggested professional demand studies may be to reach these people at their arrival and departure points and question them to find out their needs, expectations and satisfaction levels and search for the possibilities of repeat visits originating from these nationalities towards İzmir and Foça. Additional studies are to be made for demand from other potential nationalities to visit Foça.

These kinds of demand studies require a very professional team formed from relevant local, national and international participants. Considering the development of tourism in Foça, other suggestions are:

- Professional demand profile studies are to be realized for both national and international markets.
- In line with the demand analysis, professional image and advertisement studies are to be effectuated especially considering the digitalization of the tourist market.
- The alternative tourism potentiality is to be analyzed and programmed considering first the protection of all the unique features and resources such as the relaxed local way of life and the sincerity of local people, ecology, gastronomy, archeology, history, mythology.
- This potential richness is to be used to create alternative tourism products and packages matching with the specific markets to overcome the seasonality of the tourism.
- The quality and the quantity of the accommodation and transportation facilities enabling tourism are to be revised and reorganized; plans are to be developed for updating, renovation and reconstruction of the infrastructure.

This study based on the students' views deriving from their observations and communications with locals, tourists, municipality and university; in summary all the representing parties in Foça. Showing a reflection of the situation in Foça, the study can be used as a lodestar for preparing guideline for the policy makers and investors aiming a sustainable development of tourism in Foça. The study also leads to the paths of academic interest to other researches analyzing the aspects, needs and expectations of other parties of society. As a conclusion, all parties need to construct "the sustainable tourism for development" in Foça before irreversible socio-economic and

environmental undesirable circumstances ingenerate.

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