MOBILITIES: ITS SCOPE AND REFLECTIONS ON TURKISH TOURISM STUDIES

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Abstract

There is no doubt that tourism is under current influence of the cultural, social and economic factors taking place across the world. Along with the brisk developments under consideration, the scope of tourism is on the change, too. The mobilities paradigm is one of the concepts that were born into this mutable context. Thanks to this "mobile" structure, the traditional boundaries as to what tourism is have changed to a great extent. The repercussions of mobilities approach have been felt among tourism scholars all over the world. This in mind, this study sets out to perform to functions. The first one is to outline what mobilities approach is and the second one is to examine the extent it is employed in studies of Turkish origin using a bibliometric analysis. The results are astounding in that "mobilities" is an approach with no scientific devotion in tourism studies in Turkey.

Keywords: mobilities approach, tourism studies, tourism

JEL Classification: L83, B40, Y8

1. INTRODUCTION

All the world seems to be on the move (Urry, 2006, p. 207).

Since the inception of civilizations and societies, the "mobile" characteristics have become a permanent feature of humankind. Despite the differences in essence, people have always on the move. In the very early days, they did not move from one place to another for leisure purposes. They travelled to "travaille", a French word denoting "to work"; in other words, they changed places to find a job and work. Later, they ventured into the "terra incognita" in order to expand food and shelter resources to meet their basic survival needs. Then came the geographic explorations, leading to the desire in the minds of other people to see the places to satisfy their curiosity. Thus, the "tourist" merged in the sense we are familiar in the present context of concepts. However, as time has passed, what people have deemed revolutionary has lost its very essence and turned into an ordinary thing with an influential economic power. It is a well-established fact that tourism has been one of the significant wheels in the economies of countries, especially when it comes to international arrivals. To illustrate, according to UNWTO (United Nations World Tourism Organization) International tourist arrivals increased from 25 million globally in 1950 to 278 million in 1980, 674 million in 2000, and 1,235 million in 2016. In a similar manner, international tourism receipts surged from US\$ 2 billion in 1950 to US\$ 104 billion in 1980, US\$ 495 billion in 2000, and US\$ 1,220 billion in 2016, accounting for 7% of the world's exports in goods and services (UNWTO, 2017). This very potential in mind, this study seeks to compose a framework for what is known as "mobilities" approach and to perform a bibliometric analysis into the employment of "mobilities" approach in Turkish tourism studies and literature.

1.1. Mobilities

Human mobility has witnessed great progress due to the acceleration in the international travels. People are travelling more than ever and longer distances. Although there are scientific terms to address such kinds of movements (like "tourism"), the terms explaining the attributions of such travel and fitting all are definitely required hence, some scholar are of the opinion that a new way of thinking, rather than the one encompassing "tourism", has to be taken into consideration related to this kind of mobility and related issues, which were a major point of focus in such studies by Massey (1994), Kaplan (2003), Cresswell (2010), Urry (2000), and Sheller and Urry (2006).

Due to the ever-advancing information and communications systems along with the historical events, the ordinary sense of tourism has been transformed and reconfigured in the minds of the contemporary societies and people alike as something utterly different from mere "change of place". The present world is deeply influenced by mutability or "liquidity" (Bauman, 2000). It is a swift-pace world now. As a result of the "liquidity", societies have witnessed a surge in the "tempo of life, a collapse of time and space, a cultural pluralization, a dedifferentiation of social domains..." (Cohen & Cohen; 2012, p. 2178). While in the early eras tourism meant that people travel temporarily, leaving their "home" and going "away", it is not the case anymore owing to the technologies and sophisticated social structures, blurring the boundaries between "home" and "away". The widespread social changes impacted every of aspect of life and life styles, including the traditional sense of tourism and approaches to tourism studies.

The concept of mobilities has been a focus of consideration for some time under such topics as migration, globalization and travel studies. Apart from the sociological point of view, studies in mobilities paradigm contributed to transport research (Knowles *et al.* 2006), migration studies (Blunt2007), tourism studies (Hannam and Knox 2010), as well as communication and media studies (De Souza e Silva and Gordon 2011). Also, recent scientific focus on mobility has influenced arts and humanities disciplines such as art and design (Witzgall, Vogl, and Kesselring2013; Jensen 2014; Jensen and Lanng 2016), archaeology (Leary 2014), history (Merriman et al. 2013; Divall 2015; Mom 2015a, 2015b), performance and dance (Wilkie 2012, 2015), film studies (Archer 2012; Borden 2013), and literary studies (Parkins 2009; Aguiar 2011; Mathieson 2012; Berensmeyer and Ehland 2013; Murray and Upstone 2014; Mathieson 2015; Livesey 2016; Pearce 2016).

It was the sociologist John Urry who introduced the mobility studies to sociology as a new paradigm (Urry, 2000). In his book "Sociology beyond Societies: Mobilities for the Twenty-First Century" Urry revealed what the new sociology is and should be through a comprehensive analysis of the interrelationships of the actors in a global world. The book lays an emphasis on the interdependence of people, objects information, etc..., which form what we call "social relations". Following this, His ground-braking paper published in 2006 "The New Mobilities Paradigm" with the co-author Mimi Sheller elaborated the contents and the repercussions of the new paradigm and framed the physical, material and virtual mobilities under one construct as a whole. Rather than one single theory, the mobilities paradigm, according to Sheller and Urry (2006), is based on more than one single theory as well as methodology. It is interesting that they do not offer a

detailed description of the paradigm, but a framework to be developed. In this context they assert that:

The new mobilities paradigm must be brought to bear not only on questions of globalisation and the de-territorialisation of nation-states, identities, and belonging, but more fundamentally on questions on what are the appropriate subjects and objects of social inquiry. (2006, p. 212)

The focus on mobilities and technologies is also reflected in Urry's book with Larsen and Axhausen (2006). In their book, titled *Mobilities, Networks, Geographies*, they maintain that corporeal mobilities are characteristically connected to the material technologies, leading to the reconfiguration of social networks. Despite the geographical distances, people are still close, although not corporeal, in terms of social ties.

1.2. New tourism

The most comprehensive and technical definition of tourist was adopted by the International Union of Official Travel Organizations (IUOTO) (which later became World Tourism Organization and presently UNWTO) as "temporary visitors staying at least twenty-four hours in the country visited and the purpose of whose journey can be classified under one of the following headings: (a) leisure (recreation, holiday, health, study, religion and sport); (b) business (family mission, meeting)" (IUOTO 1963: 14). On the other hand, The definition of tourism emerged thanks to the joint efforts by UNWTO and UNSTAT, with universal acceptance, in 1994 "The activities of persons travelling to and staying in places outside their usual environment for less than a year, for any main purpose (leisure, business or other personal purpose) other than to be employed by a resident entity in the country or place visited." As pointed out by Cohen (1984), this definition is for governmental and statistical purposes and fails to meet the requirements of sociological research due to its broadness and theoretically fruitless scope.

The very essence of the mobility approach is to breakdown of the general dichotomies. The basic concepts under consideration within the scope of mobilities approach, according to Cohen & Cohen (2012), are listed under some sub-themes within the very core of mobilities. To start with, the general "tour" concept, being away from home, is weakened due to the advanced communication technologies, which makes tourist feel "at home"... while also being "away" (White & White, 2007, p. 88). What's more, as people have second houses or

summer homes, the concept of "home" has become a term of relativity. Augmentation of the disappearance of the differences between such binary concepts as "everyday - holiday", "host-guest" and "domestic-international" are major contributors to making the term tourism lose its extraordinariness, turning it into a mundane concept. Also, migration, diasporas are significant terms in the concept of mobility. All these terms contributed to the invention of the popular phrase "the end of tourism", which emerged as a result of "de-differentiation of the domain of tourism from other mobilities, such as labor/retirement/lifestyle migration, second home visits, commuting, diaspora living, exploration, volunteering, sporting activities, events, and temporary migration." (Cohen & Cohen, 2012, p. 2181).

Here is one of the cases where the term "tourism" on its own fails to live up to the general frame set. As reported by Hannam et al. (2014), in March 2013 in Hong Kong some people were arrested due to the new regulations restricting the amount of baby milk formula being taken into mainland China, where a chemical contaminant was found in baby milk. Hence, Chinese parent wanted get baby milk from other countries leading to a new concept of "baby milk tourism". Chinese people went abroad to buy baby milk and turned back to China. This is a case to be examined under the theme of mobilities because the movement is based on not only outbound travel but also the materials in a complex relationship with governmental regulations.

There is a tendency that tourism is regarded as a part of social sciences. It is thanks to the mobilities paradigm that lets us consider tourism within the very everyday activities of life, not as a different entity (Coles & Hall, 2006; Hannam, 2009). From the mobilities perspective tourism is a daily life practice rather than exotic encounters, a pervasive topic of most of the tourism studies for a long time. Tourism is a constituent of everyday life (Coles & Hall, 2006; Edensor, 2007; Franklin, 2003; Franklin & Crang, 2001; Hannam & Knox, 2010).

In this regard Hannam et al. (2014) put that:

...the concept of mobilities is concerned with mapping and understanding both the large-scale movements of people, objects, capital, and information across the world, as well as the more local processes of daily transportation, movement through public space, and the travel of material things within everyday life simultaneously (p.172).

All these together, tourism along with travel is regarded as an essential part of social life and the demarcation among tourism leisure, transport, business, travel,

migration and communication are interconnected and hence need analysing as a whole rather than separate concepts (Hannam et al. 2006; Sheller and Urry 2006). Tourism has lost its exclusive form of movement and regarded spatially, temporally and socially (Williams, 2013) as connected with other kinds of mobilities, including everyday routine ones (Edensor, 2007).

2. METHOD

This part of the study will host objective of the study, sampling and data collection, research pattern and limitations of the study.

2.1. Objective

The key objective of this part is to examine to what extent mobility has become a key point in the papers presented and published in tourism related scientific outlets.

2.2. Sampling and data collection

The population of the study is comprised of the papers presented at National Tourism Congresses and published in Anatolia: Turizm Araştırmaları Dergisi [Anatolia: Journal of Tourism Research] during 2012 -2016. As for the justification of why these specific scientific outlets have been chosen, it would be a nice start to deal with a short history of "National Tourism Congresses" and "Anatolia: Turizm Araştırmaları Dergisi".

"National Tourism Congresses" (hereafter referred to as NTC) have been held in Turkey since 1990. Since the 12th NTC, NTCs have had a theme. For example, the NTC that will be held in 2017 has a theme of "cultural tourism". The objective of NTC is stated in general as to provide contribution to the promotion of tourism-related studies and to create a series of respected congresses in tourism field hosted by higher education institutions in Turkey. In October 2017, 18th NTC will be held by Mardin Artuklu University. The total number of studies presented in NTC and covered in this paper is 529.

On the other hand, Anatolia: Turizm Araştırmaları Dergisi [Anatolia: Journal of Tourism Research] has been published since 1990 and host papers from a range of tourism fields from tourism management to gastronomy studies. As of 1997, the journal publishes papers subsequent to a review process by the board of review. The journal is a well-established one in Turkey in tourism field in Turkey. The total number of studies published in the journal and covered in this paper is 73.

2.3. Research pattern

The study is of descriptive characteristics. Specifically, the research technique employed in the study is "bibliometric analysis", considered among qualitative research methods. It will not be unjust to assert that bibliometric analysis is among the commonly employed research techniques is social sciences in particular. To Foster (1994), starting from the second half of the 20th century, studies based on bibliometric analysis are on the rise and before that, especially in the 1970s and 80s, it was a research technique rarely employed due to the prevalence of positivism in all spheres of social sciences.

Bibliometric analysis may have some advantages on categorizing process of academic papers. Bibliometric analysis enlighten about a hidden meaning between the academic topics that the researcher do not discover yet, and the strong contribution of these in science to provide a greater picture. Some common methods that have been utilized in bibliometric analysis are authors, content and citation analysis, and conceptual maps. (Weingart, 2005; Daim, Rueda, Martin and Gerdsri, 2006).

As described by Yıldırım and Şimşek (2003), "bibliometric analysis" involves a comprehensive analysis of the written materials aligned with the research objective. The phases of bibliometric analysis, according to Yıldırım and Şimşek (2003), are as the following;

- Obtaining the documents
- Checking the originality of the documents
- Comprehension of the documents
- Data analysis

The documents have been obtained from the official data bases and web sites and the libraries, which leaves no question marks about the originality of the documents. On the other hand, the documents have been perused by the researchers and prepared for data analysis. Details are presented in Tables and Figures.

2.4. Limitations

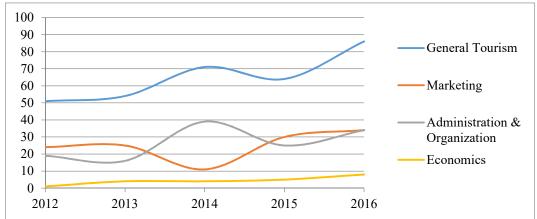
The main limitation of the study is that data have been obtained using the keyword "mobilities" and searching for the "mobilities" in the title. Another point to mention is that the papers published and presented between 2012 and 2016

have been covered in this study. Studies published following the stated years have not been taken into consideration.

3. FINDINGS

As a result of the data collection, between 2012 and 2016, in total 602 papers have been published in NTC Proceedings and the Anatolia journal. The papers have been categorized under the themes of "General Tourism, Marketing, Administration and Organization, and Economics". The "General Tourism" covers topics ranging from development and tourism relations, site-specific tourism to tourism education, "Marketing" addresses such topics as customer loyalty and satisfaction as well as quality issues. On the other hand, "Administration and Organization" refers to the issues of organisational commitment and vocational commitment and finally "economics" covers, as its name suggests, economic impact of tourism, tourism as an export. Figure -1. presents the distribution of themes of both NTC and the Anatolia journal by years.

Figure -1: Topics covered by both data resources



It is seen that the main theme under consideration between the stated years is "General Tourism", then follows "'Marketing and Administration & Organization" similar in number and "economics" is the topic covered the least in terms of number. No paper with "mobility" theme has been encountered in the data resources under consideration. Table 1. and Table 2. Report the distribution of the themes by the data resource (i.e. NTC, journal).

Theoretical and methodological opportunities expanded the prospects of academic studies into tourism for the last twenty years. Due to its multi-disciplinary nature, tourism research has been under the profound influence of different discipline of social sciences. During the 1960s and 1970s, the major contribution to tourism research were from a variety of disciplines ranging from Economics to Geography, which made tourism essentially a multidisciplinary area (Bispo, 2016). As of 1980s and 1990s, however, tourism research has been under the influence of business and management approaches and tourism research diverged into two main pathways as social science and business (Tribe, 2010).

Table 1. Bibliometric Analysis of National Tourism Congress (From 2012 to 2016)

Year	Congress Name	Keywords				
		General Tourism	Marketing	Administration & Organization	Economics	Number of Papers
2012	13th NTC	44	18	17	1	80
2013	14th NTC	45	17	13	4	81
2014	15th NTC	67	7	35	3	112
2015	16th NTC	56	27	21	4	108
2016	17th NTC	80	31	32	5	148
Total		292	100	118	17	529

Table 2. Bibliometric Analysis of Anatolia: Turizm Araştırmaları Dergisi [Anatolia: Journal of Tourism Research]

	Keywords					
Year	General Tourism	Marketing	Administration & Organization	Economics	of Papers	
2012, Vol 1.	4	3	1	-	8	
2012, Vol 2.	3	3	1	-	7	
2013, Vol 1.	2	4	2	-	8	
2013, Vol 2.	2	4	1	-	7	
2014, Vol 1.	1	2	3	1	7	
2014, Vol 2.	3	2	1	-	6	
2015, Vol 1.	4	2	2	1	9	
2015, Vol 2.	4	1	2	-	7	
2016 Vol 1.	1	2	1	2	6	
2016, Vol 2.	5	1	1	1	8	
Total	29	24	15	5	73	

Although it has not been the major point of interest of this paper, a careful reading of the "method" employed in the papers under consideration reveals that, they are mainly "positivist" oriented including overuse of statistics and the number of papers with "qualitative nature" is much fewer than the "quantitative" ones.

3.CONCLUSION

As observed from the figure and the tables, no paper with "mobilities" theme has been published in the data resources. It is probably owing to the "positivist" approaches that have influenced social sciences. It is well knwn that tourism is a field of study with many disciplines accompanying it. However, it is interesting that, despite the act that "mobilities" has enjoyed great popularity as of the start of the 21st century among western scholars, it can be argued that tourism studies in Turkish academia failed to keep up with the developments in this very specific field.

The reason could be, as Cohen (1988) maintains, that quantitative methods have much prestige in modern sociology and are offered at universities without dealing

with the qualitative methods. However, it should be kept in mind that as Collins argued the outstanding work in sociology has been conducted through qualitative methods without statistical tests (as cited in Cohen, 1988). Likewise, Cohen & Cohen (2015) put that many of the extant studies in the emerging countries have management orientation for the industry and the local authorities. These studies definitely lack theoretical content. The practice orientation with a quantitative approach combined with statistical procedures and analyses has ignored the theories, especially newly developed ones like "mobilities".

Considering the overuse of statistics and the quantitative methods, Schatzki (2012) argues that

... the possession of statistical information, however, does not substitute for understanding social affairs, and it can never by itself, in the absence of this understanding, indicate how to resolve problems. Statistics are also regularly misused. Statistics, accordingly, are ultimately useful only in conjunction with some combination of ethnography, oral history, history, and theory (p. 25-26).

In order to follow the latest trends in tourism, it should be noted that the multidisciplinary nature should be reflected in Ph.D. dissertations and rather than seeing the "business" side of tourism, the contemporary sociological trends and implications should be a focus of new studies in tourism field. It is expected that a strong cooperation between tourism and sociology scholars will result in fruitful studies with a new focus and outlook in tourism a discipline and contribute to "qualitative" tourism papers, furthering the quality of tourism studies and keeping up with the contemporary trends.

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