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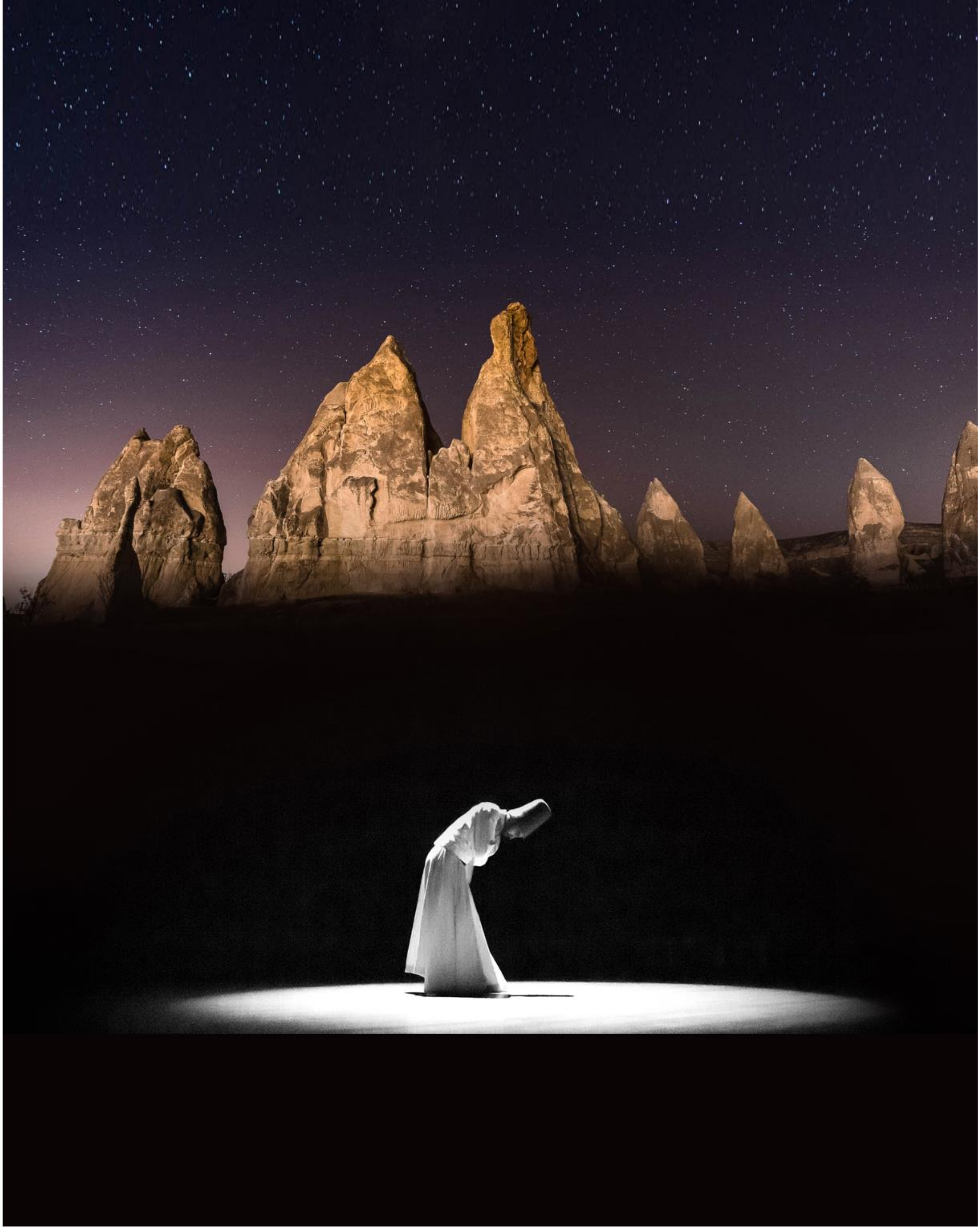

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## Aim & Scope

Journal of Multidisciplinary Academic Tourism (JOMAT) is an explicitly international and multidisciplinary peer-reviewed scientific journal founded in 2016. JOMAT aims to publish both empirically and theoretically based articles which advance and foster knowledge of tourism and research that explores one or more of the economic, social, cultural, political, organizational, marketing, management or environmental aspects of the subject. We are also trying to give a new perspective to tourism-related activities. The journal encourages short commentaries and rejoinders and provides a rapid turnaround of submissions. In addition to regular length submissions, the journal also welcomes extended peer-reviewed papers on a single topic that combines detailed literature reviews with substantive empirical research and policy analysis. We also welcome supplementary material in the form of video, audio, photographs and additional supplementary about data, not included in the paper. The journal publishes Main Papers, Book Reviews, Review Essays and occasional Opinion Pieces. Book reviews and Opinion Pieces are by invitation only.

The Journal invites contributions related to the following subjects and their applications in tourism and hospitality: marketing management; innovations; global issues; economics; consumer behavior; organizational behavior; culture; methodology; sustainability; beverage management; planning and development; financial management; gender issues; ethics; entrepreneurship; education; and future trends. We also commission Special/Additional Issues – please contact the editors if you have a proposal for a Special Issue or Opinion Piece.

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# Determining the Leisure Satisfaction Levels of Individuals Having Hot Air Balloon Ride as an Adventurous Recreational Activity

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**ABSTRACT**

*Hot-air balloon is a recreative means which can attract the attention of each individual both in terms of the view and the desire for travelling and shall enable them to have an unforgettable adventure. The aim of the study is to determine the post-ride activity satisfaction levels of the native and foreign individuals who make a hot-air balloon ride. Within the scope of the study; firstly definitions were made about recreation and adventure recreation and later information about leisure satisfaction was included. Both original and the Turkish version of the Leisure Satisfaction Scale, developed by Beard and Ragheb (1980), were used as a data collection tool. The scale was applied to 407 Turkish and foreign individuals who make a hot-air balloon ride and are active in the Cappadocia Region. In the analysis of the data; independent T test was done in order to determine the significance of gender and nationality on dimensions and Anova Test was done in order to determine the effect of age factor on dimensions. As a result of the study; it was seen that there was a difference on physical sub-dimension of the gender variable. It was determined that there was a significant difference between responses that gender variable individuals participating in the study gave related to social dimension. It was determined that there was not any significant difference between dimensions in the age and nationality variable.*

**Keywords:**
*Leisure*
*Recreative activity*
*Adventure recreation*
*Hot air balloon*

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## 1. Introduction

Today an increase is observed in the involvement of human beings in recreational activities in view of the improved living conditions along with the rise of the level of education and income (Doğan and Karakuş, 2014). Individuals tend to choose adventurous and thrilling activities which will provide them with different experiences and which require their active participation during their leisure time. Engagement with adventurous and thrilling activities increases the feeling of satisfaction of the individuals. Each recreational activity turns up a different feeling of satisfaction. However, there are a limited number of studies conducted in Turkey about the satisfaction which is felt along with the leisure activities which play an important role in improving the quality of life, physiological and psychological well-being, professional life and the overall feeling of happiness of a person (Karlı et al., 2008).

It is likely to observe that hot air balloon is elucidated in conjunction with the adventure recreation and adventure tourism concepts. Ascertaining whether the individuals having hot air balloon ride in their leisure time is satisfied as well as whether there is any difference based on demographic factors is of importance to the correct identification of the sense of satisfaction felt upon the completion of recreational activities. The purpose of this study is to find out the level of satisfaction of the persons with having hot air balloon ride in the wake of the flight activity.

## 2. Adventure Recreation

Adventure is defined as “the experience by a person of an interesting incident or a chain of incidents, affair, escapade, aventure” (www.tdk.gov.tr). On the other hand, recreation refers to all activities conducted by a person individually or in groups during leisure time, namely, outside of hours for work and compulsory needs in order to regain and sustain the physiological and spiritual well-being as well as to maintain, enjoy and be satisfied with the current state of affairs by reducing work pace and escaping from a monotonous life style (Karaküçük, 1997: 54).

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Adventure recreation is all sorts of outdoor activities in which the participant's experiences are affected by the management of time and ambiance, which involve risk factors and include the participant's interaction with the natural environment outside his/her living space. They are the recreational activities, the outcomes of which are not known but affected by the participants, and which are conducted in a natural environment in general and create a sensation of risk or involve an element of danger (Ewert & Hollenhorst, 1995).

Quite a few sports activities carried out in the nature involve an aspect of adventure. The adventurous recreational activities are assessed also within the scope of adventure tourism. Sung (2000: 21). Characterized the adventure tourism as a trip which was made with a particular objective in mind to obtain a new experience and which in general involved risk and danger in relation to a personal challenge either in nature or in a different outdoor setting. Table 1 indicates the categorization of conventional and contemporary adventure tourism as activities performed in the air, in the water, on land or in mixed settings.

The trip made in the context of the adventure recreation is also associated with the level of expected satisfaction of the participants with their experiences in these activities (Weber, 2001: 364). Adventure recreation appertains to the activities performed for having fun and excitement by taking risks in a different environment. Influenced by the event itself and its venue or tempted by other participants of the event, the participants wish to join an unusual event (Ewert & Jamieson, 2003: 80). For Ewert (1994), the most basic feature distinguishing adventure recreation from other recreational activities is that it provides the participants with a riskier experience.

The study conducted by Garda indicated the frequency of adventure trips of the individuals and it showed that 51.8% of the participants took an adventure trip once a year, 31.5% of the participants took an adventure trip less than once a year, 15.3% of the participants took an adventure trip twice or three times a year, 1.3% of the participants took an adventure trip four or more times a year whereas 0.1% of the participants never went on an adventure trip in a year (Garda, 2010: 191). The same study further reported that the main purposes of the participants making an adventure trip were to have a feeling of excitement and pleasure, to enjoy environment and culture, to develop new skills and to make differences in their own lives.

### 3. Hot Air Baloon

Included within the scope of nature sports and adventure recreation and dating back to the 1700s as the most basic form of aircrafts, the hot air balloon is an air vehicle relying on the principle of flying by filling an envelope with heated air obtained from the exterior atmosphere, moving with propulsion of the wind rather than any engine power and navigated with a control panel. They are composed of three main parts, that is, envelope, wicker basket and heating system. As there is no steering wheel, the balloon depends on the

**Table 1**: Conventional and Contemporary Adventure Tourism Activities

| Land-based | Water-based | Air-based | Settings of Mixed Nature (Land/water/air) |
|---|---|---|---|
| Abseiling | Wave surfing | Hot air balloon ride | Adventure races |
| Backpacking | Canoeing | Bungee jumping | Charity challenges |
| Cycling | Canyon passage | Base jumping | Environmental protection |
| Caving | Boat cruise | Hang gliding | Cultural experience |
| Rock climbing | Skiing | Helicopter jump | Gap year travel |
| Dog sledding | Sailing | Paragliding | Hedonistic experience |
| Jogging | Scuba diving | Parachute jumping | Spiritual enlightenment |
| Hunting | Snorkeling | Free-fall parachuting | Wildlife viewing |
| Horse riding | Surfing | | |
| Trekking | Water skiing | | |
| Motorcycling | River rafting | | |
| Mountain biking | Windsurfing | | |
| Mountain climbing | | | |
| Orienteering | | | |
| Quad bike tour | | | |
| Alps climbing | | | |
| Skiing | | | |
| Snow skiing | | | |
| Snow vehicles | | | |
| Snow racketing trek | | | |
| Iron passage trip | | | |

**Source**: Pomfret (2006: 114)

direction of the wind for navigation, and so today it is primarily used in tourism, sports and advertisements rather than the transportation (Özsoy and Yavaş, 2012). There are quite a few locations offering hot air balloon rides all over the world. The most noteworthy locations are Albuquerque (the USA), Bagan (Myanmar), Serengeti (Tanzania), Loire Valley (France), Cappadocia (Turkey), Bristol (the UK), Istria (Croatia), Yarra Valley (Australia), Toscana (Italy), Chateau-D`Òex (Switzerland), Mount Bromo (Indonesia), Vermont (the USA), Arctic Bay (Canada), Melbourne (Australia), Queenstown (New Zealand).

**4. Leisure Satisfaction**

Leisure time is the period when the individual is liberated from all his/her obligations both for himself/herself and other individuals, and he/she is engaged in an activity of his/her own choice, and he/she is absolutely independent and free (Arslan, 2010: 28).

Leisure satisfaction refers to the meeting of expectations from the activities attended actively or passively for the purposes of health, entertainment, pleasure, refreshment and happiness without hoping to earn any economic gain in order to obtain new skills in the absence of external pressure (Ardahan & Yerlisu Lapa, 2010). Another definition portrays the leisure satisfaction as positive emotions felt by the people on account of meeting their individual needs through involvement in activities during leisure time (Gökçe & Orhan, 2011, quoted from Seigenthaler, 1997). Kovacs (2007: 42) argues that the attitude of individuals towards making use of their leisure time is closely associated with their sensation of quality.

The purpose of the activity performed during leisure time differs from one participant to another. Certain participants join the leisure activities to live life to the fullest and savorily whereas some others attend these activities to develop their communication with friends further, to have different experiences, to exhibit their own creative traits and to contribute positively to the society (Aydoğan & Gündoğdu, 2006). Lloyd and Aukd (2001) call attention to the effect of leisure satisfaction on the quality of life. The study argued that the involvement in the leisure activities and the consequent satisfaction had a positive effect on the quality of life of certain special groups. It is important to develop leisure activities and to expand their variety in order to identify whether the participants benefit from them, whether the expectations of the participants are met, and whether the participants feel pleased upon performing them, to take measures ensuring the contentment of participants while enjoying leisure time and to increase the satisfaction level of the participants (Karlı et al., 2008: 82).

In a study conducted to measure the level of leisure satisfaction, Kao (1992: 14) analyzed the relationship between the frequency of participation in leisure activities, leisure experience and leisure satisfaction of individuals. The study argued that the rise in the frequency of participation in leisure activities enhanced the leisure experience, affected the motivation positively and increased the level of satisfaction. On the other hand, in the study carried out to assess the leisure satisfaction of university students and youngsters, the level of satisfaction felt a long with the participation in leisure activities was analyzed, and the study revealed the existence of positive correlation between the participation in the leisure activity and satisfaction (Karlı et al., 2008). Another study performed to appraise the level of satisfaction of university students with the leisure activities reported that the satisfaction level of individuals varied on the basis of the participant's gender and the duration of weekly leisure time (Çakır, 2017).

**5. Method**

*Study Group*

The sample of the study selected through random sampling method consists of a total of 407 local or foreign individuals having hot air balloon ride in Cappadocia which is located at around the central Turkey.

*Data Collection Tool*

As the data collection tool, the study used a questionnaire form covering questions on the gender, age and nationality to identify the demographic characteristics of the sampled participants, and also applied the Leisure Satisfaction Scale developed by Beard and Ragheb (1980). The original format of the Leisure Satisfaction Scale is composed of 51 items and 6 sub-scales. Later on, the scale was reduced to a relatively brief format containing 24 items and again 6 sub-scales. Sub-scales include psychological, educational, social, physiological, relaxation and aesthetic aspects. The measurement instrument is a 5-point Likert scale with response options ranging from 1 to 5. The adaptation of the scale to Turkish was carried out by Gökçe (2008).

*Data Collection*

Data collection was performed in two different formats on a voluntary basis. Firstly, the researcher distributed the questionnaire forms, the data collection tool, to a part of the sampled participants, and asked them to fill in the questionnaire forms in the immediate aftermath of the hot air balloon ride, and secondly, the researcher ensured the completion of the questionnaire forms by the remaining participants in their accommodations after the hot air balloon flight.

*Data Analysis*

A variety of analytical tools of statistical software SPSS 20.0 were applied in order to study the data obtained from the participants.

Descriptive statistical methods, frequency & percentage, were employed to identify the demographic characteristics of the sampled participants in data analysis. T-test was utilized in order to test the effect of gender and nationality differences on leisure satisfaction levels of the participants and on the respective sub-scales. Moreover, in order to analyze the effect of age variable on the sub-scales of the Leisure Satisfaction Scale, the One-Way Analysis of Variance (ANOVA) was used.

**6. Findings**

This part includes the percentage and frequency distributions corresponding to the data appertaining to the demographic characteristics of the individuals participating in the study by having hot air balloon ride and the results of T-test and One-Way Analysis of Variance (ANOVA) indicating the difference of means of leisure satisfaction levels in relation to the demographic variables.

*Findings in Relation to the Demographic Characteristics*

This part displays the percentage and frequency distribution of the data corresponding to the demographic characteristics of the hot air balloon passengers participating in the study.

Frequency distribution shows that 44% of the participants are female and 56% of the participants are male whereas 11.3% of the participants are 25, 20.4% of the participants are 26-32 years old, again another 20.4% of the participants are 33-39 years old, 31.9% of the participants are 40-46 years old, 16% of the participants are 47 years old or older. 53.8% of the participants are Turkish citizens while 46.2% of the participants are foreign nationals.

**Table 2:** Distribution of Participants by Gender, Age and Nationality

| Researc Group | N | % |
|---|---|---|
| **Gender** | | |
| **Female** | 179 | 44 |
| **Male** | 228 | 56 |
| **Total** | 407 | 100 |
| **Age** | | |
| **25 years / younger** | 46 | 11,3 |
| **26-32 years old** | 83 | 20,4 |
| **33-39 years old** | 83 | 20,4 |
| **40-46 years old** | 130 | 31,9 |
| **47 years old or older** | 65 | 16,0 |
| **Total** | 407 | 100 |
| **Nationality** | | |
| **Turkish Citizens** | 219 | 53,8 |
| **Foreign Nationals** | 188 | 46,2 |
| **Total** | 407 | 100 |

**Source**: Authors

*Other Findings*

Below table shows the statistics concerning the sub-scales of the Leisure Satisfaction Scale on the basis of the gender of the participants.

Upon the analysis of the T-test statistics in the above table, it seems that, in view of the data obtained from the participants, there is not a statistically significant difference between the gender variable and the 'psychological', 'educational', 'physiological', 'relaxation' and 'aesthetic' sub-scales of the Leisure Satisfaction Scale. However, the analysis reveals that there is a statistically significant difference between the "social" sub-scale and the gender ($p$: 0.013; $p<0.05$), this implies that participants' gender influences the social aspect of leisure satisfaction, and also the t-value for the males (t=4.18) is higher than the one for the females (t= 4.05) in this respect. Total scores derived in this context from Leisure Satisfaction Scale display that males are more satisfied than females.

**Table 3**: T-Test Statistics for the Sub-Scales of Leisure Satisfaction Scale and the Means Corresponding to the Gender Variable

| | Age | N | X | SS | t | df | p |
|---|---|---|---|---|---|---|---|
| **Psychological** | Female | 179 | 4.38 | .53 | -.188 | 405 | .851 |
| | Male | 228 | 4.40 | .82 | | | |
| **Educational** | Female | 179 | 4.30 | .53 | - | 405 | .055 |
| | Male | 228 | 4.40 | .43 | 1.927 | | |
| **Social** | Female | 179 | 4.05 | .61 | - | 405 | .013 |
| | Male | 228 | 4.18 | .50 | 2.501 | | |
| **Physiological** | Female | 179 | 4.28 | .51 | -.477 | 354 | .634 |
| | Male | 228 | 4.30 | .44 | | | |
| **Relaxation** | Female | 179 | 3.85 | .51 | -.975 | 405 | .330 |
| | Male | 228 | 3.90 | .45 | | | |
| **Aesthetic** | Female | 179 | 4.63 | .47 | .560 | 405 | .576 |
| | Male | 228 | 4.60 | .46 | | | |
| **LSS Total** | Female | 179 | 25.5 | 2.10 | -1.41 | 405 | .158 |
| | Male | 228 | 25.8 | 2.00 | | | |

$p<0.05$

**Source**: Authors

Table 4 exhibits the One-Way Analysis of Variance (ANOVA) results of the study. According to One-Way Analysis of Variance (ANOVA) performed to determine whether there is a statistically significant difference between the leisure satisfaction levels of participants of the study on the basis of the age groupings, it seems that there is no statistically significant difference between the sub-scales of Leisure Satisfaction Scale and the age variable. This implies that participants' age does not influence any aspect of leisure satisfaction. Total scores derived in this respect from Leisure Satisfaction Scale display that the group of participants aged between 40 and 46 are more satisfied with the hot air balloon ride than other age groups.

**Table 4:** Assessment of Results of the ANOVA for the Sub-Scales of Leisure Satisfaction Scale in Relation to Age Groups

| | Age Groups | N | X | sd | p |
|---|---|---|---|---|---|
| **Psychological** | 25 years old or younger | 46 | 4.37 | .54 | |
| | 26-32 years old | 83 | 4.42 | .40 | |
| | 33-39 years old | 83 | 4.30 | .60 | ,634 |
| | 40-46 years old | 130 | 4.45 | .98 | |
| | 47 years old or older | 65 | 4.35 | .58 | |
| | Total | 407 | 4.39 | .71 | |
| **Educational** | 25 years old or younger | 46 | 4.20 | .59 | |
| | 26-32 years old | 83 | 4.41 | .37 | |
| | 33-39 years old | 83 | 4.33 | .53 | ,156 |
| | 40-46 years old | 130 | 4.39 | .45 | |
| | 47 years old or older | 65 | 4.36 | .51 | |
| | Total | 407 | 4.12 | .48 | |
| **Social** | 25 years old or younger | 46 | 4.04 | .75 | |
| | 26-32 years old | 83 | 4.18 | .58 | ,660 |
| | 33-39 years old | 83 | 4.08 | .51 | |
| | 40-46 years old | 130 | 4.14 | .50 | |
| | 47 years old or older | 65 | 4.13 | .53 | |
| | Total | 407 | 3.89 | .56 | |
| **Physiological** | 25 years old or younger | 46 | 4.29 | .54 | |
| | 26-32 years old | 83 | 4.27 | .44 | |
| | 33-39 years old | 83 | 4.36 | .48 | ,671 |
| | 40-46 years old | 130 | 4.28 | .46 | |
| | 47 years old or older | 65 | 4.25 | .46 | |
| | Total | 407 | 4.14 | .47 | |
| **Relaxation** | 25 years old or younger | 46 | 3.90 | .45 | |
| | 26-32 years old | 83 | 3.91 | .45 | |
| | 33-39 years old | 83 | 3.90 | .47 | ,285 |
| | 40-46 years old | 130 | 3.90 | .47 | |
| | 47 years old or older | 65 | 3.76 | .55 | |
| | Total | 407 | 3.68 | .48 | |
| **Aesthetic** | 25 years old or younger | 46 | 4.46 | .58 | |
| | 26-32 years old | 83 | 4.60 | .46 | |
| | 33-39 years old | 83 | 4.62 | .45 | ,158 |
| | 40-46 years old | 130 | 4.65 | .44 | |
| | 47 years old or older | 65 | 4.66 | .41 | |
| | Total | 407 | 4.45 | .46 | |
| **LSS Total** | 25 years old or younger | 46 | 25.28 | 2.30 | |
| | 26-32 years old | 83 | 25.82 | 1.81 | ,533 |
| | 33-39 years old | 83 | 25.61 | 2.07 | |
| | 40-46 years old | 130 | 25.83 | 2.02 | |
| | 47 years old or older | 65 | 25.54 | 2.18 | |
| | Total | 407 | 25.67 | 2.05 | |

$p<0.05$
**Source**: Authors

**Table 5:** T-test Statistics for the Sub-Scales of Leisure Satisfaction Scale and the Means Corresponding to the Nationality Variable

| | Nationality | N | X | SS | t | df | p |
|---|---|---|---|---|---|---|---|
| **Psychological** | Turkish Citizens | 219 | 4.48 | .42 | -2.56 | 254.5 | .011 |
| | Foreign Nationals | 188 | 4.29 | .93 | | | |
| **Educational** | Turkish Citizens | 219 | 4.48 | .43 | -5.95 | 405 | .000 |
| | Foreign Nationals | 188 | 4.21 | .49 | | | |
| **Social** | Turkish Citizens | 219 | 4.16 | .49 | -1.45 | 349.5 | .146 |
| | Foreign Nationals | 188 | 4.08 | .63 | | | |
| **Physiological** | Turkish Citizens | 219 | 4.36 | .42 | -3.44 | 360.4 | .001 |
| | Foreign Nationals | 188 | 4.20 | .51 | | | |
| **Relaxation** | Turkish Citizens | 219 | 3.90 | .50 | -.756 | 405 | .450 |
| | Foreign Nationals | 188 | 3.86 | .45 | | | |
| **Aesthetic** | Turkish Citizens | 219 | 4.68 | .40 | -3.16 | 347.8 | .002 |
| | Foreign Nationals | 188 | 4.53 | .52 | | | |
| **Total** | Turkish Citizens | 219 | 26.0 | 1.79 | -4.41 | 357.9 | .000 |
| | Foreign Nationals | 188 | 25.1 | 2.22 | | | |

$p<0.05$
**Source**: Authors

The above table (Table 5) indicates that there is a statistically significant difference between the nationality variable which denotes whether the participant is Turkish or a foreigner and the 'psychological', 'educational', 'physiological' and 'aesthetic' aspects of the Leisure Satisfaction Scale. This implies that participants' nationality influences the 'psychological', 'educational', 'physiological' and '' aspects of leisure satisfaction. Total scores derived in this regard from Leisure Satisfaction Scale show that Turkish participants are more satisfied than foreign participants.

## 7. Discussion and Conclusion

As a consequence of the analysis, generally, the highest overall score was obtained for the "aesthetic" sub-scale whereas the lowest overall score was obtained for the "relaxation" sub-scale. According to the findings of another study, the highest overall leisure satisfaction score was obtained for the relaxation sub-scale while the lowest overall leisure satisfaction score was obtained for physiological sub-scale (Yaman et al., 2016). Getting different results is likely to be pertaining to the selection of the sample from individuals participating in different activities. The reason for the aesthetic sub-scale to have a higher overall score can be associated with the unique and gorgeous landscape of the Cappadocia region. On the other hand, obtaining a low overall score for the relaxation sub-scale can be related to the fact that hot air balloon flight is a relatively high risk, adrenaline-pumping and thrilling activity.

On the basis of the gender variable, it seemed that the males were more satisfied than the females only with regard to the social aspect of leisure satisfaction rather than the other sub-scales of Leisure Satisfaction Scale. On the other hand, in the study conducted on the basis of gender by Ardahan and Yerlisu Lapa (2010) in relation to the university students, it was observed that there was not a statistically significant difference between the gender and sub-scales of the Leisure Satisfaction Scale in view of the leisure satisfaction scores of the female and male participants. However, in another study carried out again on the basis of gender, there was a statistically significant difference between the gender and certain sub-scales of the Leisure Satisfaction Scale and the mean of overall scores of the female participants was higher than the one for the male participants in the "psychological", "educational", "social" and "relaxation" sub-scales of Leisure Satisfaction Scale (Küçük Kılıç et al., 2016). Moreover, the study by Gökçe (2008: 38) asserted that the mean of the overall leisure satisfaction scores of the females was high in the case of the relaxation sub-scale whereas the mean of the leisure satisfaction scores of the males was high in the case of the aesthetic sub-scale. Getting different results is likely to be related to the selection of the sample from individuals participating in different activities.

Study argued that there was no statistically significant difference between the sub-scales of the Leisure Satisfaction Scale and age groupings. On the other hand, Leisure satisfaction level was high for the group of participants aged between 40 and 46 whereas it was low for the group of participants aged 25 or younger. However, the study by Gökçe (2008: 53) exhibited that there was a statistically significant difference between the age groupings and leisure satisfaction for psychological, physiological, relaxation and aesthetic aspects and in the total scores. The study by Riddick (1986) revealed that the lowest mean of scores of the leisure satisfaction was for the group of participants who were in their 50s whereas the highest mean of scores of the leisure satisfaction was for the group aged 22 (Quoted by Gökçe, 2008: 53). Besides, a group of participants aged 24 or above were more satisfied with leisure activities than other age groupings in terms of the psychological and relaxation aspects of leisure satisfaction according to another study (Serdar & Mungay Ay, 2016).

According to the study, on the basis of the nationality variable, there was a statistically significant difference between the nationality and the sub-scales of Leisure Satisfaction Scale, suggesting that foreign participants were less satisfied with the leisure activity than the Turkish participants. This result further implied that foreign participants were more satisfied with less risky activities than their Turkish counterparts.

In conclusion, the leisure satisfaction and whole range of its aspects do not have a statistically significant association with age, however, they have a statistically significant relationship with gender and nationality. In the prospective studies, leisure satisfaction level can be compared in-between different groups of participants by including new variables such as the activity type, participation procedure and participation frequency as well.

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# Engagement in Tourism and Personality Traits among Ukrainian Adolescents

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*ABSTRACT*

*The aim of this paper was to determine if there is an association between personality traits and engagement in tourism among Ukrainian adolescents. The study population consisted of 1075 adolescents and their mothers/caregivers who participated in the Family and Children of Ukraine birth cohort study. The adolescents self-reported how they prefer to spend their leisure time and also completed the revised Eysenck Personality Inventory (EPI). We found that engagement in tourism was significantly associated with better school performance and higher socioeconomic status. Adolescents who engage in tourism also had significantly higher Extraversion and lower Neuroticism scores on the EPI. The associations of tourism engagement with these personality traits remained significant after adjusting for age, gender, socioeconomic status, and school performance. We conclude that personality traits are important predictors of Ukrainian adolescents' engagement in tourism.*

***Keywords:***
*Tourism*
*Personality*
*Ukraine*
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## 1. Introduction

Understanding personality can provide important insights into tourist behavior. Personality can affect people's choice of leisure activity, decision-making processes, emotions, and interaction with others (Leung and Law, 2010). Personality traits, especially extraversion and neuroticism, are also strong predictors of life satisfaction (Schimmack et al, 2004). Noyan (2017) studied how personality traits influence both choice of leisure activity and life satisfaction. They found that leisure behavior has a strong influence on life satisfaction and that this relationship in mediated in part by the personality traits of the individual. They also point out that despite leisure activity being subject to individual choice, many people fail to engage in activities that give them satisfaction. This can be especially true for adolescents, whose choice can be influenced by parents and peers. Pizam et al. (2004) were among the first to look at questions of personality and tourist behavior among adolescent populations. They studied university students in 11 different countries and confirmed that the personality characteristics of risk-taking and sensation-seeking are associated with specific travel behaviors of young adults. Furthermore, they determined that these behaviors can also be affected by a person's nationality and culture.

Previous investigators have studied the associations of personality traits and tourism behavior in different populations around the world using a variety of scales. The main personality scales that have been previously applied to tourism research include the Eysenck personality scales, the Plog psychocentric/allocentric scale, and Zuckerman's sensation seeking scale (Eysenck, 1969; Plog, 1972; Zuckerman, 1979). Hans and Sybil Eysenck developed the Eysenck Personality Inventory (EPI) to measure personality traits of extraversion/introversion and neuroticism/stability. The test contains 57 yes-no items with no repetition of items. The EPI reveals 3 scores: the lie score, the extraversion (E) score, and the neuroticism (N) score. The EPI was

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followed by the Eysenck Personality Questionnaire (EPQ) which introduced psychoticism as a third dimension to the original two-pronged model.

Plog (1972) was the first to classify tourists based on their psychographic characteristics: psychocentric to allocentric. The model was designed to match people and places with their psychographic characteristics which jumpstarted the merger between psychology and tourism research. According to Plog's scale, allocentrics prefer less developed destinations and independent vacations, while psychocentrics prefer to travel with groups to more developed destinations. The implications were both theoretical and economic. Hoxter and Lester (1987) administered the Eysenck personality inventory together with travel experience questionnaires to 78 college students. They found the total psychocentrism-allocentricism score was significantly correlated with extraversion but not with neuroticism. They also found that psychocentrics had lower neuroticism scores, which is opposite to what was predicted by Plog's model. Their results were significant for females but not for males highlighting the importance of sex differences. Other investigators have also challenged Plog's theory based on lack of data (Nickerson, 1989) and flawed methodology (Smith, 1990) among other reasons. Nickerson and Ellis (1991), McDonnell (1994), Leiper (1995) and others replicated Plog's model, but had conflicting results.

In addition to Plog's model, Zuckerman's (1979) Sensation Seeking Scale (SSS) is also widely applied to tourism research. For example, the SSS has been tested by Wang et al. (1998) in China, Roth, Schumacher, & Brahler (2005) in Germany, and Li et al (2015) in Taiwan. Sensation seeking is a personality trait that has been linked to participation in a variety of stimulating events (Litvin, 2008), including tourist choice. In testing the relationship between risk-taking, sensation seeking, and tourist behavior, Pizam et al. (2004) found that risk-taking and sensation seeking had a significant effect on travel choices and behaviors. In psychology research, risk-taking and sensation seeking have been tied to Eysenck's (1990) Extraversion which we used in our study.

Previous research has applied these personality theories to various fields including academic performance, recreational preference, subjective well-being, and a healthy lifestyle. Poropat's (2009) meta-analysis established measures for the relationship between personality and academic performance. Kirkcady and Furnham (1991) showed extraversion to be the most powerful correlate of recreational preference. Liu's (2014) sample of 193 participants from an eastern Chinese University examined subjective well-being along with personality and leisure satisfaction. They found that extraversion was significantly positively correlated with leisure satisfaction.

Our aim was to determine how tourism engagement and psychological traits, specifically extraversion and neuroticism as measured by the revised Eysenck Personality Inventory (Eysenck and Eysenck, 1990, modified by Matolin, 1998) influence tourism behavior among Ukrainian adolescents. Previous investigators have shown that nationality and culture can modify these associations (Pizam, 2004). The choice of leisure activity is important to adolescent development and to life satisfaction. Tourism is the least popular leisure time activity among Ukrainian adolescents in Kamianske, Ukraine (Hryhorczuk et al, 2019). Understanding the predictors of tourism behavior in this population can facilitate the development of tourism in Ukraine and offer adolescents greater opportunities to pursue tourism leisure time activities that expand knowledge, promote social development, improve cultural awareness, promote health and well-being and contribute to overall life satisfaction.

## 2. Methods

### Study Population

The study population consisted of 1075 adolescents and their mothers/caregivers from Kamianske, Ukraine who were enrolled in the Family and Children of Ukraine (FCOU) birth cohort study and who had also completed the FCOU 7-years-of age assessment. The FCOU study is the Ukrainian component of the European Longitudinal Study of Pregnancy and Childhood (ELSPAC). For this subcohort, we originally recruited all pregnant women from the city of Kamianske from December 1992 to June 1994, and 2156 chose to participate. 1467 completed the 3-years-of age assessment, 1417 completed the 7-years-of age assessment and of these 1075 children completed the 15 years of age assessment.

### Survey Instruments

FCOU mothers/caregivers completed self-administered questionnaires at the time of pregnancy, at birth, child's 6 months of age, 3 years of age, and 7 years of age. In 2011 we administered the 15-years-of age ELSPAC questionnaires to the 1075 adolescents and their mothers/caregivers in the current study. The self-administered questionnaires were constructed by researchers

Table 1 Characteristics of the Study Population

| Characteristics of Study Population | n | % | Mean | Range Min-Max | SD |
|---|---|---|---|---|---|
| **CHILD'S AGE** | 1075 | | 16.2 | 15.1;18.2 | 0.47 |
| **MOTHER'S AGE** | 1075 | | 40.6 | 32.3;58.8 | 5.00 |
| **FATHER'S AGE** | 784 | | 43.0 | 33.2;65.4 | 5.40 |
| **GENDER** | | | | | |
| **Male** | 543 | 50.5 | | | |
| **Female** | 532 | 49.5 | | | |
| **SOCIO-ECONOMIC STATUS (ADULT DEFINITION)** | | | | | |
| Not enough money for food | 75 | 7.0 | | | |
| It is enough money for food, but not for clothes | 246 | 22.9 | | | |
| It is enough money for food and clothes, but not for appliances | 273 | 25.4 | | | |
| It is enough for various purchases, but for significant acquiring we have to borrow money | 249 | 23.2 | | | |
| It is enough for all things we need, but we have to save to buy an apartment or car | 133 | 12.4 | | | |
| It is enough money for absolutely everything | 82 | 7.6 | | | |
| Missing | 17 | 1.6 | | | |
| **SOCIO-ECONOMIC STATUS (ADULT DEFINITION)** | | | | | |
| **High income** | 464 | 43.2 | | | |
| **Low income** | 594 | 55.3 | | | |
| **Missing** | 17 | 1.6 | | | |
| **HOW DO YOU PERFORM IN SCHOOL?** | | | | | |
| **Very well** | 77 | 7.2 | | | |
| **Higher than average** | 234 | 21.8 | | | |
| **Average** | 624 | 58.0 | | | |
| **Less than average** | 113 | 10.5 | | | |
| **Significantly lower than average** | 13 | 1.2 | | | |
| **Missing** | 14 | 1.3 | | | |
| **HOW DO YOU PERFORM IN SCHOOL?** | | | | | |
| **Good performance** | 311 | 28.9 | | | |
| **Average and below** | 750 | 69.8 | | | |
| **Missing** | 14 | 1.3 | | | |
| **ENGAGE IN TOURISM IN YOUR SPARE TIME** | | | | | |
| **Often or Sometimes** | 307 | 28.6 | | | |
| **Never** | 578 | 53.8 | | | |
| **Missing** | 190 | 17.7 | | | |

**Source**: Authors

from the Institute of Pediatrics, Obstetrics, and Gynecology in Kyiv and the University of Illinois School of Public Health on the basis of similar survey instruments prepared for two other ELSPAC study sites: Avon, UK (the ALSPAC study) and Brno, Czech Republic (current ELSPAC coordinating center). We also added the revised Eysenck Personality Inventory (EPI) as a supplement to the teenager questionnaire. All study instruments were translated from English into Ukrainian and/or Russian and reverse translated into English. The questionnaire data were entered and coded by the Louise Hamilton UIC Data Management Center in Kyiv, Ukraine. Adolescents were asked the question: "How do you spend your free time?" Adolescents who responded that they engage in tourism frequently or sometimes were compared to adolescents who said that they never engage in tourism. Data on age, gender, and performance in school were obtained from the adolescents' questionnaire. Data on current socio-economic status were obtained from the mother's/caregiver's questionnaire. Responses to individual questions on the revised Eysenck Personality Inventory were converted into summary scores for Introversion/Extraversion and Neuroticism.

*Statistical Analysis*

The Tourism (often and sometimes) and No Tourism (never) groups were compared on mean scores on the EPI personality scales using t tests. The trends of increasing engagement in tourism with increasing socioeconomic status and better school performance were evaluated using the test for linear trend. For subsequent analyses, socioeconomic status and performance in school were coded as a binary variable (high income vs low income) and (above average vs average and below). We calculated the relative odds with 95% confidence intervals of engagement in tourism with socioeconomic status, school performance, and engagement in other activities during their free time. The associations between the Extraversion and Neuroticism scores on the EPI and engagement in tourism were analyzed using multiple logistic regression after adjusting for age,

Table 2. Engagement in Tourism and Socioeconomic Status

| ENGAGE IN TOURISM | **Often or Sometimes N = 307** | | **Never N = 578** | |
|---|---|---|---|---|
| SOCIOECONOMIC STATUS (Mother's Assessment)[a] | N | % | N | % |
| Not enough money for food | 12 | 20.0 | 48 | 80.0 |
| Enough money for food but not for clothes | 63 | 31.3 | 138 | 68.7 |
| Enough money for food and clothes, but not for appliances | 81 | 35.1 | 150 | 64.7 |
| Enough for various purchases, but for significant acquiring we have to borrow money | 70 | 34.3 | 134 | 65.7 |
| Enough for all things we need, but we have to save to buy an apartment or car | 47 | 45.6 | 56 | 54.4 |
| Enough money for absolutely everything | 30 | 40.0 | 45 | 60.0 |

[a] $p = 0.002$ test for trend

**Source**: Authors

gender, socioeconomic status and school performance.

### 3. Results

The characteristics of the study population are presented in Table 1. The adolescents had a mean age of 16.2 (range 15.1 to 18.2) and 50.5% were male. Their mother's/caregivers had a mean age of 40.6 and father's a mean age of 43.0. 307 (28.6%) reported that they engaged in tourism often or sometimes during their free time, 578 (53.8%) reported that they never engaged in tourism, and responses for 190 (17.7%) were missing. Table 1 also presents the distribution of responses for socio-economic status (as defined by the mothers/caregivers), and adolescents' self-reporting of their school performance.

Tables 2 and 3 compare engagement in tourism with socio-economic status and school performance respectively. The percentage of children who engaged in tourism increased with increasing socioeconomic status ($p = 0.002$) and with better school performance ($p < 0.001$).

Table 3. Engagement in Tourism and School Performance

| | ENGAGE IN TOURISM | | | |
|---|---|---|---|---|
| | **Often or Sometimes N = 307** | | **Never N = 578** | |
| HOW WELL DO YOU PERFORM IN SCHOOL[a] | N | % | N | % |
| Very Well | 35 | 47.3 | 39 | 52.7 |
| Higher than average | 77 | 39.3 | 119 | 60.7 |
| Average | 173 | 34,7 | 326 | 65.3 |
| Less than average | 18 | 18.6 | 79 | 81.4 |
| Significantly lower than average | 2 | 18.2 | 9 | 81.8 |

[a] $p < 0.001$ test for trend
**Source**: Authors

The relative odds of engagement in tourism by gender, socio-economic status, and school performance are presented in Table 4. Engagement in tourism was not associated with gender. Children with higher socioeconomic status were 1.35 times ($p = 0.037$) more likely to engage in tourism compared to children with lower socio-economic status. Children with above-average school performance were 1.52 times ($p = 0.005$) more likely to engage in tourism compared with children with school performance that was average of below.

Table 4. Relative Odds of Engagement in Tourism with Gender, Socioeconomic Status and School Performance

| | **Relative Odds** | **95% Confidence Interval** | **P** |
|---|---|---|---|
| **Gender** (Male vs Female) | 1.19 | 0.90 - 1.56 | 0.228 |
| **Socioeconomic Status** (Mother's assessment: High vs Low) | 1.35 | 1.02 - 1.78 | 0.037 |
| **School Performance** (Self Assessment: above average vs average and below) | 1.52 | 1.13 - 2.05 | 0.005 |

**Source**: Authors

Adolescents who engaged in tourism were also significantly more likely to visit entertainment establishments (OR = 1.73 [95% CI: 1.25-2.38]); read books (2.28 [1.67-3.1]); draw/construct (2.3 [1.73 – 3.07]); play a musical instrument (2.5 [1.76 – 3.53[); play sports (4.04 [2.63 – 6.21]); attend theater/concerts/museums (3.74 [2.76 – 5.06]); and "socialize" using the computer (2.43 [1.53 – 3.85]).

Table 5. Engagement in Tourism and Scores on the revised Eysenck Personality Inventory

| **Engage in Tourism** | | | | | |
|---|---|---|---|---|---|
| **Scale** | | Often or Sometime (n=184) | Never (n=373) | t-value | P |
| **Extraversion** | Mean (SD) | 18.3 (3.36) | 16.8 (4.1) | 4.80 | <0.001 |
| **Neuroticism** | Mean (SD) | 11.7 (5.6) | 13.1 (5.2) | -3.00 | 0.003 |

**Source**: Authors

Table 5 compares the revised Eysenck Personality Inventory scores for Extraversion and Neuroticism between adolescents who engage and do not engage in tourism. Adolescents who engage in tourism had significantly higher scores for extraversion and lower scores for neuroticism compared to adolescents who did not engage in tourism.

Table 6. Multivariable Linear Regression of Extraversion Score on Engagement in Tourism

| | **Exp(B)** | **95% CI** | **P** |
|---|---|---|---|
| Constant | 0.042 | | 0.330 |
| Gender (Male = 1; Female = 0) | 1.178 | 0.818 - 1.696 | 0.379 |
| Age in years | 1.030 | 0.696 - 1.520 | 0.881 |
| Socioeconomic Status (High = 1; Low = 0) | 1.040 | 0.721; 1.500 | 0.833 |
| School Performance (Above average = 1; Average or below = 0) | 1.265 | 0.856; 1.872 | 0.238 |
| Extraversion Score | 1.109 | 1.054; 1.176 | <0.001 |

**Source**: Authors

Table 6 presents the results of multiple logistic regression of extraversion on engagement in tourism. Higher extraversion score was a significant predictor of engagement in tourism after controlling for gender, age, socioeconomic status, and school performance.

Table 7 presents the results of multiple logistic regression of neuroticism score on engagement in tourism. Lower neuroticism score was a significant predictor of engagement in tourism after controlling for gender, age, socioeconomic status, and school performance.

Table 7. Multivariable Linear Regression of Neuroticism on Engagement in Tourism

| | Exp(B) (95% CI) | 95% CI | P |
|---|---|---|---|
| Constant | 0.713 | | 0.916 |
| Gender (Male = 1; Female = 0) | 0.977 | 0.664; 1.437) | 0.906 |
| Age in years | 1.01 | 0.687; 1.483 | 0.963 |
| Socioeconomic Status (High = 1; Low = 0) | 1.074 | 0.748; 1.544 | 0.698 |
| School Performance (Above average = 1; Average or below = 0) | 1.38 | 0.939; 2.027 | 0.101 |
| Neuroticism Score | 0.951 | 0.917; 0.986 | 0.006 |

**Source**: Authors

### 4. Discussion

In our study we found that engagement in tourism was associated with a higher extraversion score and a lower neuroticism score on the revised Eysenck Personality Inventory, after adjusting for potential confounding variables. Engagement in tourism was also associated with better school performance and higher socioeconomic status in unadjusted analyses, but not after separately including extraversion and neuroticism scores into multivariable models. Our findings on the association between extraversion and tourism behavior are consistent with most previous studies. The relationship between personality and tourism behavior is still a relatively underdeveloped field of tourism research, especially among adolescent populations (Lepp and Gibson, 2008).

The major limitations of our study are incomplete response rates on both the FCOU and supplementary EPI questionnaires; lack of detail on specific types of tourism engagement; and use of the earlier version of the Eysenck Personality Inventory compared to more recent versions of the Eysenck Personality Questionnaire. Respondent bias may occur if participants who choose to respond to specific questions differ in personality traits and/or tourism behavior compared to non-respondents. Additionally, adolescents in our study responded to a single broad question on how they spent their leisure time, with tourism being one of the choices, rather than more detailed questions on specific types of tourism activities. The United Nations World Tourism Organization defines tourism broadly as follows: "Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes." This all-encompassing definition of tourism is consistent with our survey. Finally, the EPI used in our study was selected by Ukrainian adolescent psychologists because this instrument was still in wide clinical use at the time of our survey.

This study is one of the few, that we are aware of, that looks at personality and tourism behavior in a Ukrainian adolescent population. This paper is also one of the few that looks at self-reported tourism behavior in adolescents, a research population which Poria and Timothy (2013) highlight as a critical gap in the literature. While our study is a cross-sectional assessment of personality and tourism behavior in this population, the longitudinal birth cohort design allows for future analyses of life course predictors of their tourism behavior.

This study contributes to the growing body of research on personality and tourism behavior by providing data from an understudied population of Ukrainian adolescents. The implications of our findings are both theoretical and practical. Our findings are consistent with the Eysenck and Zuckerman theories of how extraversion and sensation-seeking influence tourism behavior. From a practical standpoint, understanding the associations between personality and tourism behavior can facilitate the development of tourism in Ukraine through more targeting marketing of tourism choices and services for adolescents. Even more importantly, the everyday benefits of tourism engagement, specifically among an adolescent population, should be referenced by parents, schools and governments. Our future research will continue to focus on this population and investigate how demographic, social, and personality factors affect more specific types of tourism behavior.

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# Medical Tourism Motivations: The Driving Force

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**Keywords:**
Medical tourism,
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**ABSTRACT**

*Medical tourism industry has witnessed a tremendous growth in last few years especially in developing countries such as India, Malaysia, Singapore and Thailand. Although, there has been an increase in medical tourism traffic, there is a continuous need to evaluate travel motivations among medical tourists. This study highlights the driving force in the field of medical tourism which motivates medical tourists to travel overseas for treatment and wellbeing. The study adopts pull-push framework and discovers that among major pull motivations are low cost, less waiting time, extensive treatment range & quality care, favorable socio-cultural factors, tourists' attractions, technology and personalized services. Major push forces noticed as affordability, adjournment, unavailability of specific treatment, inferior health services, lack of insurance coverage, privacy concerns and legal liability associated with medical tourism. From the case study of National Capital Region (NCR) in India. The main travel motivations among tourists to this region are quality & range of services, zero waiting time, eye catching treatment cost, technical advancement, large pool of health professionals, facilitation, tourist attraction and language proficiency. The study recommended to develop products and services and adopt appropriate marketing communication stools for the growth of medical tourism.*

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## 1. Introduction

People across the globe have been travelling for medical or health reasons for a long time. Since the early nineteenth century, when there were no restrictions on travel in Europe, people travelled to neighboring countries for healthcare. Hence, some researchers (Yeoman, 2008) noted that the phenomena of maintaining good health through healthy lifestyles and curative measures like medical care has been prevalent from the ancient time. Health tourism is now becoming an important economic and marketing strategy for hoteliers, resorts and tourist destinations to attract tourist visitations (Bennet, King &Milner, 2004). Medical tourism is among the fastest growing sectors compared to the other forms of tourism.

Global medical tourism is growing to become a billion-dollar industry as people from developing countries travel to developed countries seeking for sophisticated and reliable medical treatments. However, the contemporary trend is now in the opposite direction as an increasing number of patients from developed countries travel to developing countries to receive medical treatment (Connell, 2011). Available statistics indicate that developing countries which promote medical tourism, such as, Thailand, Singapore, Malaysia, and India have reported excellent revenue growths from previous years (Henderson, 2004; Bookman & Bookman,2007). They also devise new strategies to attract medical tourists.

## 2. Meaning and Definition of Medical Tourism

Medical tourism is a niche market, in which people travel to other countries for obtaining healthcare services and facilities, particularly, medical, dental and surgical care. Medical tourism, which is also referred to as medical travel, health tourism or wellness tourism is a term used to describe the growing practice of travelling to other countries predominantly to seek voluntary healthcare (Pollock & Williams, 2000; Mueller & Kaufmann, 2001; Tontus, 2018).

Carrera and Bridges (2006) define medical tourism as the organized travel from local environment for seeking maintenance, enhancement, restoration of health including mind and body through medical care. Goodrich and Goodrich (1987) state that in

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addition to treatment, travelling for healthcare may involve consumption of tourist facilities such as hotels, transportation and visits to tourist attractions. Tourist destinations deliberately promote health-care services and facilities together with other tourism services. Therefore, there is a need to have a clear concept of medical tourism.

Cohen (2008) categorized medical tourists into five. Firstly, mere tourists who do not use any medical facility in foreign countries. The second category is tourists who use medical services due to some emergency or coincidence. The third category is medical tourists who combine both tourism and medical treatment intentionally. The fourth category is tourists who mainly come for treatment, but also enjoy vacation incidentally or during recuperative stay. The fifth category is tourists who receive treatment without using any other vacationing activities. Hence, taking into account the different typologies given above, Ackerman (2010) defined medical tourism as people who travel long distances to overseas countries to obtain medical care while simultaneously being holidaymakers, in a more conventional sense.

**3. Critical Success Factors of Medical Tourism**

In the contemporary timeframe, millions of people travel overseas for medical treatment due to various factors like cost effectiveness, better quality, less waiting time, availability of treatment, alternative therapies and natural endowments. However sufficient research efforts has been made so far (such as, Hurley, 2004;Zahra, 2007;Begde, 2008; George & Nadelea, 2009) to portray the important elements that ensure the success of medical tourism sector. The present study noticed the following factors as major success factors in medical tourism.

Figure I: Success Factors of Medical Tourism Growth


**Source**: Authors

The occurrences of globalization excel the growth of medical tourism as it involves facilitation of hospitalization through bilateral agreement among governments. In this case, hospitals in the host country with necessary capability and accreditation are earmarked for hospitalization from the foreign country with whom the agreement has been entered into. Moreover, hospitals directly initiate individual efforts to tie up with corporate (preferably transnational) in overseas locations. The India's Ministry of Tourism showcased that the country has huge numbers of doctors, nurses and other paramedical staff at a global level exhibition (International Tourismus-Börse) in Berlin. It also organized road shows in west Asian countries of Dubai, Riyadh, Kuwait and Doha in 2009 to promote the Indian medical tourism sector.

Healthcare costs in developing nations are extremely competitive compared to those in developed countries. With healthcare costs soaring in these countries, the relatively low cost of surgery and critical care in developing countries make it an attractive destination for medical tourism (Bookman & Bookman,2007; Bochatons & Letebure,2009).

In the modern industrialized world with the growth of ageing population in developed countries, the demand for good health and preventative services developed side by side. The growing demand for legacy of ethnic treatments give rise to yoga, meditation, Ayurveda, and several other ethnic treatment and rehabilitation cares all of which gradually gaining the global acceptance especially for preventative therapies.

Efficient technologies in the fields of transportation and communications systems are some of the improvements that drive medical tourism growth. Moreover, artificial intelligence techniques can provide support in many areas relevant to medical tourism. Use of the state-of-the art technologies and procedures in recognized hospitals have been heavily invested especially in supportive medical technology and operative techniques. This factor paved the way for the development of medical tourism.

Negligible waiting period, quick and immediate attention for surgeries and all interventions are another advantages which responsible for the growth of medical tourism. It is zero waiting time that attracts the worldwide medical tourists to seek treatment in countries where zero waiting time is possible for procedures such as heart surgery, kidney care, cancer treatment, knee/hip/joint replacements, dental, cosmetic surgeries, weight loss surgery, etc.

The recognition to health care institutions guarantee standard which enhanced patient safety, strengthened the confidence of patients, professionals, and management of health services etc. Accredited hospitals with huge capacity and gamut of specialty offerings have learned the importance of facility accreditation and accordingly provide the platform to medical tourism sector to grow.

Medical Tourism Motivation- The Driving Force

This study discusses travel motivations which spur the movement of medical tourists around the world. For this, the author uses the framework of push and pull factors which affect decision-making and travel destination choice (Prayag & Ryan, 2011).The earlier literature indicates that the common pull motivation factors that drive people to seek treatments in other countries are accessibility (Deloitte, 2008), knowledge and awareness of the country (Horowitz & Rosensweig, 2008), low medical cost (Jotikasthira & Cox, 2010), and safety and security of one country (Saipraset, 2011). Christina and Katherine (2011) found pull motivation factors are lower charge, superiority of care, knowledge and status of the service provider, recognition of hospitals, travel time, ease of travel and reduced waiting periods, all of which determines the destination choice. Mohamed (2008) further noted improvement after treatments, proper care by paramedical staff, privacy and secrecy of the medical treatments as also important pull factors in medical tourism.

Ferrer and Medhekar (2012) identified the major pull factors responsible for growing medical tourism visits as low travel costs, state-of-the-art medical technology, good and affordable medical facilities, low surgical cost, joint commission internationally accredited hospitals, well-educated and groomed doctors and nurses etc. On the other hand, the main pull factors in addition to the above factors are affordable air travel and favorable exchange rates (Connell, 2006). Pradip (2011) in his research noted that India is a better option for healthcare services due to its appreciable facilities like air travel, local transportation and sightseeing, translation and escort services, comfortable hotel accommodation along with choice of not only healthcare procedures but also cuisine and hospitality.

Table 1: Major Pull Factors Identified from Review of Literature

| Dimension | Author |
|---|---|
| Low cost | Horoqitz & Rosensweig, 2007, Chordas (2009), Jotikasthira & Cox (2010), Christina & Katherine (2011), Ferrer & Medhekar (2012), Lajevardi (2016) |
| Less waiting time | Horoqitz & Rosensweig (2007), Christina & Katherine (2011) |
| Availability of treatment | Deloitte (2008) |
| Quality | Horoqitz & Rosensweig (2007), Mohamed (2008),Chordas (2009), Christina & Katherine (2011), Lajevardi (2016) |
| Socio-cultural familiarity | Yu & Ko (2012), Connell (2013), Lajevardi (2016), Lunt, Horsfall & Hanefeld (2016) |
| Tourist attraction | Horoqitz & Rosensweig (2007), Pradip (2011) |
| Technology | Mohamed (2008), Pradip (2011),Ferrer & Medhekar (2012), Lajevardi (2016) |
| Personalization | Connell (2006),Mohamed (2008),Christina & Katherine (2011),Pradip (2011),Ferrer &Medhekar(2012) |

**Source**: Authors

Tseng (2013) found that over the past two decades the number of individuals traveling abroad for the purpose of obtaining health care (push factors) are lack of health insurance, limited coverage under health insurance, high costs of treatment and inaccessibility to different treatments in home countries. These individuals have diverse belief (pull factors) that they could obtain health care in another country that is more affordable, more accessible, and/or comparable or better quality, and doctors' and nurse's efficiency to educate their patients about their medical and healthcare goals. Helble(2011) assessed push factors for medical travel which include better transport services, long waiting lists, unavailability of treatments, poor quality of healthcare, lack of insurance coverage, cost and legal issues in home country.

Williams (2013) in a study identified push factors for medical tourists as the lack of medical services and high medical costs in their own country. Behrman (2010) also noted major push factors among medical travelers of developed countries are delayed treatment, long waiting times, high insurance costs, and unnecessary legislation which prompt patients to visit abroad for treatment. Hansen (2008) opined that the cost of insurance is too high to afford for an individual in the US as the US state regulations do not allow no-frills basic health insurance. This has prompted more Americans to opt out health insurance altogether. Chordas (2009) on the same notion elaborated that health care cost in the United States is putting pressure on some individuals to seek care overseas via medical tourism. Health plans and employers are sending patients to facilities in other areas or states for lower-cost and quality care. Incentives are being offered to employees for availing cross border healthcare services.

Altin, Singal and Kara (2011) identified major push factors that make patients fly to foreign countries seeking healthcare and medical treatments. These are long waiting time in their home country and unavailability of proper healthcare services at their home country due to the lack of technology and equipment's. Horowitz and Rosenweig (2007) pointed out that push factors for medical travel are unavailability or restriction by legal system of a particular treatment, privacy, newly developed procedures not approved by regulatory agencies and the opportunity of an exotic vacation along with treatment. Medical tourists from northern countries often travel for a variety of reasons, including cultural or family reasons as major pull factors (Connel, 2013; Lunt, Horsfall & Hanefeld, 2016). Yu and Ko (2012) reported that medical tourists emphasize socio-cultural factors as major push factors when selecting a destination. Lajevardi (2016) in a study noticed quality of health services, low cost of treatments, access to advanced and new medical procedures, equipment and qualified professionals and medical staff, similarity of culture and language as main pull factors in medical tourism. The study also noticed legal issues and complications as push factors for travelling abroad for medical treatment.

Table 2: Major Push Factors Identified from Review of Literature

| Dimension | Author |
|---|---|
| Affordability | Connel (2006), Behrman (2010), Helble (2011),Ferrer & Medhekar (2012),Williams (2013) |
| Adjournment | Behrman (2010), Altin, Singal & Kara (2011), Helble (2011),Tseng (2013) |
| Unavailability | Horowitz & Rosenweig (2007), Helble (2011),Altin, Singal & Kara (2011),Tseng (2013) |
| Inferior health service | Altin, Singal & Kara (2011), Helble (2011),Tseng (2013), Williams (2013) |
| Lack of insurance Coverage | Hansen (2008), Chordas (2009),Helble (2011),Tseng (2013) |
| Privacy & confidentiality | Horoqitz & Rosensweig (2007), Mohamed (2008) |
| Legal liability | Connell (2006), Horowitz & Rosenweig (2007), Behrman (2010), Helble (2011), Lajevardi (2016) |

**Source**: Authors

From the extensive review of earlier studies, it comes to notice that medical tourism has gained ground for a number of travel motivations' pull and push factors. Both developed and developing countries can be medical tourism destinations and have different features to leverage.

## 4. Pull Factors of Medical Tourism

The following are the pull factors identified from literature review conducted by several research studies (Saiprasert, 2011; Lertwannawit & Gulid, 2011; Ye, Qiu & Yuen, 2011; Gill & Singh, 2011; Musa, Thirumoorthi & Doshi 2012; Singh,2013). A brief overview of such pull factors has been presented in the present study also:

### *Low Cost*

Cost is an important factor in consumer decision making for any purchase, even for essential services like healthcare. Economical and affordable pricing are the selling point of healthcare tourism. The cost differential across the world is huge. Therefore, low cost becomes an important pull factor in choosing medical tourist destination.

### *Less Waiting Time*

The developed countries of the world are facing the problem of overburdened medical delivery systems and because of this, patients have to wait a long time for their medical treatment or procedures. This motivates them to go overseas looking for medical care services.

### *Availability of Wide Range of Medical Treatment*

The wide range of medical services offered at a hospital is a major consideration for tourists motivated to visit another countries to seek treatment. Often the chosen hospital is perceived as more reliable and highly regarded. Therefore, extensive coverage of medical treatment can be a major pull factor in medical tourism.

### *Quality Treatment and Care*

Use of world class implants and consumables in hospitals has gained international recognition for their state-of-art facilities and diagnostic centersby getting certification from recognized authorities like the Joint Commission for the Accreditation of Health Care Organisations (JCAHO). The quality of services is a major pull factor related to medical tourist visits (Lertwannawit, & Gulid, 2011; Moghimehfar & Nasr,2011; Gill & Singh, 2011).

### *Social and Cultural Environment*

Cultural similarity is a key motivator when health tourists select a destination. The presence of relatives or friends in visited country is a significant motivator for health tourists to visit international destinations. Perhaps being away from familiar people is a desirable choice when health tourists seek medical treatment as privacy is maintained.

### *Availability of Tourist Attractions*

While travelling to another country for treatment, it is also possible to visit attractive places and monuments of that country. Hence, the combination of a firstclass medical treatment and a relaxing vacation while recuperating may be one of the main pull factors for medical travelers to visit abroad.

*Technology*

The advance in healthcare technology in terms of cutting-edge procedures and modern treatment methods is another important attraction to health tourists. In this instance, having techno-savvy doctors and surgeons along with supporting staff is definitely a pulling factor for health tourists.

*Personalized Service*

Medical tourists are motivated to use medical services of hospitals which have excellent reputation. Ease in communication is a major pull factor which attracting tourists to choose a medical tourism destination (Ye, Qiu & Yuen, 2011; Musa, Thirumoorthi & Doshi, 2012).A large populace of good English speaking doctors, guides and medical staff, makes it easier for foreigners to receive consultation and to discuss the mode of treatment and management.

### 5. Push Factors in Medical Tourism

Based on previous research work on identification of push factors of medical tourism (

(York, 2008; Veerasoontorn & Rian, 2010; DeNavas, Proctor & Smith,2011; Moghimehfar & Nasr-Esfahani,2011). The present author also concoct an extensive review and identify the following are push travel motivation factors which influence tourists to travel abroad for health reason.

*Affordability*

This factor is crucial among patients who cannot afford medical or surgical treatment in their own country which is high in cost. This forces them to look for a country which offers a lower cost treatment without compromising the quality, thus they could save money. Affordability can be a major push factor which compels patients to seek medical and healthcare overseas.

*Adjournment*

In some nations of the world, in order to seek medical treatment, patients came across with long waiting queues in their home country, and looking for early treatment as they are not able to bear the pain. If the patient is not in a position to wait, he/she will look for alternative destinations to receive medical treatment or surgery.

*Unavailability*

Sometimes patients face the unavailability of some treatments, or lack of quality care in their home countries, in such case, they are ready to travel across nations. Many patients from African countries visit nearby countries where a particular procedure is not available in their home country.

*Inferior Healthcare Services*

The health care services in some countries are not up to the international standards such as shortage of skilled healthcare professionals, poor quality, lack of follow up care and so on. This problem pushes the citizens to visit aboard for seeking quality medical treatment.

*Lack of Coverage under Insurance in Home Country*

Medical tourism can be alternative to the skyrocketing costs of health care, for those who required operations without insurance cover. There are some insurance plans that will cover treatment that is performed outside of home country, provided that it is not an elective procedure. For instance, developing countries are aggressively marketing to western customers and insurance agencies and advertising high quality standards with personalized service.

*Privacy and Confidentiality*

Another reason why people travel abroad for treatment is for privacy and confidentiality. For example, some people do not intend to reveal others about their beautification and fat reduction treatment sought by them. In this situation, it is easier for them to go on a vacation and return home with new looks. Some celebrities also prefer visiting another country for such procedures due to this reason. This phenomenon becomes the major driving force as push factors to motivate people to seek healthcare in foreign countries.

*Legal Liability*

There are instances when a particular diagnosis and treatment is not legally permitted in some countries such as gender change operations, baby gender determination, egg donation, sperm donation, abortions, stem cell treatment, etc. Hence in such type of circumstances, the patients have no choice but to choose another country where these treatments are permitted. Finally, as a result, the legal liability is also identified as push factors behind increasing visit of medical tourists.

### 6. Case Study of National Capital Region (NCR) of India

The present case study provides the snapshot of medical tourism and motivation of medical tourists to visit the national capital region (NCR) of India which includes New Delhi along with Gurugram, Faridabad, Ghaziabad and Noida. There are many reasons for the popularity of this region especially for being the main entry point into the country by most international patients. It has excellent healthcare facilities with countless numbers of world class hospitals scattered all around the city.

Major Hospitals in National Capital Region

There are sufficient number of hospitals in the region which have accreditation from different agencies such as Joint Commission International (JCI), International Standard Organization (ISO) and National Accreditation Board For Hospitals(NABH). Thestudy illustrates only JCI accredited hospitals in the region. The major hospitals selected are as followed:

Figure II: JCI Accredited Hospitals in NCR in India


**Source**: Authors

- Artemis Hospital, Gurugram

Artemis Hospital is a state-of-art multi-specialty hospital located in Gurugram. This hospital is the first to achieve JCI accreditation in Gurugram area of national capital region in January, 2013. Artemis hospital has gained global recognition due to its depth of medical expertise. The main pull factors in this hospital are noticed as recognized team of doctors and surgeons, travel arrangements, visa assistance, hotel booking help and many others.

BLK Super Specialty Hospital

The BLK Super Specialty Hospital in the national capital region in located in New Delhi and it combines class and medical brilliance to render quality care and treatment for patients, both domestic and international. This hospital attains JCI accreditation in April, 2018. The important pull factors of this hospital are fully equipped operation theaters, large supply of ICU beds for different medical disciplines, Wi-Fi enabled campus, paperless facility for healthcare, 24X7 blood bank, ambulance and pharmacy services for medical patients.

- Fortis Escorts Heart Institute, Okhla Road

Fortis Escorts Heart Institute is one of the best cardiac care centers in the national capital region and well known for using latest and advanced technology in cardiac bypass surgery, non invasive cardiology and pediatric cardiac surgery to name a few. It has an advanced set of laboratories for nuclear medicines, hematology, radiology, biochemistry, and microbiology and travel assistance for foreign nationals. Due to excellence in healthcare services, it was accredited by JCI in February, 2010.

- Indraprastha Apollo Hospital

With over 30 years of experience under its belt, Indraprashta Apollo Hospital has become the favored destination of international patients spanning across different countries. The world-class multi-specialty Indraprastha Apollo Hospital came into existence in 1983 and received accreditation from the JCI in June, 2005. The pull factors of this hospital are international standard healthcare, research centers for global clinical trial, legacy of excellence in healthcare, quality community services for pediatric cardiac care, and online consultation booking and payment facilities etc.

- Maharaja Agrasen Hospital

Maharaja Agrasen hospital is located Punjabi Bagh, New Delhi in the national capital region of India. Due to its excellent services in healthcare, it received the JCI accreditation in January, 2017. The major pull factors to attract medical tourists to this hospital are noted as round the clock services laboratory, accidental & emergency critical care ambulance, with state of the art radiography technology. The hospital is also aided by a highly qualified & experienced team of doctors & therapists to ensure the best treatments to the patients.

- Max Super Specialty Hospital, Saket

The Max Super Specialty Hospital in Saket always strives to provide quality health care. It is located in close vicinity of the domestic airport and railway station of New Delhi. This hospital is an epitome of quality treatment, hi-tech facilities and expert doctors to serve patients. It received the JCI accreditation in February, 2017. The excellence in healthcare services such as green operation theatre, round the clock pharmacy and laboratory services, high class infrastructure for communication, fully equipped and hi-tech ambulance facility and comprehensive treatments available for variety of ailments are identified as pull factors of the hospital.

- Medanta-The Medicity, Gurugram

Medanta – The Medicity is situated in the Gurugram area of the national capital region. This hospital has been termed as a picnic destination by many rather than a normal hospital. It is filled with everything and designated with the JCI accreditation in August, 2013. The salient pull factors of Medanta hospital are hi-tech surgical system, cyber knife robotic radio surgery system, cataract suite an image guided system, artis zeego endovascular cath lab , international patient division, robotic cardiac, urology and gynecology surgeries etc.

- Moolchand Medicity, Lajpat Nagar

Moolchand Medicity is one of the well recognized names in health care. It is a set-up that has been working right from its inception to provide international standard facilities to its patients across the national capital region. This is the India's first JCI accredited hospital which has received the accreditation in December, 2009. This hospital attracts medical travels due to its important pull factors such as specialization and excellence, easily access to surgery, top treatment facilities with the help of well trained team of doctors, surgeons, nurses and other health care providers, trustworthy services at affordable rates, comprehensive diagnostic facilities with high quality equipment available and many other facilities.

## 7. Pull Factors For Tourists Visiting National Capital Region(NCR) of India

Below are the pull factors which could attract medical tourists to the National Capital Region of India.

*Quality and Range of Services*

The region has hospitals with world class infrastructure that increasingly gained international recognition for the state-of-art facilities and diagnostic centers. This include quality of therapy, range of treatment options, infrastructure, skilled manpower and minimum time consuming process for medical treatment.

*Zero Waiting Time*

One of the greatest advantages of receiving medical treatment in the India's national capital region is the ease of getting appointments for treatment. Unlike the hospitals in developed countries where there is a long queue to wait for treatment, hospitals located in the India's national capital region now started attracting foreign patients from industrially developed countries like Britain, US and Canada.

*Eye Catching Treatment Cost*

Affordable pricing of medical care is the key selling point of healthcare tourism and, hence the slogan, 'first world treatment at third world prices' is applicable to the healthcare sector in the national capital region of India. This can be a crucial motivation factor for selecting healthcare in India.

*Technology Advancement*

The stringent quality assurance practices in the hospitals located in the India's national capital region (NCR) ensures reliable and high-quality diagnostic tests which results could be produced in timely manner to facilitate medical diagnosis and treatment plan. This advance medical technology is a crucial pull factor for the tourists to choose the region of their healthcare.

*Availability of Large Pool of Doctors and Supporting Staff*

The national capital region of India with sufficient man powers-doctors, nurses and paramedic – who have a high level of competency and capability in adopting new technology along with innovation and modern treatment methods. Evidently it resulted in significant increase in numbers of medical tourists who opt to receive medical treatment and surgery in the India's national capital region.

*Facilitation in Medical Tourism*

Government of India announced 'M-Visa' is valid for one year or the period of treatment, whichever is less. The government has also started issuing 'MX Visa' to the accompanying attendants for traveling to India including the national capital region.

*Tourist Attraction*

The national capital region of India is also famous for its tourist attractions including culture and heritage, monuments and landmarks such as India Gate, Qutub Minar, Red Fort, Old Fort, Jama Masjid, Jantar Mantar and the nightlife entertainment facilities in modern city of Gurugram and Noida. Hence, the availability of tourism opportunities is also a source of motivation among tourists to receive medical care from the India's national capital region.

*Language Proficiency*

Despite other driving forces, the language proficiency of the doctors, nurses and other supporting staff including travel professionals in the national capital region is also a major driving force among medical tourists to receive medical care in the India's national capital region.

## 8. Conclusion

Medical tourism is emerging and important segment of tourism industry in the contemporary world. It includes primarily the medical procedures combined with travel and tourism. The number of persons travelling to international countries for seeking healthcare and wellness treatment across the globe is increasing in last few years. Many countries such as Malaysia, Thailand, and Brazil are promoting and developing medial tourism as it can be beneficial for both the tourist generating country and host country in the form of business opportunities and infrastructure development. There are various reasons for the growth of medical tourism such as cost differences, availability, quality and less waiting time. The major motivation factors among medical tourists are low cost, better care, treatment with latest technology, services, social cultural factors, legal implications, privacy concerns etc. These motivation factors are identified as the crucial elements of medical tourism growth in India. However, some challenges such as poor institutional mechanism, improper accreditation procedure, lack of cooperation among different stakeholders, lack of uniform quality and pricing in hospitals are noticed as hindrance to the growth of medical tourism. For the successful development of medical tourism, the different stakeholders need to come out with a comprehensive policy to regulate the market to improve patient safety and outcomes, and also to prevent loss of business to other competing markets. The availability of concrete medical tourism policies provided a suitable platform to the growth of this emerging sector. The doctors, nurses and other paramedical staff members of the hospitals need to be trained regularly for adoption of new technology and recent procedures in order to provide greater and more satisfactory services to medical tourists. The management of the hospitals should take the complaints and feedbacks from patients and their companions as opportunities to improve or innovate their modus operandi. The formulation of bilateral health agreements, recognition of patients home insurers, cross border travel etc. are few key areas to look into.

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# Understanding Impacts of Cultural Tourism on Sustainability of Rural Architecture in Three Villages of Bursa*

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**ABSTRACT**

*This paper aims to describe the consequences of cultural tourism for sustainability of rural architectural heritage of three villages, named as Misi, Gölyazı, and Tirilye, in Bursa. For this purpose, natural and architectural values in each of these three villages are described in detail, while mentioning the importance of a sustainable rural development plan, which would provide qualified advertisement and prevent destruction of cultural tourism. Before explaining the method of the study, a theoretical framework, including both concepts and legal aspects about the issues of cultural tourism and rural heritage, is given in detail. Afterwards, values and potentials of selected case studies are given while also evaluating the problems and threats on their sustainability. It concludes with discussion on findings that includes results and recommendations, in order to improve the values and potentials of a historic village against touristic threats and problems. Hence, this study is essential as investigating the challenges of tourism in conservation of rural areas in Bursa, known as one of the UNESCO World Heritage Sites (WHS) in Turkey, while explaining the benefits of sustainability in rural development together with increasing interest and public awareness in related architectural and natural heritage.*

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## 1. Introduction

Cultural heritage, including historic landscape and built environment, symbolizes irreplaceable sources of life and inspiration. However, it is still difficult to continue authenticity of existing artefactual heritage elements while presenting them to the new generation. Touristic activities should prevent damage and contribute to raise awareness in sustainability of cultural heritage sites. Besides, requirement for new spaces in accommodation and gastronomic needs of cultural tourism might result in climate change, waste production and pollution, which are major environmental problems need to be concerned for sustainability.

Cultural tourism means voluntary mobility of travellers, tourists, and visitors with the motivation of experiencing tangible and intangible cultural heritage and developing opportunities for self-questioning, self-learning, and self-development (EU Sustainable Tourism Guidelines, 2009). This sector also needs people concentrating on philosophical, metaphysical, and well-educated learning opportunities other than focusing on body related consumptions such as sportive activities.

The increasing awareness of tourists, gathering information for higher quality travels, has created a desire to get to know the culture, lifestyle and traditions of the hosting places, mostly the

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historical villages. **Rural tourism**[1] is recently popular among the researchers for energy efficiency and ecological sustainability (Zhang et al. 2006; Aslam et al. 2015; Lane et al. 2015). Since mass tourism results in environmental degradation in villages, rural tourism is an alternative for gathering benefits for their socio-economic and infrastructural development. In addition to dairy farming and small scale village industries, it concerns conservation and continuation of cultural heritage and landscapes in villages.

According to the study on **the effects of cultural tourism on sustainability of rural heritage**[2] (Kocaman et al. 2014), the touristic events, occuring within historical built environment of the villages, influence public interest and awareness into this heritage, whereas mostly causing transformation and destruction in its authentic character. Hence, it is essential to find out what kind of **architectural features are used to improve** cultural tourism in rural settlements. The current studies on reclycling of **local construction techniques and materials** used in vernacular architecture also reveals passive design principles for sustainable rural development (Wahid 2012; Sharma et al. 2013; Fernandes et al. 2014; Davardoust et al. 2019).

It is popular to study on the **contribution of rural tourism into sustainable development of historic villages** in Turkey by the researchers (Boz et al. 2014; Baysal et al. 2016; Gürdoğan et al. 2016), while explaining its potential and values to be conserved against touristic deformations. Meanwhile, its conceptual approach is defined in detail (Soykan 2003; Babayev 2016), whereas the public and private sectors equate it within the concept of ecotourism together with tableland, hunting, bird watching, and adventure tourism. On the other hand, the importance of public awareness in conservation of rural heritage in various villages of Turkey, such as Beypazarı (Ankara), Göynük (Bolu), and Oltu (Erzurum) is also mentioned by the researchers (Uslu et al. 2006; Denk et al. 2016; Öter et al. 2017; Şengül et al. 2018); as investing the effects of cultural tourism.

In addition to positive effects, the touristic activites in rural areas can cause transformation in social and physical features of the villages. For instance, relocation of local communities from their traditional settlements is a negative socio-cultural impact of tourism, since forcing the community to leave their neighbourhood, which is defined as rural gentrification (Dinçer et al. 2005). That kind of social change results in displacement of communities, disappearance of cultural practices, and subsequent loss of identity of historic rural areas, while also causing rising rents, transport conflicts and traffic congestion (ICOMOS International Committee on Historic Towns and Villages, 2011).

The houses in Doganbey Village, which is located in the Aegean region, are given as example while being abandoned after 1955 earthquake. The local people settled in a new village named as New Doganbey and the old village was re-discovered by a group of people from İstanbul in late 1990s. Consequently, the historical dwellings have been sold to new investors to be restored, despite of social struggle on preservation of their citizen rights. As another example, the local people of Alaçatı, known as a seaside town of İzmir in Turkey, have sold their houses and forced to live in social houses built away from the town center (Tezcan 2010).

Uncontrolled invasion of tourists results in rapid population increase, especially in summer times, which causes economic instability and loss of authentic country lifestyle in historical villages. Increasing demand on tourism sector mostly results in improper repairs and restorations in and outside of historic dwellings, due to permanent changes required in their traditional architectural features. Besides, many hotels and restaurants were built due to domestic needs of visitors, whereas the villages might lose unique natural beauty of their rural pattern.

Cumalıkızık, which is one of UNESCO[3] WHS in Bursa, was studied to understand its use as cultural landscape heritage for cultural tourism, by using SWOT and TOWS analysis in evaluation process (Pirselimoğlu Batman et al. 2019). The

[1] ***Cultural Heritage Site*** *refers to a place, locality, natural landscape, settlement area, architectural complex, archaeological site, or standing structure that is recognized and often legally protected as a place of historical and cultural significance (ICOMOS, 2008).*
[2] ***Rural tourism*** *concerns presentation of natural sources together with historic built-environment to the tourists visiting the villages, while its definition has been enlarged by current national and international regulations and approaches (Babayev, 2016).*
[3] *"... **Rural heritage,** forming the rural identity, was defined in very narrow terms. It was considered to consist of buildings associated with agricultural activity, and particularly with "minor rural heritage" such as wash-houses, mills or chapels. Planners now assign a wider definition to heritage, which is considered to include all the tangible or intangible elements that demonstrate the particular relationship that a human community has established with a territory over time…" (European Rural Heritage Observation Guide 2003)*

works done during both nomination and acceptance process of this village, as a traditional rural settlement to be conserved by UNESCO, can be accepted as a starting point of perception and revitalization of local culture in Turkey. Moreover, its rural architectural heritage was researched within the concept of cultural tourism (Gürer 2003; Çetin 2010), while traditional structure and character of the dwellings forming its rural identity was evaluated in terms of ecological and socio-cultural sustainability (Beceren Öztürk et al. 2010; Özorhon et al. 2014).

In addition to various types of studies on rehabilitation and management of Cumalıkızık, there is still a gap in researches on conservation and sustainable development of rural architectural heritage in other villages of Bursa. For instance, Güney and Göller (2016) works on the approach of local people into sustainable rural development and tourism activities in **Misi**, while Karacaoğlu et al. (2016) finds out benefits and costs of community based tourism proposed for rural development of this small village. On the other hand, outdoor recreational values[4] and potentials of **Gölyazı** village was evaluated (Çelik et al. 2016), and the tourism possibilities in **Tirilye** village were described (Ertürk 2009) in order to solve migration and employment problems and to arrange for rural development strategies. Although there exist such kind of researches in changes of social values in rural identity of these villages, there is still a gap to understand physical changes of their traditional architectural character as a result of cultural tourism.

Therefore, this study is unique as defining the impacts and results of touristic activities on rural architectural heritage in three villages named as *Misi, Tirilye*, and *Gölyazı,* in Bursa. After explaning conceptual and juristical approaches on this issue, the values and potentials of these three villages, selected as the case studies, are given together with the problems and threats on their sustainability in rural development. The paper concludes with recommendations defining what can be done to conserve and to reuse the related rural architectural heritage while responding to demands of cultural tourism.

## 2. Theoretical Framework

**Culture** has a crucial role in keeping sustainability of a society, together with ecological, economic and social dimensions required for **sustainable development**[5]. The built environment in a settlement can be accepted as a form of material culture of the community, and derives its meaning from the 'cognitive-cultural system', which is formed by customs, rituals and alike. Menawhile, 'cultural schemas' (Uysal Ürey, 2019: 87-88) could help to understand interpretation and production of architecture' in order to explain the meaningful relationship between the built environment and the users, which is also important for **cultural sustainability**[6].

**Architecture** has a responsibility to manifest shared values publicly in material form and to provide a cultural communication within the society. The architectural type links the act of perceiving and categorization with the act of recreating and designing on the basis of culture (Robinson, 1989: 256). It has a cognitive role in the formation of cultural sustainability, since it both carries the seeds of the culture within the artefact and transfers them to continue existence of the culture through time. This makes **the architectural heritage**[7] to allow the modifying of existing cultural values by means of architecture (Robinson, 1989: 273).

The conservation and reuse of existing built environment in rural areas has become essential to understand continuity of cultural heritage while investigating the condition and potential of rural architectural heritage. This issue was firstly mentioned by the regulations of Venice Charter, accepted in 1964[8]. In this declaration, rural areas were also accepted as cultural heritage to be conserved, at first. After a decade, the concept of 'integration' was added into conservation issue of both urban and rural areas, firstly in the

[4] *The flora together with climatic value and simplicity are recreational values and potentials for rural tourism (Çelik et al. 2016: 34).*

[5] *Sustainable development was firstly defined in 'Brundtland Report' (1987), prepared by the World Commission on Environment and Development (WCED), in which a balanced distribution of touristic benefits between different regions and social layers was also proposed (WCED, 2019).*

[6] *The concept of cultural sustainability itself was first brought up in 1995 by the World Commission on Culture and Development (WCCD) and was defined as the "inter and intra generational access to cultural resources" (WCCD, 1995), which also concerns the preservation of cultural values, ideas, practices, artefacts and heritage in unity (Uysal Ürey, 2019:85).*

[7] *The architectural heritage, forming the traditional structure of urban and rural areas, is accepted as not only the interest of contemporary lifestyle but also the documentary of social history identifying a community.*

[8] *International Charter for the Conservation and Restoration of Monuments and Sites (Venice Charter 1964); "Article 1. The concept of a historic monument embraces not only the single architectural work but also the urban or rural setting in which is found the evidence of a particular civilization, a significant development or a historic event."*

Amsterdam Declaration[9] in 1975[10]. In the following years, the dynamic reaction between tourism and cultural heritage has become the major issue, in the Charter of International Cultural Tourism, by ICOMOS[11] (1999), which resulted in several international scientific commissions that are concerned with the conservation of historic rural areas. Meanwhile, the negative effects of tourism on environmental landscape and cultural heritage were discussed and suggested to be minimized, with the approval of 'Ethical Principles of Cultural Tourism[12]'.

The concept of tourism is based on environment, comprising all of the **natural, cultural and visual reserves** (Bulut et al., 2008:13). Cultural reserves refer to the historic monumental structures together with çivil architectural samples, historical urban tissues, archaeological sites, cultures and folklores identifying the area. Since mass tourism results in environmental degradation in villages, cultural tourism is an alternative for gathering benefits for their socio-economic and infrastructural development. **The alternative tourism** is a tool for sustainable rural development by improving natural values and promoting **ecotourism** activities. This form of tourism can preserve authenticity of rural heritage that haven't faced with deterioration yet, while supporting ethics and ecological perspectives (Butler et al. 1992; Yu et al. 1997; Wood 2001; Liu, 2006). More importantly, it contributes to economical development of villages within the context of rural planning efforts.

In relation with both international and national legislations, the collective study of personal and institutional attempts are essential for conservation and sustainability of cultural heritage in rural areas. Especially, the expos and festivals, which are organized under the leadership of major institutions and NGOs, aid to introduce rural areas to the citizens while the villagers gain economical profit from tourism. For instance, the Institution of Rural Tourism[13] have organized symposiums, workshops and AB Projects, interesting in sustainability of social values of the villages in Turkey, while engaging the public into this issue.

Touristic activities, which started to occur in Turkey since the beginning of 1970s, have caused transformation in spatial character of rural architecture, instead of Historic Artefacts Act (no:1710 Act)[14], approved in 1973. Following the 1982 Constitution, it has become hard to prevent the loss of local identity and authenticity against physical and social change in historic villages of Turkey due to the expression of "*…enough only conserving sufficient number of monuments…*" recorded[15] Afterwards, the approval of 'the Law for Conservation of Cultural and Natural Properties (no: 2863 Act)' in 1983[16] has led to the improvement of tourism whereas disregarding preservation of whole vernacular architecture in villages,

ICOMOS Turkey National Committee prepared 'The Conservation of Cultural Heritage Declaration' in 2013, in which rural landscape is defined as an open-air museum displaying the design and construction technique of the local buildings as well as the composition of their layout with roads, squares and agricultural lands. Moreover, the roles and policies of stakeholders are also emphasized to distribute the actors that have role in taking decisions and making implementations in conservation and continuation of rural architectural heritage. Meanwhile, National Rural Development Strategy[17], in which different types of heritage in rural areas are defined, makes the local sources sustain while improving the quality of rural residents in accordance with the urban ones.

### 3. Method

Social studies on sustainability of rural heritage are adequate to understand contribution of

*9 The Declaration of Amsterdam, Congress on the European Architectural Heritage, 21-25 October 1975; "…Integrated conservation involves the responsibility of local authorities and calls for citizens'…"*

*10 The Declaration of Amsterdam, "… Article b. The architectural heritage includes not only individual buildings of exceptional quality and their surroundings, but also all areas of towns or villages of historic or cultural interest… Article d. Architectural conservation must be considered, not as a marginal issue, but as a major objective of town and country planning…"*

*11 ICOMOS (International Council on Monuments and Sites) is a global non-governmental organization associated with UNESCO. It is founded in 1964 in Warsaw and works for the conservation and protection of cultural heritage places ((http://www.icomos.org.tr/?Sayfa=Icerik&ayrinti=Icomos&dil=en) Last access: 03.07.2017).*

*12 These principles were prepared by World Touristic Organization (WTO) in 1999.*

*13 http://www.kirsalturizm.com/*

*14 https://www.tbmm.gov.tr/tutanaklar/KANUNLAR_KARARLAR/kanuntbmmc056/kanuntbmmc056/kanuntbmmc05601710.pdf (Last access: 30.05.2017)*

*15 The Law for the Conservation of Cultural and Natural Properties (no: 2863, approval date: 21/7/1983) part 2, Article 7.*

*16 http://www.mevzuat.gov.tr/MevzuatMetin/1.5.2863.pdf (last accessed: 02.07.2017).*

*17 The Turkish State Planning Organization prepared The National Rural Development Strategy considering Long Term Development Strategy for period in between 2001-2023 (mevzuat.dpt.gov.tr, 2006:10). http://www.mevzuat.gov.tr/MevzuatMetin/1.5.2863.pdf (last accessed: 02.07.2017).*

cultural tourism into socio-economic development of villages (in Bursa), whereas there is still a gap in research about impacts of touristic activities into the continuity of traditional rural architecture. So, the authors conducted a case study in order to make detailed research and analysis on architectural character and physical condition of rural heritage in selected three villages of Bursa; Misi, Gölyazı and Tirilye. These villages are selected as having various types of natural and cultural values to be conserved and presented for sustainable rural development. Besides, they are commonly subjected to irregular and unplanned touristic activities fulfilling gastronomic and accommodation needs of visitors.

It is aimed to find out the right answers to these questions, as a result of this study;

- Which village has substantial facility to accomodate and feed the tourists?
- Are the existing historic houses and monuments available for being income for the villagers?
- Are there any similarities in between different groups of geography, climate, landscape and ethnicity in these three villages? Is it possible to apply common tourism management plan for three of these villages?
- What are the problems and suggestions to sustain rural heritage during development of the related villages?
- Who are the actors and participants in application of collaborative works done for conservation and reuse of historic buildings and landscapes?

For this purpose of reaching to the answers, initially, a site survey for each villages is required to collect data defining current physical features that includes spatial and functional character to be conserved. Meanwhile, a comprehensive literature review, concerning historical development of their rural heritage, helps us to follow physical changes in their architectural and natural sources. By this, a detailed analysis on values, potentials and problems of related rural settlements was put on a table, in order to make an evaluation on the effects of tourism in their sustainable development. These values can be potential for continuity of rural heritage composed of natural, socio-cultural and recreational tourism reserves, architectural features defining the rural identity are also determined as cultural reserves affecting continuity of rural tourism in these villages.

## 4. Cases from Bursa: Misi, Gölyazı and Tirilye

*Bursa* has become not only the national but also the international focal point of cultural tourism since having been accepted as one of the UNESCO World Heritage Sites in 2014. The renovation and restoration works have been accelerated since then in order to reuse the dwellings oriented to touristic demands, in historic villages of *Bursa*. Most of them have become a destination for daily tourism while visitors get the opportunity for gaining experience in knowledge of natural and cultural properties. In this study, the well-known and mostly visited three of these villages are selected as *Misi*, *Gölyazı* and *Tirilye* (**Figure 1**). *Misi* is a mountain village along the hillside of *Uludağ*

Table 1. Physical and social features of *Misi, Gölyazı* and *Tirilye* (Authors, 2018)

| | ***MİSİ*** | ***GÖLYAZI*** | ***TİRİLYE*** |
|---|---|---|---|
| **Location** | - Along the hillside of Uludağ Mountain<br>- 14 km away from Bursa city center | - Near the Uluabat Lake<br>- 21 km away from Bursa city center | - Near the Marmara Sea<br>- 42 km away from Bursa city center |
| **Accessibility** | -by public transportation<br>-by vehicular traffic<br>-by cycling | -by public transportation<br>-by vehicular traffic (limited) | -by public transportation<br>-by vehicular traffic<br>- by sea route |
| **Vehicular Parking Facilities** | -small parking areas<br>-parking on the roads | -large parking area out of the peninsula | - parking along the seaside<br>- parking on the roads |
| **Natural Features** | - Water Element: Nilüfer Stream<br>- Landscape: within a Valley along Nilüfer Stream | - Water Element: Apollyon Lake<br>- Landscape: as a peninsula in *Uluabat Lake* | - Water Element: Marmara Sea<br>- Landscape: as a Sea port near *Marmara Sea* |
| **Architectural features** | - Traditional houses, forming a texture<br>- Monumental figures:<br>* Children's library<br>*Ethnographic museum<br>(renovated from historic houses) | - Traditional houses, spreading apart from each other<br>- Monumental figures:<br>* Ancient city walls<br>* A Cultural Center (renovated from a Historic Church)<br>* A monumental plane tree | - Traditional houses, forming a texture<br>- Monumental figures:<br>* Churches and Schools from Byzantine and Ottoman periods |
| **Functional distribution of the historic buildings** | - Commercial units lined up along the Nilüfer Stream<br>- Houses separated away from the commercial area | - Commercial units gathered within town square, and near the lakeside<br>- Houses separated away from the town square and gathered within the peninsula and along the lakeside | - Commercial units lined up along İskele Street, near the seaside or the hillside of Çamlıtepe<br>- Houses lined up along İskele Street and the hillside of Çamlıtepe |
| **Cultural tourism facilities** | - Gastronomy<br>- Handicraft<br>- Alternative sport activities (trekking, cycling)<br>- Pleasure trip travel | - Gastronomy<br>- Handicraft<br>- Picturesque scenes for TV serials<br>-Photographic activities | - Gastronomy<br>- Handicraft<br>- Picturesque scenes for TV serials<br>- Photographic activities |

**Source**: Authors

(Great) Mountain **(Figure 2)**; *Gölyazı* is a peninsula village by the Shore of *Uluabat* Lake **(Figure 3)**; and *Tirilye* is a coastal village near Marmara Sea **(Figure 4)**.

Being located at the west part of Bursa, *Misi* and *Gölyazı* are under the responsibility of *Nilüfer* Municipality, and *Tirilye* is administrated by *Mudanya* Muncipality. While these three villages share similarities in physical and cultural features, they differ from each other in terms of natural elements and architectural features **(Table 1)**. They are famous for their natural beauty and vernacular architecture while serving the citizens of *Bursa* by providing entertainment areas for their leisure time. Hence, the effects of touristic facilities are mostly like each other since the components of their rural heritage is common.

***Misi (Gümüştepe)*** is a rural area having historical background of approximately two thousand years. In addition to sericulture, its source of income is known as the production of muscadine and molasses from grapes, which currently provides social sustainability. Due to its optimal topography for trekking and cycling, it has also become an essential place for extreme sports. There is a caravan camping area and a restaurant outside of the village that are managed by the Municipality. Besides, this village includes different types of natural elements, such as fruit tree, and plane tree grown along *Nilüfer* Stream passing through this rural area **(Figure 5)**.

The buildings composing the rural architectural heritage in this village were listed as pieces of urban site to be conserved together with their environmental landscape, in 1989 (Kültür Portalı, 2019). While preparing plans and projects to conserve this heritage, most of the dwellings have been renovated in facade rehabilitation applications (**Figure 6**). Accordingly, the ones having façade along town square of *Misi* were restored, whereas the others that are located within the centre of this village are still in ruin due to desolation and dilapidation. The restored ones are mostly reused for leisure or gastronomical needs, possibly for those visiting the village in terms of cultural tourism. For instance, two of the traditional houses, located close to the commercial center of the town, were restored and re-functioned as a "Children's Library" and an "Ethnographic Museum", which are also being used for literary meetings **(Figure 7)**. However, improper and unconscious applications still exist due to similar kind of repairs and restorations, which results in continual problems for the traditional architectural character of this village.

On the other hand, there is an annual organization, named as "*Misi* Local Tastes Festival (*Misi Yerel Lezzetler Şenliği*)", improving local gastronomical activities as a part of cultural tourism. Moreover, there is a cooperation, named as "Misian Women Culture and Cooperate Association", responsible for providing public awareness in the cultural heritage in this village by introducing and marketing the handmade products of the women villagers of *Misi*.

***Gölyazı (Apolyont)*** is a small peninsula protruding into *Uluabat (Apollonia)* Lake and being connected to the land with a bridge. The village includes various types of immovable cultural properties, such as archaeological remains of Romanian walls, a historic church and a monumental 750 years-old plane tree (*Ağlayan Çınar*). Despite having lost the traditional character on their facades, dwellings mostly constructed in the 19th century also exist **(Figure 8)**.

Its topographical and natural qualities are so essential to be conserved since it hosts various types of birds, such as the white stork **(Figure 9)**. However, there still is not any conservation plan attempts to survive both architectural and natural values as the parts of its rural heritage. Besides, only some selected dwellings, having a facade to the village's square, have been repaired and renovated within the concept of a street rehabilitation project. However, the ones located inside the village need to be repaired immediately since they have been subjected to various improper use after being abandoned by the owners.

The restoration and renovation activities have been accelerated for a few years in *Gölyazı*. Dilapidated archaeological remains and ruins of ancient walls surrounding the village are still standing. Archaeological excavations of Necropolis including Sacred Place were completed in 2017, and projected to be an 'Archaeopark' in 2019 (Nilüfer Municipality, 2019c). Besides, *Nilüfer* Municipality conducted the restoration of St. Panteleimon Church and re-functioned it as a Cultural Center. The traditional house near the church was renovated as a "Writer House" and a historical Turkish bath was also restored and re-functioned as museum and café. However, the remains still need to be repaired and preserved since there is not any conservation decision concerning their stability, whereas even the buildings attached to these remains are being rehabilitated **(Figure 10)**.

The villagers are mostly fisher folk, who used to get their income from fishery and basketry as in related with the lake. They recently preferred to change the use of ground floors of their dwellings in order to respond to the commercial demands of cultural tourism. Such kind of functional transformation in spatial characteristics of historic dwellings reveals the negative effects of cultural tourism into authenticity of its architectural features. On the other hand, economic profit of the locals living in this village is still inadequate for a comfortable living due to the irreversible changes in fishing on the lake, which has been subjected to dirtiness and ecological problems as a result of undesirable behaviours of the tourists.

***Tirilye (Zeytinbağı)***, one of the towns of *Mudanya* town at the North Seaside of *Bursa*, is a historical settlement dating back to the Roman Period. Having hosted various types of nations, such as the Romans, Byzantians, and Ottomans, this village has a multi-cultural and multi-religious cultural heritage. In addition to the monumental buildings[18], four historic fountains, a Roman cemetery, olive oil factory and small workshops exist as a part of local industrial heritage **(Figure 11)**. Moreover, mostly the vernacular architecture and urban pattern that is dated to the Ottoman period are potential to make cultural tourism attractive. Besides, *Tirilye* has natural assets such as a natural port, olive trees and a pine forest, to be preserved and sustained. The sales of olive oil from these olive trees is one of the essential profits for economical sustainability of the villagers. Along with these olive oil producing factories being economically significant, they also exhibit architectural characteristics of the industrial heritage.

In addition to its architectural heritage, people prefer to visit *Tirilye* because of its natural beauty and active gastronomical facilities. On account of its topographical conditions, the dwellings built along the seaside are restored and their ground floors are mostly used for new commercial demands, such as fish restaurants and cafes, similar to *Gölyazı*. This might prevent perceptibility of historical townscape of its vernacular architecture, due to the sheets attached to the facades **(Figure 12)**. On the other hand, the port was enlarged by infilling the seaside, in order to be used as a car park and to respond to the traffic density caused by touristic visits. This, however, is interfering with the pedestrians' access to the beach, where is having one of the viewpoints for taking photographs of this valuable natural landscape **(Figure 13)**.

Besides, this seaside village is hosting much more touristic activities for the public as it is aware of its cultural heritage. In addition to festivals and seminars, it is able to organize sportive activities, such as trekking and mountain climbing, to offer alternative tourism activities for the youth travellers. Furthermore, its cultural heritage is at the center of attraction since many series of TV dramas and documentaries have been made in *Tirilye*.

**5. Discussion on Findings**

Public participation into the process of heritage conservation, which is significant for sustainability of its identity and authenticity, is also active in this village. For instance, Mudanya Municipality has arranged a seminar in 2018, in order to give information and get local people's opinion about the new function for *Taş Mektep* in T*irilye*. Consequently, it was decided to be used as a cultural and education center. Moreover, the Ottoman Bath was also restored by the Municipality whereas it has not been re-functioned yet.

This part of the article is composed of 'results', including evaluation of values, potentials and problems of the case studies, together with 'recommendations' (**Table 2**), in order to define strategies on sustainability of architectural and natural heritage in Misi, Gölyazı, and Tirilye villages.

[18] *These historical monuments are; Taş Mektep (Stone School / Old Clergy School), Aya Yani Manastırı (Aya Yani Monastery), Fatih Mosque (St. Stephanos Church), Kemerli Kilise (Panagia Pantobasillissa Church), and an Ottoman Bath*

Table 2. Evaluation and Recommendations (Authors, 2018)

| | | MİSİ | TİRİLYE | GÖLYAZI | PROPOSALS |
|---|---|---|---|---|---|
| **VALUES** | **Natural Monuments / Elements** | √ | √ | √ | These immovable cultural heritages should be conserved and sustained for the next generation. |
| | **Monumental Buildings** | | √ | √ | |
| | **Vernacular Architecture** | √ | √ | √ | |
| | **Archaeological Remains** | | √ | √ | |
| **POTENTIALS** | **Cultural Activities** (Museum Visits, Theatres, Festivals, Conferences) | √ | √ | √ | This kind of touristic activities, including cultural, sportive and gastronomic demands of visitors, should be monitored and supported by local authorities and NGOs. |
| | **Sportive Activities** (Trekking, Cycling, Swimming, Fishing) | √ | √ | √ | |
| | **Leisure Activities** (Restaurants, Cafes, Outings) | √ | √ | √ | |
| | **Ecological Utopia** (experience for Architects, Artists, Researchers and Children, etc.) | √ | √ | √ | The public should be aware of ecological studies on environmental landscape through seminars and workshop organizations. |
| **PROBLEMS** | **Vehicular Traffic Density** | √ | √ | √ | A parking area away from the historic rural area should be designed in order to prevent confusion and physical deformations caused by the visits. |
| | **Lack of Car / Bus Parking Area** | √ | | | |
| | **Immigration** (from the Village to the City) | √ | √ | √ | Economic conditions of the villagers should be enhanced by providing new job opportunities for themselves. |
| | **Environmental Pollution** | √ | √ | √ | The public should be aware of climate change and conservation of natural heritage in rural areas with the help of seminars and workshops |
| | **Abandonment of Historic Dwellings** | √ | √ | √ | Such historic buildings should be documented, analysed and restored by related experts. |
| | **Deformations in Historic Buildings** | √ | √ | √ | |
| | **Incompatible Re-Uses of Architectural Heritage and Landscape** | √ | √ | √ | New functions should be proper to the old ones in restoration projects |
| | **Lack of Public Awareness about Cultural Heritage** | √ | √ | √ | Cultural Properties, to be conserved, should be introduced to the villagers so that they care about their sustainability. |

**Source**: Authors

## 6. Results

The traditional character of vernacular architecture and natural water features passing through are the common qualities of these three villages to be conserved as cultural heritage. Despite of having various types of cultural properties, the architectural style and construction technique of dwellings and monumental buildings reveal the common points in traditional texture of these rural areas. Accordingly, two-storey height and timber-framed buildings are lined up along narrow streets while a mosque, a natural street element (mostly a plane tree) and surrounding small shops are the major components forming small squares that also define the village's centre.

The number of villagers, who want to get income from rural financial activities such as fishing and agriculture, decreases every passing day in these rural settlements. As Çakmakçı (2016) claims, **economic contribution of the tourism** might lead labor transformation, while the villagers prefer to set up small businesses on their agricultural land or to sell the land to large tourism enterprices for financial benefit and welfare. This is also a threat for the conservation of rural architectural heritage, since the inner spaces of historic houses are changed as a result of renovation for new commercial uses. For instance, many of the dwellings are restored to be used as boutique hotels and restaurants, which require mostly improper and permanent regulations on both their spatial and structural character, especially in toilets and bathrooms. This critical problem derives from lack of consciousness of the public in heritage conservation.

**Street rehabilitation projects** mostly result in such kind of alterations due to the use of incompatible construction materials and techniques during repair and renovation implementations. Accordingly, the facades are completely renewed in different proportions and styles of architectural elements, which caused a new texture in both vertical and horizontal views **(Figure 14).** The instruction panels, defined as contemporary additions attached to the facades, prevent perception of colourfulness and variety in historic townscape. This results in monotype facades, whereas the vernacular architecture has similar, and sometimes same, character to each other. Since it looks like just a surface treatment instead of a comprehensive repair, street rehabilitation studies are currently not enough to conserve integrity and unity of traditional texture. On the other hand, this arouses interest of the visitors, who are willing to see **a typical townscape of a historic village** settled in a period of time. However, this also causes the variety of related cultural properties to come to an end instead of sustaining the authenticity and the local identity of each villages.

Each of these three historic villages has also the potential to be a **case study of architectural and planning design studios**, in order to create new architectural forms within traditional texture and to propose new functions for existing historic buildings. For instance, Tirilye was handled by the students from architecture department of Yıldız Technical University, within the curriculum of the Design Studio 4, in order to make a research on new forms and concepts on an existed historical area within the village (Sagdic et al. 2015).

## 7. Recommendations

In this part, basic principles described in the Charter of International Cultural Tourism (ICOMOS, 1999) were used to find out necessities and benefits in sustainability of rural heritage *in Misi, Tirilye* and *Gölyazı* villages.

*Tourism and conservation activities should provide equitable economic, social and cultural benefits to the villagers.*

Rural tourism can enhance livelihood source for the villagers, if the earnings that are gained from the marketting of local sources are completely and equally shared in between related local public. As exemplified by '%100 Misia Project' (Güney et al., 2016), new social development projects should be prepared and financially supported by the Government Institutions, in order to solve employment problem and to make each production a trademark for sustainable development in the related villages of Bursa. Besides, rehabilitation of natural deserves, such as lake and river, is also required for sustainability in ecotourism activities.

Vehicular traffic and parking problems, appeared by increasing touristic visits into the villages, should be solved immediately and harmlessly in order to provide pedestrian safety and heritage conservation among the villagers. Traffic density might be taken under control by making public transportation prevalent and putting parking areas away from the towns' historic square. Such kind of precaution protects historical buildings from physical damages caused by air pollution and the vibration of vehicles. This was applied in Gölyazı village a few years ago, which interfered with the traffic piling up in the center due to the touristic visits (**Figure 15**).

*The visitors (tourists) should be informed about rural heritage and be experienced about conservation of local sources during deliberative touristic activities.*

The historic townscape of narrow streets and the local lifestlye in the villages have been potential for TV dramas and the documentary movies, which increases popularity of the rural heritage and knowledge of the tourists even before coming to visits. Moreover, the cultural routes might be a potential for the visitors to meet and respect with the nature around the villages. The basic principles of these cultural routes should be concerning the essence of the walking, experiencing the nature and respecting to the rural culture and history.

Different forms of touristic activities improve the use of local landscape by the villagers and provide accessibility to the rural heritage by the visitors. According to 'the inside-out approach' (Zhang et al., 2006), the local community could follow its growth principle while tourists come in mostly to enjoy and to learn from the local wisdom.

*A sustainable management plan on conservation of architectural values should be in relation between heritage and tourism.*

Requirements for an integral and sharing management plan in multi-stakeholder are defined as;

- carrying architectural, archaeological, natural and humanistic values of releted rural area, while preserving it from negative impacts of visitor density
- considering demands of different local institutions and groups about conservation of cultural properties
- correlating the partnership in between local people, NGOs, environmentalists and managers
- supervising the security and the quality of visitors' life while providing opportunities to them for accessing, experiencing and informing cultural heritage
- defining and decreasing the threats, such as congestion, traffic density, and destruction on built environment, for sustainable rural tourism
- collaborating financial contribution of tourism companies and private contractors into a useful management plan,
- adopting into the potential of tourism about benefits for local public, rural architectural heritage and visitors.

Loss of authenticity, appeared due to massive changes in architectural features of these three villages, should not be normalized and underestimated because cultural heritage and nature-based tourism need to be integrated with daily modern life activities in respect to their continuity. In order to investigate originality of rural heritage, an inventory study that contains natural, historical and cultural values in these villages should be prepared. Afterwards, a holistic approach should be adopted for ecological planning principles by using building bylaws. This would work on preparation of rural design, architectural design and restoration projects to be applied in traditional rural settlements.

According to Çelikyay (2016), rural design strategies should be based on culture and art dimensions for the use of public spaces for visual quality and ergonomic street elements for pedestrians. Moreover, reconstruction of public squares and townscape of narrow streets should be applied together with design of vegetation and green spaces suitable for rural ecology. When we highlight the requirements for architectural design, typological studies defining architectural styles including original facades and sillhouttes are essential to guide what should be done for proper restoration and restitution studies on historic buildings.

Hence, these three villages have values and potentials in terms of leisure, farm, health and religion tourism along with substantial accomodation facilities. The abandoned historic factories in Tirilye can be restored and reused for serving local organic farming products (oil production), which would be a potential to gain economic profit for the villagers. Moreover, the historic dwellings, having view of Apolliont Lake in Gölyazı and Nilüfer River in Misi, should also be rehabilitated for use of leisure accomodation, gastronomic places and navigation point of natural Vista.

The tendency of using the original building materials produced with low energy consumption and respect to the environmental features should be major principles of these projects. Hence, traditional (earthen and stone) construction materials should be investigated and reproduced within the context of a Scientific Project, directing to restoration implementations. However, the inhabitants prefer to use contemporary materials like reinforced concrete and concrete briquettes instead of traditional ones. Hence, the principles on new additions and infill within historic rural areas should be restrict, during application process that is composed of three stages (Acun Özgünler et al. 2018) as;

1. in situ observation,
2. searching for original materials in laboratory tests
3. improving new materials for ecological additives

Shortly, it is essential to specify how to preserve and renew architectural and spatial elements of rural heritage in their own memorial spaces.

*Public (the villagers) participation into planning and implementing process is essential for sustainability in rural development.*

The villagers should get financial profit from touristic organizations, such as festivals, by selling handmade products, renting rooms of their houses for accomodation or feeding the visitors in ground floor of their houses that have also open-air spaces, named as the yard (*avlu*). However, public awareness on financial profit from tourism is accepted as not only potentials and profits but also threats for ecological and sustainable tourism. Environmental pollution might appear due to the lack of consciousness on use of natural sources in touristic places, which is a problem to be solved. According to the analysis, water pollution, dilapidation and traffic density are the basic problems of recreational areas.

On the other hand, local authorities should take responsibility for organization of social and educative activities[19] (ICOMOS, 2008), such as conferences, panels, workshops, lectures and multimedia applications, which might enhance public awareness in understanding the importance of ecological characteristic of historic buildings, while providing sustainability of rural identity. This requires monitoring and educating the public to be aware of climate change and to think about what should be done to stop deformation of natural heritage in rural areas. Hence, villagers would participate in works for sustainability of cultural and natural character of the rural landscape, rather than focusing on short-term benefits from tourism. That kind of actions should be done in a collective work between university, non-governmental organizations, municipality, governorship and Ministry of Culture and Tourism, along with local residents' perception and participation. Therefore, cooperation between local people and all related stakeholders should be encouraged to ensure participatory management of rural architectural heritage for a sustainable future.

*Tourism promotion programmes should enhance conservation status of natural and architectural heritage, while encouraging interest of visitors into the local sources.*

Substantial infrastructural facilities are required in the form of accommodation, and transportation. All ranges of hotels, motels and guest houses together with lakes, river valleys, and national parks should be easily accessed and rehabilitated. The functional continuity of historic buildings and landscape in these villages is required for proper restoration implementations, while historic dwellings should mostly be reused for residential and agricultural functions. The restoration and rehabilitation projects should not just serve to touristic interests, but also to the casual requirements of the villagers. More importantly, these projects should be in relation with the principles of a management plan.

In order to take advantage of cultural heritage, it should be valorised in various forms such as conservation, rehabilitation and restoration while providing interfaces for human access and commercializing with fair trade principles. However, built up heritage and natural sources are mostly unique and not familiar with replacement and market for touristic demands so easily. Hence, a **'Cultural Tourism Development Model'** is required for sustainable rural development under the pressure of tourism. By this, the participants can also get into wide communication and control of an integrated and holistic structure, while natural and cultural values forming the identity are carried to the future generations. The stages of this model should be composed of;

1. Collecting the data by an inventory study
2. Making SWOT analysis and evaluating the current potential
3. Planning and organizing a program
4. Creating an effective image as the model
5. Applying the plan
6. Monitoring and Following the Process after application

The scholars (Beyhan et al. 2005; Bahçe 2009; Gülhan 2016) studied to propose such kind of model by evaluating the input for sustainable tourism under different dimensions, including scale, time, content, process and behaviour. Moreover, a participatory governance model named as 'Cumalıkızık Collaboration Project' was also studied (Taş et al. 2009), in order to achieve the conservation and revitalization of the historical

[19] *from " the ICOMOS Charter for the Interpretation and Presentation of Cultural Heritage Sites", which was ratified by the 16th*

built-environment together with sustainable development of the village. Accordingly, similar principles might be accepted for sustainable rural development plan required for continuity of architectural and natural heritage of other three villages in Bursa.

**8. Conclusion**

This article exemplifies the impacts of tourism on conservation and continuation of rural architectural heritage in three villages of *Bursa*: *Misi-Gölyazı* and *Tirilye*. According to the analysis, it is clear that increasing demand of tourism may cause physical transformation in spatial and structural features of historic buildings. Besides, the alteration of rural lifestyle demonstrates the pressure of touristic activities due to its gradually increasing density and profit for economical demands.

The general problem is the consumption of architectural and natural features, composing the rural heritage, as the major sources for touristic benefits, which mostly results in loss of identity, authenticity and homogeneity of rural architectural heritage, within its landscape. That risk of continuous transformation and depletion might be the end of rural culture, while causing permanent changes in traditional proportions and construction elements forming the dwellings and monumental buildings, aimed to be conserved as architectural heritage in this villages.

Instead of that kind of problems, touristic actions might become potential for promotion and presentation of the products made by the villagers, in renovated buildings having facade to the town's central square. For the success in providing sustainability of rural architectural heritage, collaborative and public participated studies are required to be applied, within the monitoring of local institutions having sensitive approaches in conservation of cultural properties in related villages. Participation of local authorities into the development of cultural tourism is also significant for a sustainable conservation (Guidelines for Sustainable Cultural Tourism in Historic Towns and Cities), since they cooperate with related stakeholders in common responsibilities and obligations. In case of *Bursa*, the municipalities of *Nilüfer* and *Mudanya* have started to organize social gatherings by the help of festivals and workshops, making the public to be informed about heritage while providing also a gain for the continuity of the rural lifestyle in *Bursa*.

More importantly, the results of physical analysis and assessment in this study might be a base for prospective researches concerning the same issue in similar kind of rural settlements. Besides, the model of management plan, which was proposed previously, should be a good example for sustainable rural development of other villages having similar natural and cultural characteristic to be conserved and visited.

Shortly, there are three major proposals as the guide for success in future studies:

**proposal 1:** An interdisciplinary approach on management of cultural tourism is essential for both conservation and development of rural heritage (Kaminski et al. 2014). Hence, a collective study should be required while including contributions from well-known academic and practitioners working in museum management, urban tourism, heritage management, economics, technology, landscape, architecture, history, business, geology and geography.

**proposal 2:** Tourism destinations, concerning cultural routes, touristic tours and accommodation issue, should be developed in a sustainable manner. This happens due to poor management causing the loss of cultural integrity and ecosystems of the villages. Hence, this management system is required to highlight afford of the individual stakeholders, in order to establish better co-operation and co-ordination of rural tourism activities.

**proposal 3:** The village houses should be restored in compatible new construction technique with traditional texture while having a form based on the land. This results in organized spaces that differentiates according to climatic factors together with social and cultural conditions of the users. Hence, they should be climatically responsive even after their restorations, not only to respect traditional values but also to take advantage of thier essential ecological and financial benefits for a sustainable development.

Consequently, this study is unique as it bridges the gap in knowledge of tourism effects on sustainability of architectural heritage in different three villages in Bursa, while investigating similarities and variances in providing economical profit into local life in rural areas. More importantly, the theoretical framework utilised in this study could be updated and possibly used in the future context of a longitudinal study.

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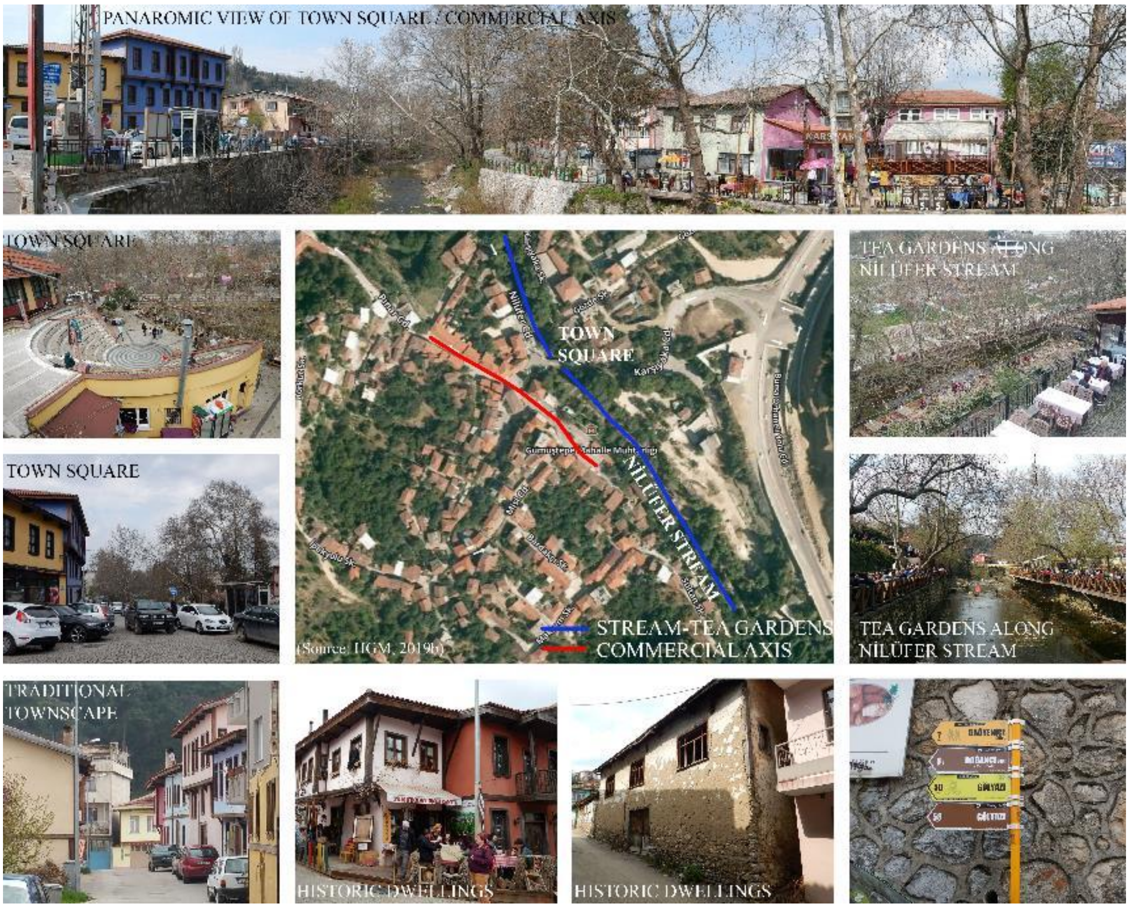


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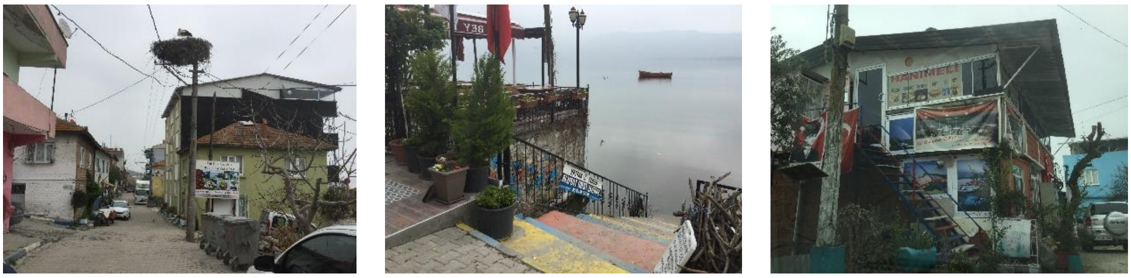

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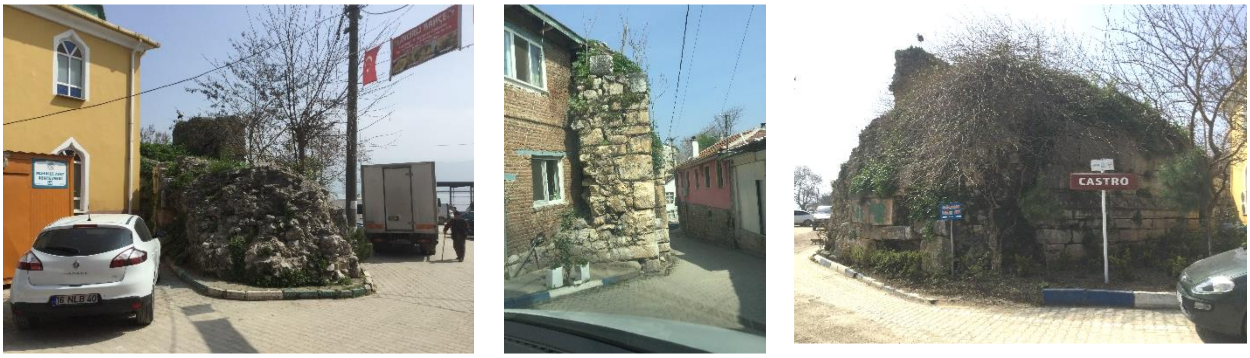


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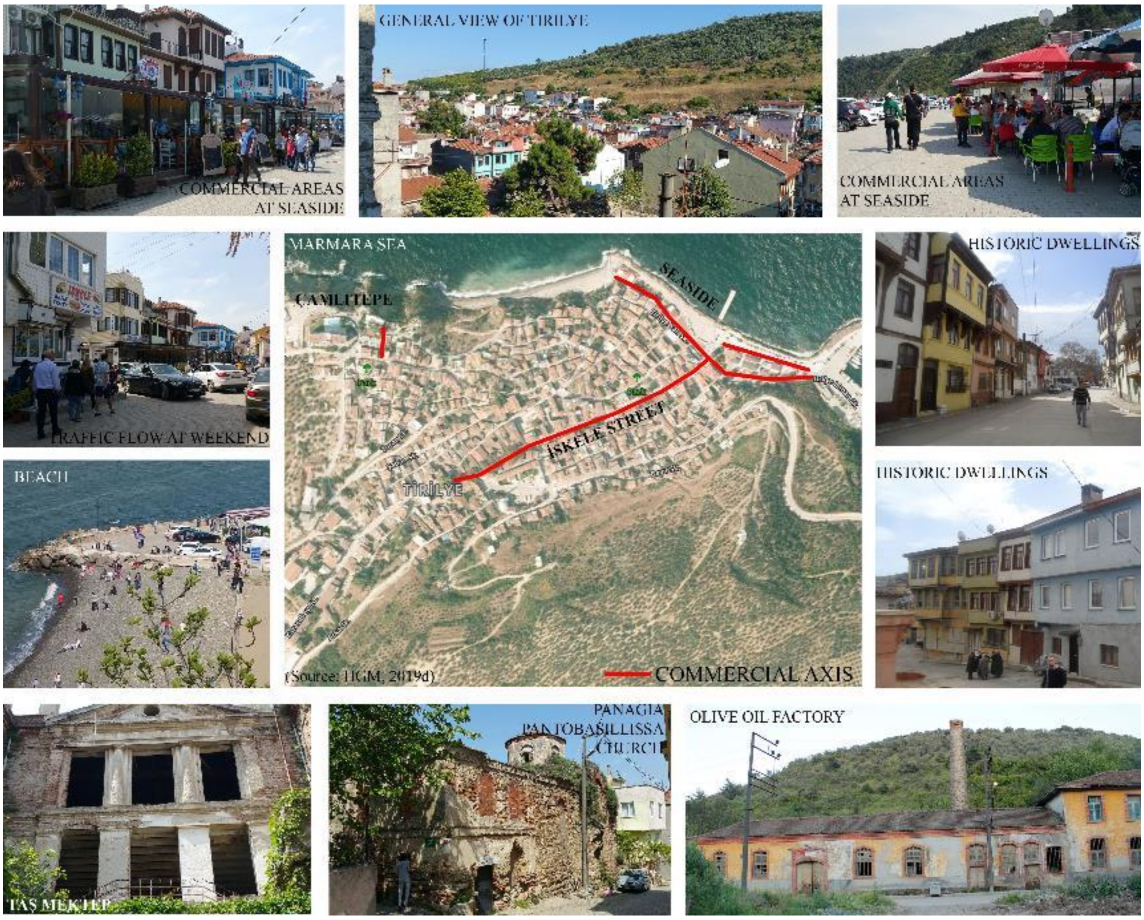


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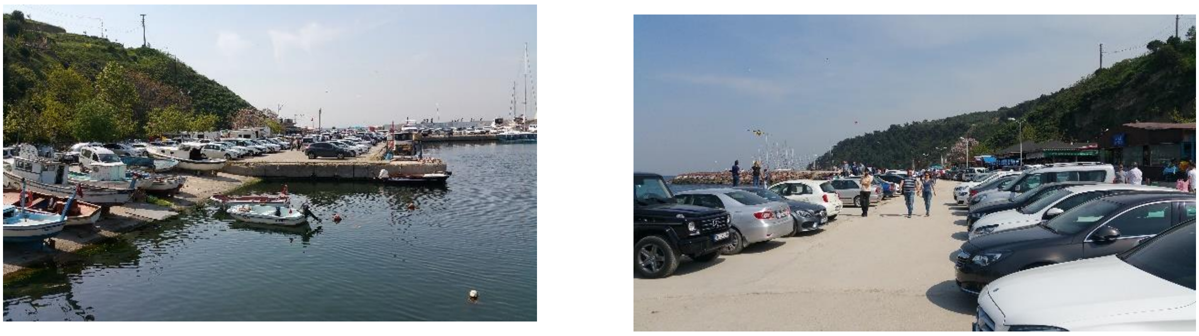

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# A General Overview on the Far East Cuisine: Cuisines of Thailand, Korea and China **

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**Keywords:**
Far east cuisine
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**ABSTRACT**

*The aim of this study is to examine the Thai, Korean and Chinese cuisines of the Far East. Far Eastern cuisine has a rich culinary culture that has hosted many civilizations that serve as a bridge between past and present. Thai, Korean and Chinese cuisines are the most remarkable ones among the Far Eastern cuisines. Therefore, these three cuisines have been the main focus of this study. In this study, cuisines' history and their development are explained by giving basic information about these three countries. After this step, the general characteristics of the cuisines of these countries are mentioned. Finally, some of the foods that are prominent in these countries and identified with these countries are explained in general terms.*

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## 1. Introduction

With the reflection of postmodern consumption mentality on tourist behavior, national cuisines have reached another level of importance as tourist attractions. Despite the fact that local food has an important place in the past as a touristic product, the benefits gained through authentic experiences are much more at the forefront nowadays. The increase in the benefit that a tourist can get from local food reveals that local food is a subject that needs to be emphasized more.

When the international touristic activities in the world in 2017 are reviewed, it is seen that the number of people participating in touristic activities is 941 million in total from the continents of Europe (672), America (211) and the Middle-East (58). In addition, it can be indicated in the light of the analysis based on the whole continent that international touristic travels are carried out within the confines of the continents themselves (NTWTO, 2018). At this juncture, especially for those individuals who are to participate in the international touristic activities from the continents of Europe, America and the Middle East, the cuisine of Asia and especially the Middle East can be highlighted in order to be able to attract them to these regions. As a matter of fact, the popularity of many cuisines from the Far East regions is gradually increasing and they are becoming an attraction element. For instance, while various food in Thailand occupy the highest spots in the World's most delicious food ratings, Korea (South Korea) is endeavoring to bring its cuisine to the forefront through the elements that would create cultural awareness on Korean food. China, on the other hand, forms the basis of Far East cuisine. Most Far East countries have been shaped by the influence of Chinese cuisine as a result of the Chinese influence which had been ongoing for years. Therefore, it can be claimed that these three national cuisines should be paid attention to in the context of being marketed as a touristic product.

In this study, three important Far East cuisines have been examined and analyzed. Within this scope, not only the history and cultural development of the countries but also their geographical and climatic characteristics were taken into account, and the processes of formation

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**Review Paper**

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**A previous version of this paper was presented at 4th. International Gastronomy Tourism Studies Congress of the culinary cultures were tried to be explained. Lastly, general information was presented focusing on the showcase products of these cuisines.

**2. Thailand**

*Thailand's General Characteristics*

Thailand, the historical name of which was Siam and the current official name of which is Thailand Kingdom, resides in the central region of the Indochina Peninsula (Mishra, 2010: XI). Indochina peninsula is a region stretching from the east of India in Southeast Asia to the south of China. This is why Thailand has borders with four countries which are Laos in the north, Malaysia in the south, Myanmar in the west and Cambodia in the east (Wikipedia, 2019a).

The archaeological findings suggest that there was habitation in the prehistoric periods in the geographical location that is called Thailand now. It is estimated that agriculture and stockbreeding in this region began approximately 12 thousand years ago. Modern scholars state that the Thailand people came from North Vietnam or China and that they settled in the Southeast Asia as of 8th century (London, 2008: 24). According to another source, it is believed that the Thailand people came from the Altai Mountains in North Mongolia (Moore, 1975: 22). The Thailand people living in the plains and river valleys of the southeastern Asia continent led their lives by fishing in the small villages, growing rice and gathering food from the jungle. While the families living in Thailand villages were comprised of elementary families, the family members worked as rice farmers trying to make their ends meet (London, 2008: 24-25). This situation ensures that Thailand be among the leading countries with regard to rice export in our day (Mishra, 2010).

Although Thailand is the unadulterated center of civilizations such as Egypt, Mesopotamia and China, it is not as well-known as them. However, Thailand is among the first centers of civilization in humankind development (Mishra, 2010). This is why it was home to many different nations. When the Thailand Kingdom was first established, it was influenced by Buddhism and Hinduism religions (Mishra, 2010: 1). Therefore, it can be stated that 90% of people living in Thailand are Buddhists, and the rest are Muslims, Christians or followers of Sikhism and Hinduism religions. Within the remaining part, the majority is comprised of Muslims (approximately 6%). Thailand Muslims are not Malaysians. They came from Iran, Pakistan, India, China and the Arabic world (London, 2008: 71). According to 2014 data, Thailand population is comprised of approximately 67 million people (Wikipedia, 2019a). While 75% of the Thailand population is comprised of ethnic Thais, 14% is comprised of Chinese and the rest is comprised of other ethnic groups (Malaysian, Indian etc.) (London, 2008: 78).

Thailand is comprised of 6 regions involving Northern, Southern, Western, Central, Eastern and Northeastern Thailand. In the south of Thailand, there is the Gulf of Thailand, and in the west, there is the Andaman Sea. Although there is equatorial climate in a very small region of Thailand, tropical climate is dominant in general. In addition, monsoon climate is seen in the southern regions. While the period between the months of May and October in Thailand goes on with high levels of precipitation with the effect of the monsoon rains, the months of March and April are those times at which the heat and humidity are at their highest in Thailand. A cool climate is seen between the months of November and February (Wikipedia, 2019b).

*The History and Development of Thailand Cuisine*

The national cuisine of Thailand is called Thailand cuisine (Wikipedia, 2019c). As a result of the Thai cuisine having been in mutual exchange with the cuisines of the neighboring countries, it was influenced by the cultures and hence, cuisines of those countries. It was influenced by Malaysia in the west, Vietnam and Cambodia in the east, the Yunnan region of China and Laos in the north, and Myanmar in the northwest. Thailand cuisine is comprised of four regions involving Northern Thailand, Central Thailand, Southern Thailand and Northeastern Thailand. In addition to these regions, there is Thailand Royal Cuisine, the history of which dates back to ancient and multicultural kingdoms, yet this cuisine generally reflects the characteristics of Central Thailand cuisine. Thailand is the only state that escaped the colonization of western countries in the Southeast Asia region in the Second World War. This attribute enabled their cuisine to preserve its authenticity (Wikipedia, 2019d). On the other hand, the cuisine of relatively western countries influenced Thailand cuisine as well following the beginning of the diplomatic relations with the west. In 1511, with the visit of Portuguese diplomat to the Ayutthaya kingdom, a Portuguese dish called "fios de ovos" was adapted to Thai cuisine as "foi thong". In addition, they encountered Chile peppers for the first time brought from the American continent around the 16th and 17th centuries. The Thailand cuisine, with the influence of the Persian and Indian cuisine, adapted the massaman and yellow curry to their cuisine (Wikipedia, 2019c).

### General Attributes of the Thai Cuisine

Since Thai people owned rich agricultural areas throughout their history, Thailand is an agriculture-based country. Rice, on the other hand, forms the basis of Thailand people's agriculture. It is believed that rice cultivation dates back further than 3500 B.C. 60% of Thailand people do farming today, and most of them cultivate rice (Berno et al., 2019: 18). Although there are nearly 3500 kinds of rice in Thailand today, the most well-known is the jasmine rice (Berno et al., 2019: 19).

While in the Thai culture, rice and fish symbolically represent power (sexual), the abundance and blessings of the country, it also forms the basis of Thai diet. Therefore, these beliefs and culture have been influential in the daily life of the Thai people. Especially the consumption of rice means more than just food, since it is intertwined with the lifecycle of Thai people with regard to religious belief and ritual practices. This is why rice is a holy food for Thai people (Berno et al., 2019: 19). As well as noodles being as equally popular, dishes such as noodle soup fried in wok can be presented in a single plate (Wikipedia, 2019d). The second most important raw ingredient of the Thai cuisine is fish. The main reason is that Thai people constantly inhabited in paddies and watery lands. Fish is even used in dessert-making. For instance, a roasted fish can be consumed with watermelon (Seubsman et al., 2009: 419).

The most significant attribute of Thai cuisine is that preparation of balanced dishes is of great importance (Chongchitnant, 2016). Flat rice or wet rice are served with the spiced Thailand curry or fried dishes in order to balance the spice (Wikipedia, 2019d). There are 6 fundamental points to be aware of with regard to the preparation of the dishes of the Thai cuisine. The first is that some of the dishes need to be watery. That means it needs to be served with soup or curries (sauced or watery dishes). Especially the coconut curry or more bullioned soup can be preferred. Secondly, there needs to be a non-watery piece on the dish such as grill or fry. Thirdly, light and fresh vegetables and herbs should be used. For instance, fresh lemon juice, fresh herbs should be served. Four, there needs to be at least one spice. Five, if there are no noodles, there definitely needs to be rice. Six, by making a mix of products such as fish, meat, shellfish, poultry and vegetables, a more well-balanced dish should be prepared. This is why the balance of the main ingredients should be taken into notice rigorously (Chongchitnant, 2016).

Another important attribute of the Thai cuisine is that dishes are served with the sauce and seasoning called nam chin. Different kinds of sauce can be offered such as fish sauce, lemon juice, chopped red hot chili pepper and garlic, hot pepper chopped in rice vinegar, spiced chili pepper sauce (Wikipedia, 2019d).

Rice is the indispensable ingredient of the Thai cuisine. This is why dishes are served with rice. Rice and the food served next to it are put on the table in a way to let anybody help themselves. The Thai people only take a small piece of the food served and respects everyone's right to get food. As the food on the plate is finished, they can have more small portions and continue eating. While food is being eaten, a spoon and a fork are used. The fork is used to fill the spoon (Chongchitnant, 2016).

### The Showcase of Thai Cuisine

Thai cuisine is among the most well-known cuisines in the world. According to a survey by CNN Travel, a total of seven tastes from Thai cuisine were on the list of "the most delicious 50 dishes of the world". These are tom yam goong, pad Thai, som tam, massaman curry, green curry, Thai fried rice and nu nam tok (Wikipedia, 2019c).

With the "Amazing Thai Taste" festival organized in 2017, it was aimed to promote Thai cuisine and develop tourism. Within this scope, 6 Thai dishes were focused on. These were pad Thai, tom yum goong, green curry, som tam, massaman curry and tom kha kai. In addition, promotional activities were carried out regarding seasonal fruits such as durian, rambutan, magosteen and pineapple (Tourism Authority of Thailand, 2017). As is seen, the prominent dishes are the same as revealed by the surveys carried out by both CNN Travel and the Thailand Tourism Administration. Therefore, it can be stated that the abovementioned dishes come to the mind when it comes to Thailand cuisine.

Pad Thai is among the most well-known dishes of the Thai cuisine. The dish took this name after the country's name being changed from Siam to Thailand. Although pad thai is made using the noodle which belongs to China as an ingredient, it still manages to being known with the name 'Thai'. The main underlying reason here is the desire of the prime minister of Thailand who is known with his Thailand nationalism, to protect its country from the influence of China. The word 'pad' refers to frying and mixing with little oil in wok (Chongchitnant, 2016: 277). Pad thai is the rice noodle dish which is cooked on the pan by adding different ingredients (Merriam-Webster, 2019). Eggs, fish sauce, dried shrimp, garlic, red pepper are among the ingredients that can be used while cooking pad thai (Wikipedia, 2019e).

Tom yum goong is a kind of soup named nam sai (Chongchitnant, 2016: 207). While soup in the preparation of which lemon weed is used is called Tom yum, goong refers to shrimp. Therefore, we can call this dish shrimp soup. While the term Tom in the "Tom yum" refers to the process of boiling, yam expresses the spiced/chili and sour salad in the Thai cuisine. This soup is prepared using lemon weed, plump lemon leaves, fish sauce and red pepper flakes. There are a lot of different kinds of tom yum. While tom yum kathi is made focusing on the coconut milk, tom yum pla is the fish soup that is consumed with rice. Tom yum pla was the most prevalent kind of tom yum before the increase in tourism activities. Tom yum kai is the kind which is prepared with chicken (Wikipedia, 2019f).

Som tum, the green papaya salad, is prepared with raw papayas. Spices are used for the preparation of these salads. As in other Southeastern Asia cuisine, the origin of this dish is not exactly known. While "som" expresses sourness, "tum" refers to smashing ingredients in the press. Accordingly, it can be said that some of the ingredients of som tum are prepared by smashing in the press. Since in the salad-making of the West (Europe and America), the ingredients are gently sprinkled, the smashing in this case may be conceived strange. However, this helps the grinding of garlic and peppers (Chongchitnant, 2016: 247). There are a lot of different ingredients used for making of som tum. These are: chili pepper, asparagus bean, garlic, fish sauce, tomato, shrimp spread, jaggery and tahiti lime. Som tum is generally served with rice mash and grilled chicken. Som tum can be used in order to lighten the main course, taking into consideration the balance factor in Thai cuisine (Wikipedia, 2019h).

Massaman curry is not watery and spicy as other curries in Thai cuisine. Massaman curry today is prepared with regular potatoes. However, before the Thai cuisine was introduced to regular potato, yellow sweet potato was the main ingredient of this curry (Chongchitnant, 2016: 175). Massaman curry is a light one as well as a rich one. This curry is prepared using a combination of local riches such as gillyflower, anisee, cumin, bayleaf, cordamon, spices like cinnamon and corriander seed, dried pepper, lemon weed, shrimp spread, garlic and onion. Massaman curry is dedicated to Muslims. This is why different ingredients such as chicken, cattle, sheep and goat meat are used in the preparation of original Massaman curry (Wikipedia, 2019i).

The Green curry takes its name from the fact that it is prepared with green peppers (Chongchitnant, 2016: 163). Since it is made of coconut milk and fresh green peppers, its color is light. In Thai cuisine, this color is called "the sweet green". Therefore, green curry is also called sweet green curry. It has sharper taste in comparison to the red curries. In addition to its main ingredients such as fish, fish meatball or other meat products, the Green curry is made using coconut milk, green curry spread and fish sauce. This curry is prepared by frying in coconut cream oil (Wikipedia, 2019j).

Around the end of 19th century, Tom kha kai was a chicken or duck main course served with plenty of galangale and little coconut milk rather than soup. Yet today, Tom kha kai is fundamentally a kind of soup that is prepared using a combination of coconut milk and spices. In addition to coconut milk, Tom kha kai can be made using galangale, lemon weed, coriander, paddy straw, chicken, fish sauce, lemon essence and kaffif lemon leaf. Occasionally it can be enriched adding fried peppers (Wikipedia, 2019k).

## 3. Korea

### Korea's General Characteristics

Although the name Korea in our day and time recalls two countries as North and South Korea, Korea was being run as a single country until the end of the Second World War. Although the history of Korea dates back to 8000 B.C, this date is believed to have begun with the people living in the Manchurian and Korean peninsula. Agriculture started with the people that migrated to the Manchurian and Korean peninsula between the years 2000-1000 B.C. Rice cultivation, on the other hand, started first around the year 700 B.C. in the Korean peninsula (Kim, 2005: XV- XVI).

Korea had to suffer from the influence of different countries such as China, Mongolia, Japan, Russia and the USA. This situation had an impact on the development and shaping of the Korean culture. The geographical and political boundaries of Korea in our day and time were formed after the Second World War. While the Korean Democratic Republic was established in the north of the Korean peninsula with the support of the Soviet Union, the Korean Republic was established in the south of the peninsula with the support of the USA (Wikipedia, 2019). Besides the fact that North Korea's surface area is 122.760 km2, it is located neighboring Russia and China in the north, the Japanese Sea in the east, the Yellow Sea and Korean Republic (South Korea) in the south. The basis of the state management in the country which was established in 1948 goes back to socialism and the population is comprised of approximately 25 million people. In addition, there is a governing mentality that is quite sheltered from the outside world in relation to other governments dominated by socialism (Republic of Turkey Ministry of Foreign Affairs, 2019a; Wikipedia, 2019m). The Korean Republic established in the south has 99.700 km2 of land and its population is around 51 million 635 thousand (Republic of Turkey Ministry of Foreign Affairs, 2019b). In the east of the South Korea, there is the Japanese Sea and Japan, in the west there is China and the Yellow Sea, in the north there is North Korea (Wikipedia, 2019n). While those who live in the North Korea are all comprised of Koreans, those who live in the South Korea are comprised, to a very large extent, of Koreans. Therefore, it is not possible to mention about a multicultural society influence. In the South Korean climate, winter is relatively cold and dry, and summer is humid. While the temperature goes down as low as on average -5 in the regions away from the coastline in winter months, the average temperature in summer months is approximately 25 degrees. In addition, the annual precipitation rate may reach up to 1500 mm (Britannica, 2019).

*The History and Development of the Korean Cuisine*

Since the past periods, food occupies an important position in Korea. In Korea, food represents peace and happiness. As well as rebelling less, well-fed people are more grasping towards rules. For this reason, governments before modern Korea always placed importance on agricultural production. In this context, food has always been important for Korea (Pettid, 2008: 24).

Agriculture in Korea dates back further than B.C. era. Korea started to cultivate grains around mid-Neolithic Age and rice beginning from 2000 B.C. Since the beginning of the Korean history, beans and rice alongside various grains have been cultivated. In other words, rice, beans and other grains formed the basis of Korean food. Among other grains, there is Italian corn, Chinese corn and kaoliang (African corn). Yet, after rice farming begun, wheat began to be cultivated around the 1st or 2nd centuries. Since the Korean Peninsula is surrounded by sea on three sides and by the intersection of cold and hot currents and it has very large rivers, it is located in a region ripe which is very rich in seafood. Besides, as a result of intense seasonal changes and developments in their skills of processing fermented food such as jeotgal (salted seafood) since the earlier times, they experienced significant improvements in terms of the diversification of seafood. Furthermore, thanks to their high capabilities in hunting, Koreans formed the tradition of preparing meat-based dishes, which is rarely seen in agricultural societies (Robert, 2010: 111).

When these are taken into account, it is seen that regular and daily rice, soup and common side dishes have been developed. The table setting was clearly different for the main and sub-courses. In rituals and festivals, it became a tradition that a table is set up involving every kind of appetizer-dinner service, noodle soup flavored with soy sauce, cold noodles, rice cake, honey pastries and drinks. With the influence of the four seasons, food produced in each region and garnitures consumed daily varied from region to region and passed through a developmental phase. Ganjang (Soy sauce), kimchi (pickle), jeotgal (seafood salad) and preservable processed food such as horse radish pickle, cucumber began to be consumed in earlier times (Robert, 2010: 111).

Significant effects of the Three Kingdoms Period are observed in the Korean cuisine. Throughout the Three Kingdoms Period, rice was the most elemental food in the Korean diet. All kingdoms (Goguryeo, Baekje and Silla) supported the soil reform, expanded irrigation systems and actively supported the use of metal tools and equipment in agriculture (Robert, 2010: 115). Especially in the Three Kingdoms Period, the consumption of cattle, pig, chicken, sheep, goat, duck and eggs increased (Robert, 2010: 117).

With Koreans learning how to build a boat in the 3rd and 4th centuries, the variety of the fish and seafood in Korean cuisine increased. With the development of cooking techniques, Koreans gained experience of preserving and storing products such as wine, pickle (kimchi), seafood brine (jeotgal) and sauce. In addition, around the same centuries, Koreans began diversifying their culinary culture with the use of honey, syrup and liquid oil. The table setting for a typical Korean cuisine developed throughout this period. While the grain, vegetables and meat are offered as main course in this table setup, fish are served as garniture (Robert, 2010: 117-118).

Horse radish, turnip, lotus roots, leek, lettuce, green onion, water shields, garlic, pearl onion, cucumber and eggplant were cultivated in the Goryeo period. In addition, mountain greens and wild mushrooms were also cultivated and consumed in this period (Robert, 2010: 118-119). Especially the tea culture reached the highest peak in the Goryeo Dynasy period. High quality tea was imported from China and a tea village was built in the Korean region. Tea culture paved the way for pastry (cake and mince pie) culture to develop. Pastries are prepared to a large extent as yumilgwa (fried honey cookie), yugwa (fried cookie made of sticky rice), dasik (small cakes consumed with green tea), jeonggwa (sugar-glazed fruit) and gwapyeon (fruit with jelly). Among these varieties, the most popular one during the Goryeo Dynasty was yumilgwa (Robert, 2010: 119).

In the Joseon Dynasty period, Korean cuisine was both under the influence of Confucius and was introduced to foreign cuisine. With the maturation of Confucius culture beginning from the 16th century, yangban culture expanded and this situation had a significant effect on the Korean culinary culture (Robert, 2010: 121). In this period, Yangban houses also prepared cooking documents and developed cooking methods. During the Joseon dynasty period, Korean cuisine encountered foreign food for the first time such as peppers, pumpkins, potatoes, sweet potatoes and tomatoes. In this period, the fishing techniques were developed further and efficiency in the seas was enhanced. Thus, the influence of fish on the Korean cuisine was felt much more deeply (Robert, 2010: 123).

*General Attributes of the Korean Cuisine*

Korean cuisine is a cuisine that has evolved in the Korean Peninsula and south Manchuria region under natural environmental and cultural influences as well as the influence of their agricultural and nomadic traditions. As is seen both in Korean history and the historical development process of the Korean cuisine, it can be indicated that they improved themselves in agricultural products due to the fact that they were engaged in agricultural activities starting from very early times. Furthermore, the nomadic and hunter characteristics of Koreans which they had in the earlier periods enabled them to advance in cooking and consumption of meat products. Although it is not specifically stated that rice cultivation began in Korea, it is expressed that it has been grown in the Korean peninsula for a long time.

In addition, because Korea is located in a peninsula, the surrounding sea and especially the ocean offer plenty of fruitful and varied food. Especially the fermentation and irrigation methods developed in line with the differences varying from region to region have enabled that a wide variety of seafood are consumed as meal in the Korean cuisine (Pettid, 2008: 25). Moreover, many mountains on the peninsula host wild plants and grasses. These plants and herbs are prepared and stored as they are important ingredients. Vegetables can thus be served all year round. As a matter of fact, this method has been sustained since the earliest periods of Korean history (Pettid, 2008: 25).

Taking into consideration the above-mentioned remarks, it can be claimed that Korean cuisine is predominantly based on grains (mostly rice) flavored with spiced vegetables, meat, poultry or fish dishes. The Korean cuisine is notable for five kinds of taste (salty, sweet, sour, chili and hot) and color (red, green, yellow, white and black) (Britting, 2011: 164). The ingredients and food in the Korean cuisine developed on regional basis as mentioned before. For this reason, the dishes that were previously regional were created with differences as they spread throughout the country. Another important attribute of the Korean cuisine is that it embraces the close relationship between health and food (Pettid, 2008: 26).

Although Korean cuisine maintains its continuity in certain aspects, it has undergone great changes in the last century. Especially, trade agreements with France, Britain and other Western countries allowed new cultural experiences. In addition, a lot of people joined the royal family as a counselor, doctor or missionary. Thus, the educational and scientific knowledge gained has paved the way for the discovery of western food. However, many schools built by western missionaries introduced western culture, including western food. Although rice is a very important and essential food for Korean cuisine, its consumption has decreased considerably in recent years. Meat consumption increased from 5.2 kg per person in 1970 to 40 kg in 1997. In addition, Koreans consume an average of 49.5 kg of fish per person per year. Meat dishes, once stored for special occasions and guests, are now consumed on a daily basis (Pettid, 2008: 166).

In Korean cuisine, meats are often greased before cooking. Marinated beef is grilled on a barbecue or on a stove. In terms of meals, typically, breakfast, lunch and dinner are available. Breakfast may include soup, rice oat soup and kimchi, while lunch includes noodles or gravy and rice as a side dish. For dinner, fish or meat along with rice, kimchi, soup and two or three types of vegetables could be offered. Bowls are provided for each of the main course. Barley juice or tea can be served after the meal (Brittin, 2011: 164).

*The Showcase of Korean Cuisine*

Although there are various dishes in Korean cuisine, the eight best known tastes are kimchi, bibimbap, bulgogi, bossam, japchae, haemul-pajeon, makgeolli, and samgye-tang (K-Food, 2015: 95-130).

Kimchi is undoubtedly the most delicious dish of Korean cuisine. There is almost no fat included in this vegetable dish, but it is enriched in flavor and nutrition thanks to the abundance of spices and seafood added to the meal. In addition, the spicy taste and glittering pie texture complete almost all Korean dishes and it is permanent in addition to bap (cooked rice) in Korean cuisine (K-Food, 2015: 95). In essence, a meal in Korea is not complete without the presence of kimchi on the table. Currently, there are officially 187 kimchi varieties in Korea. Koreans consume an average of 40 kilograms of kimchi per year. Kimchi is prepared with pickled and seasoned vegetables to be left to ferment. This fermentation process creates a significant complex flavor that combines spices, thong, sweetness and brittleness. The most well-known kind is made from Korean cabbage or napa cabbage. Although this food is generally preferred raw, it can also be served in combination with soup, stew and frying (Joo, 2016: 26).

Bibimbap is a food prepared by mixing food and pepper paste with boiled rice (Robert, 2010: 28). In fact, bibimbap is a simple rice dish. It is mixed with spicy vegetables and red hot pepper sauce. This food can be considered unique as it combines ordinary ingredients to create a wonderful and delicious meal. One can adapt this food in a way to fit to his own taste. The traditional Bibimbap plate includes steamed rice with a range of high-quality ingredients such as various nougats (spicy vegetables) and yukhoe (beef tartar) (K-Food, 2015: 105).

Bossam, is a pork dish. This meal is prepared by wrapping into kimchi. The Bossam requires a special preparation technique and contains extra ingredients such as kimchi, oysters, raw chestnuts, jujube, pine nuts and a little more sugar than the standard kimchi flavor. Therefore, it can be stated that it is sweeter than ordinary kimchi (K-Food, 2015: 112).

Japchae is a combination of two words. “Jap” means mixing or collecting various things, while “chae” refers to vegetables. Japchae is one of Korea's leading party dishes and is always featured at festive tables. Made from a combination of stir-fried glass noodles and vegetables, japchae is prepared with dangmyeon, a type of cellophane noodle, usually made from sweet potato starch, and noodles are filled with various vegetables, meat and mushrooms and poured with soy sauce and sesame oil and poured spices (K-Food, 2015: 115).

Pajeon is a kind of crepe the main ingredient of which is green onions. For preparation of Haemul-Pajeon, on the other hand, meat, fish or vegetables (other than green onions) are used. This dish is cooked by shallow fry on the grill. It is prepared by cutting the ingredients into bite-sized pieces before frying, or by mixing the ingredients with dough and water and giving them the shape of crepes. Haemul-pajeon can also be served with sour sauce made with vinegar (K-Food, 2015: 117).

Makgeolli is among the most popular alcoholic beverages of Korean cuisine. This beverage has the soft texture of cream, the fizziness of a carbonated beverage, and a suitable alcohol content ranging from six to seven percent. It is made by fermenting sweet rice. Makgeolli is the oldest alcoholic beverage in Korean cuisine. This drink was the most consumed alcoholic beverage in North Korea between the 1960s and 1970s, but lost its popularity with the import of alcoholic beverages in the 1970s. In the 21st century, this beverage has become popular again among young people (Wikipedia, 2019; K-Food, 2015: 120).

Samgye-tang is hot chicken soup with ginseng. It contains a small but whole chicken. Also garlic, rice, jujube and ginseng are included as additional ingredients. In addition, the banchan is also a very popular flavor. In Korean cuisine, Banchan is the overall name for all small side dishes served with cooked rice. The Banchan is served in the middle of the entire table with small portions. Kimchi is one of the most well-known banchans.

**4. China**

*China's General Characteristics*

Despite the fact that civilizations such as Sumerian and Egypt are among the most ancient civilizations in the world, China is the most ancient living civilization in the world (Wright, 2011: 11). In ancient China, traces of the Neolithic period are abundantly observed. Much evidence, such as agriculture, the presence of villages, the presence of ceramics and stone tools, supports the fact that China is a deeply-rooted ancient civilization. More particularly, the structural features shaped in line with environmental conditions by habitants living in East Asia come to the forefront more. For example, while people settling along Yangzi river valley usually grew rice, those residing in the Wei and Yellow river valleys cultivated different varieties of corn and cereals. On the other hand, people living on the beach used to consume mostly seafood besides fruit and vegetables (Major and Cook, 2017: 2).

Despite not being fully clear, the first dynasty founded in China (Xia dynasty) was reported to have existed around 2100 B.C. It is emphasized that the first dynasty (Shang Dynasty), about which there is evidence regarding its foundation and scientists have reached a consensus over, dates back to 1700-1600 B.C. The Shang Dynasty was later conquered by the Zhou Dynasty (Wright, 2011: 13; Zhang, 2015: 24). The Zhou Dynasty was also weakened and divided by different rebellions. Following this division, small states in China fought for years to establish their superiority. The Chinese Dynasty was established as a result of Qin conquest over other states; however, this dynasty collapsed and left the governance to different dynasties. Until the foundation of the Republic of China in 1912, the empire period continued in China. It can be said that the foreign states had scarcely any influence on China until this period. China was conquered only by the Mongols in 1271. Furthermore, China had problems with Britain, France and Japan in the late 1800s. After being defeated as a result of the wars with Britain and France, these countries were granted with great privileges over China. China, which lost its influence on the Korean peninsula after the war with Japan, turned over the governance of Taiwan to Japan. Although the Republic of China was established in 1912, the People's Republic of China was founded in 1949 and seized the power of governing. There is currently a dispute between the Republic of China and the People's Republic of China. Hainan and the surrounding islands, particularly Taiwan, are under the control of the Republic of China, while all other geographical areas are governed by the People's Republic of China. The People's Republic of China claims that the regions under the control of the Republic of China are also under its governance because of the Single China Policy it advocates (Wikipedia, 2019).

As mentioned earlier, China has often experienced wars of sovereignty within its own boundaries. For this reason, it cannot be argued that it was under the sovereignty of foreign states, or foreign states had much influence on Chinese culture. Therefore, there is more variety in ethnic groups constituting the Chinese population; however, it is not much in overall proportion. China's population is approximately 1 billion 390 million. The number of Han Chinese is around 1 billion 150 million. The rest includes people from other nations such as Manchu, Uighur, Hui, Miao, Yi, Tujia, Mongol (Wikipedia, 2019).

China is the second largest country in the world with an area of approximately 9 million 600 thousand km2. China has borders with 14 countries including Afghanistan, Bhutan, Burma, India, Kazakhstan, North Korea, Kyrgyzstan, Laos, Mongolia, Nepal, Pakistan, Russia, Tajikistan and Vietnam. It also neighbors with South Korea, Japan, Vietnam and the Philippines through its sea borders. In addition, it has 690 thousand km2 of arable agricultural land (CIA, 2019).

Climate in China generally reflects the characteristics of humid monsoons and dry seasons. Due to its vast geographical area, China experiences different climatic conditions. Particularly humid monsoons and dry seasons lead to very distinct temperatures between summer and winter. With the influence of the Yellow Sea and the East China Sea in the east of China, both the population density and the number of alluvial plains are high. Yellow River and Yangtze River are located in the east of China. These rivers feed large deltas. However, the biggest threat to agriculture in China is the annually increasing number of deserted land (Wikipedia, 2019)

*The History and Development of Chinese Cuisine*

It is estimated that the roots of Chinese cuisine dates back to the Yangshao culture between 5000 and 3200 BC. In ancient times, the people of Chinese civilization formed their own cooking and eating styles. As mentioned earlier, the fact that China has been a living civilization since ancient times and maintained its geographical location over years led Chinese people to attach great importance to their cuisine. In the early years of Chinese cuisine, rice and corn cultivation comes to the forefront. With the arrival of wheat in West Asia in 2000 BC, Chinese cuisine was introduced to wheat (Chang, 1979: 25). Especially during the dynasty, Chinese cuisine entered a period of extensive development. Throughout the history of

China, aristocrats and mandarins were influential in the development of Chinese cuisine, as they had always been economically and politically privileged to lead the development of gastronomy (Hong, 2014: 16).

In the Han Dynasty, methods were developed for cooking, frying and drying of cereals, as well as for preserving and storing food. During the Song Dynasty, the importance of rice and rice soup increased relatively. During the Yuan and Qing Dynasties, casserole dishes, which are significant flavors of Mongolian and Manchu cuisine, came to the forefront. Towards the end of the imperial period, raw ingredients such as Mexican peppers, potatoes and corn were introduced to China via the traders from Spain and Portugal (Wikipedia, 2019p).

*General Attributes of Chinese Cuisine*

Chinese cuisine embodies wide variety of food due to not only the existence of different agricultural lands provided by the geographical size and the climatic diversity of the country but also hosting different nationalities within its boundaries. It is reported that there are approximately 10 thousand kinds of food in Chinese cuisine. Due to its large surface area, each region may have its own food culture. Therefore, Chinese cuisine consists of different regional cuisine (Polat, 2017: 88). Among these different cuisines, the most effective ones are Cantonese, Shandong, Jiangsu and Sisuan cuisines. While Jiangsu cuisine prefers cooking food at low heat, Sichuan cuisine prefers different baking techniques for food preparation (Wikipedia, 2019p). Especially in the northern regions, naturalness in meals is in the forefront. Therefore, soy sauce, garlic, green onions, sesame oil and spice varieties are the most commonly-used ingredients for sauces. In the southern regions, the use of wok is more prominent. Another important characteristic of the Southern cuisine is the sweet-sour sauces prepared on the basis of the unity of contrast. Different techniques of frying dominate the cuisines in eastern China. Especially rice, salads and pastries are consumed along with meals. In the Western region, bitter dishes abundant in spices are consumed. In addition, these dishes may be served accompanied by desserts the content of which are very rich in vinegar and spices (Tez, 2019: 21).

It can be indicated that rice is the main foodstuff in traditional Chinese cuisine. Despite the fact that many different ingredients are used in Chinese cuisine, soybean and soybean derivatives occupy a very important position. Soy sauce, soy milk, bean sprouts and Tofu cheese prepared by heating and precipitating curd cheese made from soy milk are some examples of soybean derivatives. Chinese cuisine also has unique vegetables such as Chinese cabbage, Chinese broccoli, and Chinese water chestnuts (Guripek, 2016: 262).

Common meat varieties used in Chinese cuisine include chicken and pork (Güripeki 2016: 262). Pork meat consumption corresponds to 3/4 of overall meat consumption within the country; therefore, it is the most consumed variety of meat. Moreover, insects, snakes, dog meat, cat meat and meat of various wild animals are also consumed in Chinese cuisine (Tez, 2018: 19).

Appearance is also quite important in Chinese cuisine. The harmony of colors, flavors and spices in dishes have a critical role in reflecting Chinese cuisine (Hong, 2014). In Chinese culinary arts, color (aesthetics and beauty), flavor and taste are the fundamental elements. The fact that one of these fundamental elements is missing could lead to unsatisfactory dish. In order for dishes to look appealing to the eye, two or three additional ingredients in different colors must be included along with a single main ingredient (Junru, 2005: 2). Blue, green, red, yellow, white, black and brown sauce colors need to be mixed in the right combination. Furthermore, aesthetic in dishes can be ensured with the help of appropriate cooking techniques. Especially in Chinese cuisine, there is a close relationship between colors and health. This situation comes to the forefront more when fruits and vegetables are involved as an ingredient into the food mix (Hong, 2014: 20). The flavor is ensured by the use of right spices such as green onions, ginger, garlic, wine, anisee, cassia, black pepper, sesame oil and shiitake mushrooms. While the dish is being prepared, techniques such as frying, frying on pan, poaching, quick-frying and boiling can be used in order to preserve the dishes' natural taste and juice. In addition, if the right amount of soy sauce, sugar, vinegar and various spices are used, the saltiness, sourness, sweetness and spiciness of the dishes can be highlighted more (Junru, 2005: 3).

In Chinese table setting, special eating sticks are used instead of forks and knives. This is why ingredients are chopped into big pieces first (around the size of an average bite) before getting scorched in order to ease the cooking process. Duration of cooking is short in Chinese cuisine. In this way, they avoid losing much of the nutritional values of the dishes. Indeed, one of the most important matters to be paid attention to is a healthy diet. Therefore, the preparation of balanced dishes can be considered as an important detail in the context of Chinese cuisine. In this regard, dishes are cooked in hollow pans called "wok" at high temperatures. As a result of high temperature, the sugars in ingredients get caramelized and become more delicious. In addition, when the vegetables are being blasted, the inner part of it is left raw while the outer part is fried. Another cooking method is steaming. Steaming is generally used for fish, vegetable and dim sum cooking (Tez, 2019: 21).

In Chinese cuisine, first the salty foods are served. While dry dishes are consumed before juicy and saucy dishes, heavy dishes are eaten before lighter dishes (Tez, 2019: 22). Among the most important features of Chinese cuisine, traditional sticks are used instead of forks and knives in the consumption of the dishes. The English name of which is "chopsticks", the names of these traditional food sticks vary locally as waribashi, kuaizi and hashi. The reason underlying the use of the chopsticks is that the most elemental foodstuff is rice (Albala, 2012: 113).

In Chinese cuisine, they sit at the dining tables according to Chinese customs and traditions. While eating, the person must be sitting. If individuals from all ages and genders are to sit at the same table, elders should be the ones to sit first. Talking is not welcome during dining. Although these proprieties have lasted to our day and time, it is seen that there is a slow wave of changes emerging (Junru, 2005: 5).

*The showcase of Chinese cuisine*

Chinese cuisine can produce many different dishes because of its cultural heritage. The most well-known dishes are Peking duck, sweet and sour pork, Kung Pao chicken, Mapo Tofu, wontons (patties), chow mein (noodle dish) and spring rolls (Chinahighlights, 2019).

Peking duck has been prepared since the imperial period and it occupies the position of the national dish of China. The dish, which used to be cooked for the emperor in the period of Yuan Dynasty was later developed in the Ming dynasty. In the Qing Dynasty period, the fame of the dish reached all the way to the aristocracy. This dish has two important aspects. The first is the raising of the duck and the second is the cooking of the dish. The ducks used for this dish are slaughtered after at least 65 days of breeding. Whereas they are allowed feeding freely during the first 45 days, they are forced to be fed 4 times a day in the last 20 days. The duck, having been rendered ready to be slaughtered, is cleaned with water after the slaughtering and it is dipped in boiling water for a short while before the drying process. Later the duck is hung and glazed with malt syrup. Following this stage, the duck is cleaned with water again and the second glazing stage begins. In the second glazing stage, it is left to dry in a dry and cool environment for 24 hours after it is glazed with soy sauce, various spices and more malt syrup. Lastly, it should be cooked in a closed or open oven until it turns brown (Wikipedia, 2019v).

The sweet and sour pork dish derives its taste from a combination of sweet sauce and sour sauce. Although sweet and sour sauce is prevalently used in China, it has been used in England since the medieval age as well. However, it is claimed that the sweet and sour sauce of China comes from the Hunan state. Although the most well-known dish with sweet and sour sauce is made of pork, it can be consumed with other meat varieties and fish. Sweet and sour sauce is prepared with rice vinegar, salt, Chinese brown sugar, ketchup, Worcestershire sauce and dense soy sauce (Wikipedia, 2019r).

Kung Pao chicken is also known as Gong Bao or Kung Po. For the preparation of this dish, chicken, peanut, vegetables and spices with hot pepper are used. While only plain leek included as a vegetable, the food needs to be cooked by frying on the pan. Kung Pao chicken is offered as a classic dish of the Sichuan cuisine. It is estimated that the dish emerged after the Ding Baozhen, the governor of the Sichuan state (Wikipedia, 2019s).

Mapo Tofu is a dish served with minced meat made of pork or beef and fermented fava bean, paprika paste and inside a spiced sauce which has a black bean base and generally a thin, oily and shiny red colour. While serving this dish, other ingredients such as caltrop, onion and black knot mushroom can be used. In order for this flavor to be impeccably presented, the hot fava bean paste brought from Sichuan, fermented black bean, pepper oil, Sichuan black pepper, garlic, green onion and rice wine should be used (Wikipedia, 2019ş). Tofu is made of the sediment of the soy milk made of soy beans. This sediment is made into a milk curd by mixing it with an ingredient called nagari. It can be used in all meals because it embodies the taste of every food it comes together with.

Wonton can be defined as a patty or mince pie according to its preparation and cooking method.

For the filling used making wonton, generally ground pork meat or shrimp is used. In addition, it is seasoned with salt, spices and thinly chopped garlic or green onion. This dish is generally served by boiling in a soup or frying. Wonton exhibits significant variations according to regions. For instance, the one in the Canton cuisine in which shrimp filling in shredded pork meat is used is the most preferred variation. In Shanghai cuisine, on the other hand, wonton which is prepared using minced meat filling is prepared along with chicken soup (Wikipedia, 2019t).

Chow mein is a noodle dish fried on the pan. There are different kinds of chow mein, with chicken, tofu, vegetables or soy sauce. In addition, the Chinese who went abroad with different reasons adapted their cuisine cultures according to the regions they settled in. For this reason, chow mein dish may be served differently depending on the region. For instance, in the U.S.A's culture of consuming Chinese cuisine, this dish is generally served with meat, onions and celeries.

Spring roll is the famous Chinese minced pie. This dish which is generally served on an ordeuvre plate can be considered similar to the Turkish deep fried rolls with cheese filling. Although this minced pie has different kinds depending on the region, what needs to be known generally is that it is cooked with the method of frying. As the Chinese spring roll can be prepared sweet or salty, it can be prepared with vegetables as well. It is generally served with pork, carrots, beans and Worcestershire sauce in the regions of Hong Kong and Makao (Wikipedia, 2019ü).

## 5. Conclusion and Suggestions

In this study, general reviewing has been carried out on the Thai, Korean and Chinese cuisines which are among the Far East cuisine, with the aim of attracting international tourists to visit these regions. In the light of the review, it can be stated that all three national cuisines have idiosyncratic features. In Thai cuisine, it is quite important to prepare balanced dishes. Especially Pad Thai and tom yum goong are among the most well-known dishes. Furthermore, Thai cuisine comes to the forefront with massaman and green curries which it has developed by the influences of different cultures. This recognition/familiarity can be quite important in terms of destination visits. Indeed, Lertputtarak (2012) in a study ascertained that tourists' image perceptions concerning Thai cuisine positively affected their revisiting intentions. However, another important aspect that Thai cuisine should be careful about is that Thai dishes in oversea countries are prepared by people who do not have Thai origin. This situation can cause the Thai dishes to be misconstrued and may lead to wrong image formations in the minds of individuals (Sunanta, 2005: 13).

The fact that five kinds of taste (salty, sweet, sour, chili and hot) are dominant in Korean cuisine is one of the most important features distinguishing the Korean cuisine from others. For Korean culture is increasing its popularity in the world day by day, dishes of Korean cuisine such as kimchi and bibimbap have been rising to the forefront. With this popularity increasing, the number of studies conducted on Korean cuisine has also increased. For instance, Hwang et al. (2018) put forward in a study conducted on American consumers that three basic factors are effective in the Korean cuisine preferences of individuals. These are (1) health, (2) novelty and variety and (3) socio-cultural factors. Hwang et al. also ascertained that dishes belonging to the Korean cuisine are more predominantly preferred by individuals at or under the age of 20, women, Asians and high-school students. It is especially possible with the effect of hallyu (South Korean Wave) that the Korean cuisine comes or is brought to the forefront more. Seo et al. (2017) in a study conducted on Korea revealed that the cognitive perceptions (health, quality, appeal) regarding dishes are more effective for eastern people to consume local dishes.

The fact that contrasting flavors are used on dining tables considering the principle of the unity of contrast in the Chinese cuisine is an important distinctive attribute of this cuisine. At the top of the dishes that come to mind when Chinese cuisine is mentioned is Peking duck. Besides, Mapo tofu and spring roll rank among the Chinese dishes known with their different varieties. However, the common attributes of the cuisines should not be ignored, either. Rice serves as the basic ingredient in these three national cuisines. There are scarcely any dishes without rice on the dining tables. Rice is consumed generally instead of bread. In addition, tea is indispensable for the above-mentioned cuisines, especially for China and Korea. It can be consumed at every meal.

At this point, it can be stated that these three national cuisines should market their unique attributes well. Indeed, whereas Thailand has been receiving benefits since it has been focusing on this since the 1970s, Korean and Chinese cuisine need to show higher tendency towards the matter in question. Although Chinese cuisine is relatively well-known, it can be expected to be in a better position with 10 thousand kinds of dishes as well as having a very rooted and rich cuisine culture. In addition, it is considered that Korea will be able to present its cuisine to more people in the coming years with the influence of hallyu.

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