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Travelling Companions: A Constraint Analysis of Pet Owners in Turkey

by Sebahattin Emre DİLEK, Nur KULAKOĞLU DİLEK & David A. FENNELL

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by Drago CVIJANOVIĆ & Tamara GAJIĆ



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Covid-19 pandemic has effected the world in so many ways. Hundreds of thousands of people have passed away and the disease caused significant economic and social disruption. Through this unprecedented case, the resilience and commitment shown by all the societies in the world has been remarkable. The decrease in death counts and the current spread rate is promising now and we are all getting prepared for a new era called “new normal”. In the coming days, precautions will be necessary to prevent any potential spread of the disease and every single person will be in charge to reduce the impacts of the outbreak. As the Journal of Tourism, Leisure and Hospitality (TOLEHO), we’d like to meet with the academics and our readers in the joy of healthy days. Together we will get through this and continue our lives with the hope of a beautiful morrow.

We are very happy and proud to have published our third issue after an enjoyable and successful work process with our journal team, referees and authors. This issue of our journal is presenting you five original research articles. I wish the articles published to contribute to the researchers, sector and students. Stay healthy, stay safe, stay social distanced.

Cem Işık, Ph.D.

Editor-In-Chief

All the articles in this section were subjected to double-blind peer-reviewing process. Journal of Tourism, Leisure and Hospitality has a strict reviewing policy. In our reviewing model, both reviewer(s) and author(s) are anonymous and it is the journal's priority to conceal authors' identities. However, it should not be forgotten that reviewers can often identify the author(s) of the reviewed papers through their writing style, subject matter of the manuscript or self-citations in the manuscript etc. Therefore, it has been becoming exceedingly difficult for the journal to guarantee total author anonymity. The reviewing process starts with the submission of the manuscript. One of the associate editors handles the submitted manuscript for a preliminary examination. Three possible decisions could be made about the submitted manuscript following this stage:

1. **Desk reject:** If the study is found not to have met the journal requirements in terms of content, an immediate desk reject decision is made.
2. **Technical revision:** If the study is found not to have been prepared according to the author guidelines of the journal, it is sent back to the author for technical revision.
3. **Editorial decision:** If the study meets the journal requirements in terms of content and is found to have been prepared following the author's guidelines, it is submitted to the editor-in-chief for final approval.

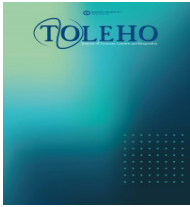
After the editor's approval, one of the associate editors is appointed as the handling editor during the peer-reviewing process. At this stage, two reviewers are appointed to evaluate the study. There are five possible decisions in this round of peer-reviewing;

1. **Accept:** Manuscript is found to be appropriate to be published without any revision as it is.
2. **Minor Revision:** Manuscript is accepted despite some minor revisions addressed by the reviewer. Handling editor also checks the revisions made by the author(s) following the submission of the feedbacks.
3. **Major Revision:** Manuscript is accepted despite some major revisions addressed by the reviewer. Reviewer, himself or herself, checks the revisions made by the author(s) following the submission of the feedbacks. This needs to be finalized in a maximum of 3 rounds.
4. **Re-submit:** Manuscript is not accepted for publication, but the author(s) are encouraged to re-submit after making necessary revisions in their manuscript.
5. **Reject:** Manuscript is not accepted for publication, and author(s) are not encouraged to re-submit the rejected manuscript.

At the end of the peer-reviewing process, the final decision as to whether the manuscript will be published or not belongs to the editor-in-chief. The manuscripts that are decided to be published are submitted to the preparation unit for publication. If necessary, additional technical revisions can be requested on the text, bibliography, images, tables, figures, etc.

In this issue, five peer-reviewed research articles are published according to the model presented above. Information about the titles and author(s) of these studies are as follows:

1. **Travelling Companions: A Constraint Analysis of Pet Owners in Turkey** by Sebahattin Emre Dilek, Nur Kulakoğlu Dilek & David A. Fennell
2. **A Bibliometric Analysis of the Last 25 Years of Virtual Reality Studies in Tourism** by Gökçe Yüksek, Mustafa Coşkuner, Altan Çetin & Nesrin Savaş
3. **Concept Restaurants as a Restaurant Type** by Pınar Senel & Hakan Yilmaz
4. **A Review of Space Tourism Services: Supply and Demand Challenges** by Daniel Georgiev Danov
5. **The Level of Engagement of the Female Workforce in the Rural Tourism Development of Serbia** by Drago Cvijanović & Tamara Gajić



TRAVELLING COMPANIONS: A CONSTRAINT ANALYSIS OF PET OWNERS IN TURKEY

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ABSTRACT

This research aims to explore the constraints that pets have on tourist travel, as well as the influence of these barriers on owners' intentions of taking pets with them as travel companions. In this study, the scale developed by Chen, Peng and Hung (2014) was used as a data collection tool. The sample area included Turkey's three largest cities in terms of the population: Istanbul, Ankara and Izmir. This is the first study in this field in Turkey. The responses of 393 Turkish pet owners were examined through exploratory factor analysis. The results revealed three dimensions of pet-related tourism constraint which are specific, interpersonal and structural. In addition, constraints were determined to negatively affect owners' previous travel experience in having pets included in tourist activities.

1. Introduction

Human beings and animals have been living together to share the world, building multi-dimensional relationships since the creation of the world. The significance of the human-animal relationship has been revealed throughout history, across cultures, and in recent research (Walsh, 2009). In addition to this, pets play a more important role in humans' lives as close companions that break the traditional view of human-animal relations (Carr & Cohen, 2009).

Pets refer to animals domesticated and cared for by their owners, as well as those with which the owners have emotional bonds (Serpell, 2003; Chen, Peng & Hung, 2013). For many people, the pets they feed and care about are considered to be the members of the nuclear family. Because of this strong bond between human and non-humans, people have a natural inclination to take their pets on their holidays. According to the 2019-2020 National Pet Owners Survey conducted by American Pet Products Association (APPA), 84.9 million homes own a pet (67% of the U.S. households), an increase of 56 percent since 1988, and about 37% of pet owners travel with their pets every year (APPA, 2019a).

Although tourism has traditionally been considered an activity specifically reserved for humans (Ivanov, 2018), there has been an increase in the importance of non-humans in tourism and leisure experience in view of changing figures in leisure and tourism needs or desires (Carr, 2009).

Chen et al. (2014) emphasized that pet owners have gone to touristic activities with their animals and these pet owners are ready to spend money on their pets. In reference to dogs alone, Carr and Cohen (2009) argue that although there is a strong desire among dog owners to go on holiday with their pets, this desire is relatively low. As such, there are embedded pet-related tourist factors that influence or constrain pet owners' decision such as extra cost that owners need to come through before and while participating in these tourist activities. It is not fully known what these constraints are in tourism, but a multitude of studies in Western and non-Western contexts would help to fill in some of these gaps.

For example, even though there is an increase in the general concern for the environment in tourist practices, this does not guarantee that the rights and welfare of individual animals will be considered (Hughes, 2001; Fennell, 2012b; Fennell, 2013; Gunlu Kucukaltan & Dilek, 2019). In this regard, this study aims to scrutinize the factors that influence pet owners' decisions when getting pets as travellers to participate in tourist activities in Turkey. It is hoped to identify the problems that pet owners have regarding their pet-related tourist activities. An associated aim is to predict the difficulties

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and obstacles experienced by pets during their participation in travel and tourist activities.

2. Literature Review

2.1. Background of the Study

In the interaction between humans and animals, pets are an important starting point. Although animals have physical presence and identity, humans have attributed a cultural identity to them. The lives, personalities, meanings and values of animals depend largely on people. When animals are the object of our gaze, at zoos or aquarium or when traveling with our animal companions, we often consider them with the aid of a mirror pointed not at the animal object but rather at ourselves (Berger, 1980). Since they cannot explain their thoughts to us, we impose our comments on their worlds. (Fennell, 2012a). In this study, pets as companion animals considered travellers and their limitations in terms of participation in tourism are examined in accordance with their owners' opinions. Pet is any animal kept by human a very broad spectrum of animal species. Not only common companion animals such as dogs, cats, but also less common mammal species, such as reptiles and fish, which may be part of the travel experience, are considered within this scope. (Leggat & Speare, 2000). The theoretical premise used to explain the willingness or need of people to travel with their pets is attachment theory.

In its earliest application, the concept of attachment was used to conceptualise child-parent relationships in a variety of settings such as the separation between parent and child during the formative years of school (Ainsworth, Blehar, Waters, & Wall, 1978). As the literature on human-animal relationships progressed, attachment theory was used as a framework to examine the strong relationships that evolve between humans and their pets (Zilcha-Mano, Mikulincer & Shaver, 2011; see also Cohen, 2002).

Throughout the twentieth century, the rapidly increasing number of pets and the importance of their roles in human life have led many scholars to wonder how this changes human decision making and behavior (Miller & Washington, 2013). When examining and predicting how pet owners treat their pets, researchers have remarked the importance of emotional attachment among pets and pet owners (Chen, 2018). As pointed out by Albert and Bulcroft (1988), the reason why pets have been seen as family members (Herzog, 2010; 2011), while playing an emotional and psychological role in many urban families is that modern society is filled with pressure from work or other places, with individuals suffering from alienation within interpersonal relationships. Pets can help their owners overcome loneliness, relieve stress, and provide emotional comfort. Others contend that pets frequently achieve a state of personhood, often being identified as very close or special friends (Sanders, 1999). It is for these reasons that pet owners demonstrate a willingness

to spend money on their pets as travel companions, and such a decision might have a positive or negative influence on owners' travel experiences (Chen, Hung & Peng, 2011).

Since the 1980s, leisure scholars have noticed that leisure activities are affected by several barriers (Witt & Goodale, 1981; Crawford & Godbey, 1987; Samdahl, 1991), and this research evolved quite quickly into a focus on leisure constraints. One of the first books on the topic by Wade (1985) contextualised a whole series of constraints along with the areas of biology, psychology, socio-economics, and life cycles. Perhaps most active in the early stages of leisure constraints research was Jackson who provided depth and diversity into this theme of leisure research, which dominated leisure studies research in the 1990s. Jackson wrote on trends in leisure preference and alternative constraints (1990); antecedent constraints (*ibid.*); internal homogeneity of constrained leisure (1991); change and stability in leisure constraints (Jackson & Witt, 1994), as well as the development of a hierarchical model of leisure constraints (Crawford, Jackson & Godbey, 1991).

One of the most important contributions in the leisure constraints literature is the study by Crawford and Godbey (1987) because it proposed three types of constraints: intrapersonal, interpersonal and structural constraints – through a rigorous integration of previous literature that has been widely used by other scholars (see Chen, Hung & Peng, 2014). In recent years, Gilbert and Hudson (2000), Nyaupane, Morais and Graefe (2004), White, Thomas, Johnston and Hyde (2008), Nyaupane and Andereck (2008), and Hung and Petrick (2010) have all applied this typology. These studies further developed the constraints model and made it more robust (Chen et al., 2014). In the review of work by Miller and Howell (2008), Carr and Cohen (2009), Hultsman (2012), and Chen et al. (2014) on having pets accompany tourist and leisure activities, we find it logical to apply this typology within the present study. The following section discusses the approach and findings of the studies mentioned in the following sections.

2.2. Studies on Pet-Related Tourism

Pets as a part of social life have become an important factor both in travels of pet owners, leisure activities and participation in tourism. It is significant for researchers and other interested parties to specify whether pet owners will plan to take their pets when traveling for touristic purposes, as modern individuals add increased value on tourism and have an increasing bond to their pets (Peng, Chen & Hung, 2014; Fennell, 2018). Scholars and practitioners have started to determine the impact of animal companions on pet owners' daily activities and consumption because pet-related products, including services, became an estimated \$75 billion industry in 2019, amounting to more than

15 times the value of the industry in 1997 (Ridgway, Kukar-Kinney, Monroe & Chamberlin, 2008; APPA, 2019b).

The decision of whether to include pets in tourism or leisure activities is important, as pets may affect the quality of an individual's tourism experience (Urry, 2002; Chen, Hung, & Peng, 2011; Peng et al., 2014). Based on market research reports, 40% of owners have taken their pets to tourist activities, while other owners may have considered this option (Hung, Chen & Peng, 2016). Researchers have come to a consensus that it is considered to involve owners' emotional attachment to their pets when investigating human-pet relations and how owners treat their pets (Poresky, Hendrix, Mosier, & Samuelson, 1987; Johnson, Garrity, & Stallones, 1992; Friedmann & Son, 2009). Despite studies focusing on how a pet influences its owner's consumer behavior, Carr (2009) draws attention to the need for further research on how animal companions affect the owners' participation in tourist activities. Above all, the pet-related constraints on tourism and travel and how pet owners can negotiate these constraints that have not yet been discovered in current tourism and anthrozoology literature (Chen et al., 2011). Among the scholars who have applied findings from anthrozoology to consumption and leisure/tourism participation, studies conducted by Gillespie, Leffler and Lerner (2002), Greenebaum (2004), Miller and Howell (2008), Carr and Cohen (2009), Chen et al. (2011), Hultsman (2012) Chen et al. (2014), Peng et al. (2014), Hung et al. (2016), and Ivanov (2018) are the most relevant to the current research: Gillespie, Leffler and Lerner (2002), Greenebaum (2004), Miller and Howell (2008), Carr and Cohen (2009), Chen et al. (2011), Hultsman (2012) Chen et al. (2014), Peng et al. (2014), Hung et al. (2016), and Ivanov (2018).

Both Gillespie et al. (2002) and Hultsman (2012) used qualitative methods to examine levels of participation in leisure with dogs. Gillespie et al. (2002) and Hultsman (2012) concentrated on engaging in one activity, sports, using comparatively small sample sizes (60 and 50 pairs of couples) respectively. The research contributed to how pets impress their owners' behaviour throughout leisure activities. On the other hand, Greenebaum (2004) studied pet owners' decision-making behaviour when they include their pets in leisure activities designed for dogs. Greenebaum offered that owners are to think about their pets' options and abilities, the venue's environment. In addition to that, it is emphasized that owners should previously consider the characteristics of other participants, both humans and dogs when exercising their pets at a community center in parallel with Gillespie et al. (2002) and Hultsman (2012).

Chen et al. (2011) conducted a comprehensive study which has the most relevance to the objectives of the present study. These scholars used the theory of planned behaviour (TPB) to scrutinize the decision

by owners to take their pets in tourist activities, with results demonstrating that the inclusion of pets in tourist activities requires significant planning (Chen et al., 2011). The researchers noted that their analysis of pet constraints was restricted, so may not entirely reflect the barriers that owners may need to consider before travelling or participating in tourism/leisure activities. Carr and Cohen (2009) highlighted various constraints (e.g. extra cost and preparation time) by quantitatively examining 311 Australian dog owners. An essential part of their research involved an investigation of accommodation procurement for dogs when owners go away for the holidays. This recent study was outstanding for the tourism and hospitality literature because it not only explored the perspectives of pet owners but also gave suggestions for practitioners. For a research objective similar to Greenebaum's (2004), Hultsman (2012) and Carr and Cohen (2009), but in a different context, Miller and Howell (2008) examined how other participants react to dogs' interaction in leisure activities - especially resentment on part of other tourists. Examples of resentment were connected to previous negative experiences with dogs, while other examples of resentment were related to irresponsible owners who failed to clean up their pets' waste.

In a subsequent study by Chen et al. (2014), the researchers developed a scale that measured constraints associated with bringing dogs along on tourist activities, associated with an investigation of the effect of these constraints on owners' intentions to bring dogs on tourist activities. 518 Taiwanese dog owners' responses were investigated through EFA (exploratory factor analysis) and CFA (confirmatory factor analysis). The findings explored three proposed dimensions of pet-related tourism constraints: 1) Pet-related specific constraints, 2) Pet-related interpersonal constraints and 3) Pet-related structural constraints. The constraints were determined to negatively affect owners' intentions to take pets along on tourist activities (Chen et al., 2014). Based upon the analysis of 458 dog owners, Peng et al. (2014) found support for the application of the TPB model in parallel with the study conducted by Chen et al. (2011). The implications of the Peng et al. (2014) are important because the study on the influence of pet attachment on owners' attitudes and intentions sheds new light on the existing literature and practices.

A subsequent study by Hung et al. (2016) examined the factors that affect pet owners' decisions when taking pets to participate in tourist activities. The results from structural equation modelling (SEM) showed that the aforementioned pet-associated constraints negatively affected owners' behaviour (568 Taiwanese dog owners who have included their pets in tourist activities). Finally, a study by Ivanov (2018) focused on a neglected niche of tourists, namely non-human travellers, consisting of pets, robots, toys and pet rocks, with the result

of increasing the scope and characteristics of non-human travellers and the challenges that merge for tourism brokers to accommodate the various needs of these tourists and their companions.

Given the review of the studies on the topic of pets and tourism referred to above and the literature provided by pet-related governmental and non-profit associations (e.g. Miller & Howell, 2008; the American Veterinary Medical Association, 2009), there is a need for further research on constraints, especially in different cultural contexts. It is aimed to contribute to the emerging base of literature in this area through consideration of how animals affect their human companions. In this regard, the study focused around the literature on intrapersonal, interpersonal and structural constraints, and we resist the use of the term human owners because of how anthropocentric this sounds.

3. Method

The data required to examine the problems and barriers to participation in tourist activities in Turkey was based on the pet owners' tourism constraints scale developed by Chen, Peng and Hung (2014). The objective was to identify pet-related constraints that prohibit owners from taking pets as travellers to tourist attractions. The questionnaire used in this study was divided into two main sections. The first section consisted of 14 statements on pet-related tourism constraints which are organised under three categories: specific constraints, interpersonal constraints and structural constraints – the conceptualizations developed by Crawford, Jackson and Godbey (1991) and Nyaupane, Morais and Graefe (2004), the given terms interpersonal, intrapersonal and structural constraints were modified by Chen et al. (2014). The second part of the questionnaire, comprising of nine questions, was designed to elicit demographic and travelling information from the respondents. The sample area included Turkey's three largest cities in term of population: Istanbul, Ankara and Izmir. On the other hand, Kolmogorov-Smirnov test was used to determine normality. It is understood that the data is normally distributed because all p-values are greater than 0.05. In addition to that, The fact that the skewness and kurtosis indices calculated by dividing the skewness and kurtosis values to their standard errors (std. error) close to 0 within the limits of ± 2 are considered as evidence of the existence of the normal distribution (George & Mallery, 2010). In this regard, an assessment of normality showed that the data can be considered normally distributed.

According to Tabachnick and Fidell (2006), a sample size of 300 is generally sufficient when performing factor analysis. The aim, therefore, was to solicit responses, via mail and telephone, from more than 300 respondents for validity and reliability. The units of analysis were the people living in the three target cities with their pets and who had travelled at least once with their pets. Two

of the three authors act as volunteers for the Animal Rights Federation in Turkey (HAYTAP), and we used the contact information of the members of this non-governmental organization (about 200 members of HAYTAP) to increase the sample size easily through a snowball sampling strategy, which is used in situations where it is difficult to access subjects with the target characteristics. The survey was distributed to 393 pet owners living in Istanbul (143 owners), Ankara (128 owners), Izmir (122 owners) between August and October 2019. These cities are home to the most domesticated pets in Turkey. According to Sarial Kubilay (2019), it is estimated that 14 million households have pets in metropolitan cities, including Istanbul, Izmir and Ankara.

The scale developed by Chen et al. (2014) was independently translated into Turkish by three translators, a PhD candidate in tourism and fluent in English, an English lecturer who had been working at Batman University for five years, and a professional translator. A back-translation technique was employed in the study, which requires translating the items from the source language to the target language and later to back-translate them to the source language for consistency and uniformity. Data were analysed in this study using SPSS 20.

Characteristics of the respondents and their pets are outlined in Table 1. The majority of respondents were married or cohabiting, having attained a bachelor's degree, and most of the respondents did not have children. Finally, the number of those with a previous tourism experience with a pet was mostly between 1-7 times (81.1%), and most of the sample was between 26 and 44 years. Years of pet ownership are mostly greater than one year (90.1 per cent of the sample), with 34% of the sample owning a pet for 15 years and over.

4. Findings

The questionnaire was structured so that each item was rated using a five-point Likert scale, ranging from 1 (least important) to 5 (most important). 14 of the questionnaires distributed did not meet the pre-acceptance requirements, so they were excluded from the study, leaving 393 questionnaires submitted for analysis. The data collected were analysed using EFA with varimax rotation to determine the dimensions of the scale. The results of the EFA demonstrate that pet-related tourism constraints can be classified according to the three factors in parallel with the study of Chen et al. (2014) (See Table 2).

As shown in Table 2, the factor loadings were between 0.61 and 0.85, and the means were between 2.84 and 4.34. The findings of the factor analysis suggest a three-factor solution and explain more than 75% of the variance in the data with eigenvalues that are greater than 1. A reliability analysis (Cronbach's Alpha) was also conducted to test the reliability and internal consistency of each factor. The Cronbach's alpha of the specific constraints was 0.81, while the figures for interpersonal constraints and structural

Table 1. Characteristics of respondents (N=393)

		frequency	%
Gender	Male	182	46.3
	Female	211	53.7
Age	25 and below	37	9.4
	26-44	243	61.8
	45 and above	113	28.8
Marital Status	Married/Co-habiting	304	73.1
	Single	106	26.9
Education	High School or below	42	10.6
	Bachelor's degree	254	64.6
	Postgraduate	97	24.8
Income (monthly)	0-2500	21	5.3
	2501-4000	123	31.2
	4001-5000	186	47.3
	More than 5001	63	16.2
Years of Pet Ownership	Less than 1	39	9.9
	1-5	97	24.6
	6-14	124	31.5
	15 and above	133	34
Children in Household	Yes	137	34.9
	No	256	65.1
Previous experience of taking pets to tourism activities	1-3	182	46.3
	4-7	137	34.8
	8 and above	74	18.9
Type of Travel	Overnight	128	32.5
	Single-day	265	67.5
Reasons for travelling with pet(s)* (N=376)	Pet(s) is/are part of the family	283	72
	Make the pet(s) happy	265	67.4
	Avoid pet(s) feeling depressed	273	69.4
	Avoid feelings of guilt at leaving pet(s) behind	189	48
	Other	64	16.2
Total		393	100

* Respondents gave more than one reason for wishing to travel with their pet(s), whilst some respondents gave no answer.

constraints were 0.78, and 0.84 respectively for the owner request factors. Because of the low factor loading (0.4), one item from the pet-related interpersonal constraints category (i.e. INC4: 'I have no companion to go with me') was eliminated by Chen et al. (2014) in their study. However, in this study, this particular item was included in the analysis (INC4 factor loading = 0.61).

With regards to pet constraints to owners' previous experience – that of including pets when participating in tourist activities – this element was examined with the resultant standardized coefficient. The variance of the owners' intentions explained by constraints was examined by an R-squared analysis (Chen et al., 2014). The test results suggested that pet constraints have a statistically significant negative effect on owners' previous experience ($\beta = -1.73$, $t = -7.32$, $F = 23.20$, $p < 0.001$) and explained 39.6 % of the variance in such experience to include pets when participating

in tourist activities (Table 3). A further investigation of the standardized coefficients was conducted to determine which constraint factors contributed the most to the construct. Pet-related structural constraints contributed the most to intentions ($\beta = -0.413$, $p < 0.001$), followed by pet-related interpersonal constraints ($\beta = -0.311$, $p < 0.001$) and pet-related specific constraints ($\beta = -0.194$, $p < 0.001$).

After the above statistical analysis was carried out, owners who went on overnight trips or single-day trips were separately paid. The findings indicated that the three pet-related tourism constraints had negative effects on both groups of owners. When considering the reasons for travelling with pets (Table 1), member of the family (72% of respondents), which often included the pet being likened to a child, featured by owners. In other words, pet owners want to spend time with their pets during their travels because of the emotional bond that they have

Table 2. Results of measurement scale from the factor analysis (N=393)

	Factor Loadings	Eigen value	Variance	Cronbach α	Mean
Pet-related specific constraints (SPC)		2.186	20.162	0.81	
My Pet...					
SPC1: lacks self-control during the trip (e.g. over-excited and aggressive)	0.64				3.86
SPC2: is not suitable for this activity	0.75				4.16
SPC3: does not like to go out	0.78				3.67
SPC4: gets tired easily	0.84				4.06
Pet-related interpersonal constraints (INC)		3.121	21.786	0.78	
INC1: I feel uncomfortable when participating in this activity with my pet, because some of the participants do not like animals.	0.66				3.93
INC2: Other participants don't take their pets in the activity	0.76				4.12
INC3: My pet can be unsociable to other animal or human participants	0.74				3.26
INC4: I haven't companion to go with me	0.61				4.21
Pet-related structural constraints (STC)		5.643	33.212	0.84	
STC1: Getting pets to a tourism activity contains bigger costs (e.g. dining, accommodation or transportation)	0.69				4.34
STC2: I don't know any companies or anyone who can give me information about how to participate with my pet in this activity	0.73				4.26
STC3: The destination is not available for my pet (e.g. dirty environment)	0.72				3.84
STC4: Getting my pet to this activity is time-consuming	0.83				3.13
STC5: I can't take part in this activity because of having to take care of my pet at the meanwhile	0.85				2.94
STC6: There aren't niche areas/destinations nearby me	0.82				2.84
Total Variance Extracted (%): 75.16					

with these animals. Therefore, pet owners want to travel with their animal companions no matter what kind of travelling is involved (i.e. overnight or single-day). On the other hand, the mean of "taking pets to a tourism activity involves greater costs" such as dining, accommodation and transportation (STC1) is the highest mean between pet-related structural constraints (M = 4.34). In addition to that, "I do not know anyone or any companies who can provide me information about how to take my pet to participate in this activity" (STC2) and "this destination is not fitting for my pet (e.g. unclean environment)" (STC3) are respectively other highest means in pet-related structural constraints (M=4.26 and M=3.84). This suggests that there are limitations related to extra costs, lack of information, and unsuitable destinations as constraints. Moreover, the mean of "I have no companion to go with me" (INC4) is M=4.21 and which has a negative impact on an owner's tourist behavior. Another point that is effective in

pet owners' decisions to participate in tourism is the suitability of their pets (SPC2) for tourist or leisure activities (M=4.16).

After the factor analysis and R-squared measure, we explored the influence of the pet owners' socio-demographic characteristics on constraints to travel using analysis of variance (ANOVA). Three characteristics showed statistically significant influences: monthly income, years of pet ownership and children in the household. Least significant difference (LSD) post hoc analysis showed that there is a statistically significant difference between respondents with the highest income (>4001) and all the other respondents on the pet-related structural constraints dimension (F = 9.05; df = 3; p < 0.05). Depending on the years of pet ownership, factor loadings differed on the pet-related interpersonal constraints dimension (F = 5.46; df = 2; p < 0.05) and the pet-related structural constraints dimension (F = 6.89; df = 2; p < 0.05). Regarding children in the

Table 3. The effect of pet constraints on owners' previous experience^a

Model	Unstandardized Coefficients	Standardized Coefficients			
	<i>B</i>	<i>Std. Error</i>	<i>Beta</i>	<i>t</i>	<i>Sig.</i>
1 - Previous experience of taking pets to tourism activities	-415	0.109	-1.73	-7.32	0.000

^aIndependent variables: Pet Constraints

household, a significant impact is shown in the case of the pet-related structural constraints dimension ($F = 2.52$; $df = 3$; $p < 0.05$). According to the LSD analysis, respondents that have a child or children differ from respondents that have no children. For the group of respondents who have children, the pet-related structural constraints dimension is the most significant one, while it is less significant for respondents that have no children. In the next section, a discussion of the findings of this study on current literature and the potential usefulness of the findings to practitioners are outlined.

5. Conclusions and Recommendations

Many people in the world have pets (mostly cats and dogs), and there is abundant literature in academia and popular culture explaining that the potential relationships between animals and humans bear many benefits. According to the Center for Disease Control and Prevention (CDC), pets can help their owners' blood pressure get well, as well as cholesterol and triglyceride levels, aiding people to have healthier lifestyles. The CDC also reports that pets can help enhance opportunities for exercising and outdoor leisure activities. Owning a pet also decreases feelings of loneliness and increases occasions for socialization. People frequently stop to communicate with others having pets, and these individuals have many shared experiences because of their relationship with companion animals (Robinson & Segal, 2019).

On the other hand, several studies have been conducted to show pets can help people with chronic illnesses or in rehabilitation. In addition to this, a study published in March 2016 in the journal *Gerontologist* reported that a certain bonding takes place when people take their dogs for a walk, bringing them health benefits (Mueller, Gee & Bures, 2018). Those who engage in dog walking have a lower body mass index, few daily living limitations, fewer doctor visits, and also engage in more exercise. Possessing a pet has an effect on how well someone is aging (Alves & Albuquerque, 2018; CDC, 2019). For these reasons, there is a strengthening of the desire to be with pets in a wide array of different social situations, not just at home. This includes a variety of leisure activities, especially tourism, because of the amount of time that humans spend away from their pets as a result of the trip. It would, therefore, be of interest to investigate the amount of time that tourists would be willing to spend away from their pets through leisure and tourist excursions. Furthermore, the industry (accommodation, travel, recreation, food and beverage) response to this emerging trend would be to capitalise on the tourism-pet market by considering pets as travellers and by taking steps to meet the needs of pets and their owners. This has been observed in the academic literature about tourism, as the strong human-animal bond leads to guests wishing to travel with pets (Taillon, MacLaurin & Yun, 2013).

The pros and cons of this type of travelling have been the topic of recent research in tourism studies. Tourism practitioners and managers, therefore, can provide better services to existing and potential visitors by alleviating the burdens of travelling with pets, as Chen et al (2014) have stated. Tourism businesses can provide benefits and required information for pet owners. For example, nearby pet-friendly tourism businesses (e.g. transportation services), directions to and instructions for specified places and leisure activities for pets and their owners. Having said that the locations of areas such as dog parks for visitors who travel with their pets. In addition, various incentives can be provided. For example, by offering discounted group tickets to owners who bring pets. Thus, participants can be encouraged to come with their friends and family members with their pets. Although there is no solution for every constraint, it should be kept in mind that some are easier to overcome than others. For example, a pet may not be physically fit for a particular activity. In such a case, the manager's efforts to attract the owner with pet(s) to his/her own business will have little effect (Chen et al., 2014). In addition to this, tourism managers and employees would need to adopt a broader perspective/feeling of who the traveller is and what services he/she/it can consume (Ivanov, 2018). Consequently, there should be enhanced reciprocity and cooperation between the tourism business environment and tourists with pets. By contrast, the challenges related to pets as travellers have been discussed according to the literature on barriers and leisure constraints. The prominent research in this area is by Peng et al. (2014) as well as Hung et al. (2016), who both concluded there are many constraints to travelling with pets, particularly relating to physical fitness, other participants' effects and the extra cost involved that owners need to overcome before and while participating in activities (Chen et al., 2014).

The objectives of the present study were to explore pet-related constraints on participation in tourist activities, the measurement of pet constraints comprehensively via a reliable and validated scale, and to examine the effect of pet constraints on owners' tourism intentions in Turkey. Pet owners in Turkey are seeing their pet(s) as a member of their family and they want to participate in tourist activities with them. However, there are limitations related to extra costs, lack of information, no companion to go with, and unsuitable destinations. On the other hand, when considering owners' previous travel experience, pet-related tourism constraints had negative influences in parallel with the research by Peng et al. (2014) and Hung et al. (2016). According to their results, there is a strong desire amongst pet owners to travel with their pets, but the actualisation of this desire is comparatively low, especially on the basis of overnight travel. It can easily be said that the most basic reason for

this is the problem of accommodation. Despite the increase in the number of people travelling with their pets from year to year, many hotel companies in Turkey do not accept pets. For instance, the number of pet-friendly hotels in Turkey is 426 (10.6% of the all-star hotel in Turkey) according to patlioteller.com, which is a travel agency registered by the Association of Turkish Travel Agencies. In recent years, given the rapid increase in the rate of the pet ownership in Turkey, it is clear that businesses within tourism need to take into consideration pet travellers, which are seen by the owners as members of their family.

5. Limitations and Future Research

This study examined the subject of including a pet when participating in tourist activities. This study is considered exploratory and carried out for the first time in Turkey, and thus is expected to contribute both theoretically and practically to tourism in Turkey, as well as to more general contexts. There are, however, some limitations with the study; the number of pet owners in Turkey is not known. There is no official certification system for whether hotels are pet friendly. Moreover, sampling is limited to the three largest cities (İstanbul, İzmir, Ankara), which are the most populous cities and thought to have the highest rates of pet ownership in Turkey. It is, therefore, not possible to make a clear generalization of the data obtained. Combined with this, the present study did not think about the scenario in which owners take their pets to tourist attractions of different destinations. Future research may consider the formulation of an extensive model to investigate owners' decisions to take or not take pets when participating in tourist or leisure activities. In particular, facilitating factors (e.g. motivations, negotiation strategies) and inhibiting factors (e.g. pet-related tourism barriers/constraints) should both take into account the efforts to create a more holistic approach.

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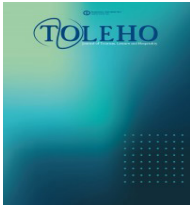
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A BIBLIOMETRIC ANALYSIS OF THE LAST 25 YEARS OF VIRTUAL REALITY STUDIES IN TOURISM

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ABSTRACT

Virtual reality applications that have been diversified day by day are important in tourism as well as in engineering, medicine, education and marketing. Making all kinds of marketing and reservations in a virtual environment in tourism is one of the most important advantages of tourism today. Due to the nature of virtual reality applications, it is valuable to promote tourism because tourism is based on discovering new places and getting new experiences. The aim of this study is to present the profile of articles about tourism and virtual reality in Turkey. For this purpose, a bibliometric analysis was carried out over 73 articles which were published in Turkish Academic Network and Information Center (ULAKBIM) between 1996-2009. Among the articles published on virtual reality, 1 article was found to be in Tourism discipline. Accordingly, it was concluded that the publications in the field were insufficient. Therefore, considering that the importance of virtual reality applications will increase for the tourism industry in the coming years, it could be recommended that tourism researchers in universities focus more on this issue. The tourism industry will need marketing devices that will both help feel remote and as if they were in the destination.

1. Introduction

The technology that has changed and developed from the past to the present has increased the use of the Internet and entered a period called the internet age. This period accelerates the sharing of information and the accessibility to information and provides convenience in people's lives. The development of virtual reality technology, which is one of the benefits of modern technology that facilitates human life, has led to this technology in the businesses in the tourism sector as well as in the medical, engineering and construction sectors (Durmaz, Bulut & Tankus, 2018, p. 33).

Internet accelerates the flow of information in the world and provides advantages in terms of time and space (Arat & Baltacıoğlu, 2016, p. 105). The Internet accelerates the flow of information around the world and provides advantages in time and space (Aktamış & Arıcı, 2013, p. 58). However, the trend towards virtual reality programs has also increased. As people make their lives easier, their interest in the virtual environment has started to increase in the tourism sector. This situation has brought the concepts such as virtual tours and virtual reality together with the new

and modern technology. It is possible to benefit from these programs for places that cannot be visited or seen. Virtual reality is a simulation using computer graphics to create a world that seems to be real. Virtual reality is not a stagnant world which has been synthesized. Virtual reality is a dynamic world that reacts to user's input. Virtual reality programs are a system in which a user can effectively control this simulation environment through various devices in a computer-generated three-dimensional simulation of a real-world situation. This technology can be used in many fields and for various purposes. It is inevitable that the tourism sector will take its share from this technology. Nowadays, with the rapid spread of the concept of virtual tours, in order to increase the passion of curiosity, the introduction of destination areas based on panoramic images to tourists has become an environment which not only attracts products and services but also attracts more customers (Arat & Baltacıoğlu, 2015, p. 105).

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Virtual reality has found a wide range of applications from entertainment to engineering, from medical experiments to scientific experiments. Tourism is an important sector where information and communication technologies are used extensively. Tourism, like other sectors, must keep up with technological developments. Otherwise, tourism activities lose their attractiveness and cannot develop. This technology, which has an important place especially in sharing and spreading the fame of tourism destinations, is rapidly developing today. The use of virtual reality is expected to increase gradually in the promotion activities of the country. It is seen that especially tourism destinations use virtual reality applications to introduce themselves. It is predicted that travel agencies will make a difference and be successful with virtual tours. Since technology provides many conveniences and benefits, it creates a sense of attraction and preference for both producers and consumers. Virtual reality technology also provides many benefits to all stakeholders (businesses, tourists, museums, destinations, etc.) in tourism, and it attracts attention, curiosity, desires and needs. Virtual reality technology creates three-dimensional visual objects and virtual environments in tourism, and it is used for tourists' tourism businesses, destinations, museums, historical, cultural and architectural areas, etc. It offers the opportunity to experience places in a virtual environment as if they were real before. In addition, it guides the tourists in the destination and gives them information about touristic, historical, architectural and cultural places and tourism businesses (Demirezen, 2019, p. 2).

This study, which was conducted in Turkey to investigate the published scientific papers on Turkish Academic Network and Information Center (ULAKBIM) related to tourism and virtual reality through bibliometric analysis, is intended to reveal the profile of tourism-related articles and virtual reality. In addition, the use of virtual reality technology in tourism has been examined and recommendations have been developed for the use of this technology in tourism. Moreover, suggestions for the use of virtual reality in the field of tourism were developed and the research results were aimed to guide future scientific studies.

2. Virtual Reality

Virtual reality is a simulation model that gives its participants a feeling of realism, enabling mutual communication with a dynamic environment created by computers. The most basic feature of the definition that distinguishes many applications from virtual reality is that it gives the participants a feeling of reality. The users should be able to go wherever they want in this environment created by computers, that is, they should feel that the control is in their hands. This can only be achieved through mutual interaction (Pimental & Teixeira, 1993).

With the development of computer technology, the

interaction of people with computers has improved, and the elements that will be similar to people's perceptions have begun to be created. Virtual reality technology, which is one of the created items, has the feature of creating a virtual image close to the concept and structuring human computer interaction. "In addition, in this world, opportunities to share a real-time connection, the same space and visuality are offered" (Coleman, 2012, p. 27).

As the computer and internet technologies developed, the internet-human interaction developed and enabled expressions closer to human perception. One of these expressions is virtual reality. Virtual reality is a system in a computer-generated three-dimensional simulation of a real-world situation where the user can emotionally perceive this simulation environment with the special devices they wear, and can effectively control this artificial world through these devices (Kayabaşı, 2005). In virtual reality, everything is a simulation of virtual or digital reality. Virtual reality opens up the gates of the three-dimensional world, and beyond that, it offers us a realistic experience.

According to another definition, virtual reality is a three-dimensional, interactive, computer-generated environment that sees information and human as integrated. They are three-dimensional, interactive and computer-generated environments. These environments are models of real or imaginary worlds (Warwick, Gray, & Roberts, 1993, p. 3). According to Tepe et al, Virtual reality is a system that allows people to mislead their senses and feel themselves in realistic environments (Tepe, Kaleci, & Tüzün, 2016). It is based on the principle that the virtual reality viewer or the user is etiology within an edited time structure and interacts with it in an advanced image space. It has been defined as an environment consisting of technological tools such as three-dimensional image and audio devices, reproducing devices by simulating sensory effects such as power, motion and touch, consisting of various data input and output Technologies (Kuruüzümcü, 2007). According to another definition, virtual reality is structured on the approach of combining an environment created with (virtual) human senses in a computer environment with graphics, colors, animations and sound effects, and making one feel like part of the environment (Arat & Baltacıoğlu, 2016, p. 17).

In the light of the above definitions, virtual reality can be summarized as a three-dimensional simulation environment in which users interact with other objects in order to have real-life experiences in an artificial world made by the computer with the imaging equipment that they wear on their bodies or enter into different devices (Deryakulu, 1999, p. 78). Karasar (2014) describes the effects of virtual reality on participants from Dagit (1993):

- The environment engages the participant,
- The participants feel that they are there,

- The participant is in interaction with the environment,
- The participant is free to examine the environment and participate in the activity,
- The participant is free to explore and engage in activities within the environment and multiple users can interact simultaneously in the same environment.

Virtual reality, headphones, screen, smart glasses, computers, smart glove, etc. with the help of smart devices, such as events in the realm of the realization of the virtual environment is a technology that provides a sense of reality. Virtual reality makes people forget about the real world by immersing them in virtual environments and drawing them into virtual environments and enables them to be active and act as if they were real in the artificial world (Demirezen, 2019, p. 6). Interaction devices used in virtual reality may vary according to their purpose. These are head mounted presentation systems (HMD), data glove, data clothing (body suits) and space ball (Tepe, Goalkeeper, & Tüzün, 2016, pp. 550-551).

Although virtual reality applications seem to be a costly technology, the experience of virtual reality has become desirable and well sought after by everyone. Increasing interest in virtual reality has attracted the attention of mobile technology companies in the first place, and this paved the way for the development of many new mobile hardware and applications including virtual reality components. Virtual reality applications have become accessible and usable especially for mobile operating systems by reducing the costs of virtual reality glasses. Many free virtual reality applications that can be downloaded from PlayStore or the App Store have become easily accessible to every user with smart devices thanks to the cost-effective Cardboard glasses developed by Google (Tepe, kaleci, & Tüzün, 2016 p. 550-551). It is seen that the virtual reality used in many sectors is now being used in the tourism sector. There are many examples of the rapid implementation of this technology, which is used especially in virtual tours and virtual museums (Arat & Baltacıoğlu, 2016, p. 111).

3. Virtual Reality in Tourism

Virtual Reality technologies, which are expected to reach a market of US\$ 40 billion in 2020, have found their place in the tourism industry as in many other fields (Kanak, Erdoğan & Yılmaz, 2018, p. 1). The tourism sector is one of the sectors that can benefit greatly from the advantages of virtual reality technology. With this superior technology, it is possible to see the places we want to go to, to travel to Mars, to walk on the Moon, to travel at the speed of light (Kurbanoğlu, 1996, p. 27).

Two of the important virtual reality applications in tourism are virtual tours and virtual museums. It can be said that virtual tours started by being influenced by virtual museology. A virtual tour is a visual application that gives the impression of a three-dimensional image

and transfers, with the latest technology software and visual media applications from photographs, creating a feeling of navigation for the visitor in the internet environment. Virtual tour is the process of creating panoramic images with special shooting materials and photographing techniques, and processing these photos and then combining them to obtain a global image (Koçer and Uzunsakal, 2015, p. 1).

The development of virtual reality technology is effective in creating potential tourists in the tourism sector. The increase in the use of virtual reality as a means of publicity has given rise to great opportunities in increasing tourism earnings of enterprises and states, giving people pre-experience and influencing decision-making processes (Durmaz, Bulut, & Tankuş, 2018, p. 39).

Virtual tours can be divided into two-dimensional and three-dimensional. Two-dimensional virtual tours, contextual, educational and brochure virtual tours can be examined in three sections. Three-dimensional virtual tours are virtual tours in which three-dimensional (3D) models, which are designed in the same way as the reality, are created with real-time rendering software called game engine software. The most important feature of such virtual tour applications is that there is user intervention. It is useful in terms of being visual and creating a sense of reality and is aimed at giving people more time (Derman, 2012, pp. 15-16).

The use of virtual reality technology can lead to the pre-experience that has never been possible in the tourism industry. Experiencing the preliminary experience enables potential customers to be created, people to turn to businesses using technology and accordingly, the demand increases. One of the benefits of the increased demand is that by introducing this technology, it will affect the businesses positively in the point of reservation and marketing (Durmaz, Bulut, & Tankuş, 2018, p. 38).

3D virtual reality technology with the ancient city in Turkey on a tourist trip in Bergama Zeus, Athena and Asclepius temple offers 3D sightseeing opportunities. The province of Mersin is introduced using the virtual tour method in the Mersin virtual environment with the Techno Mersin Project developed in cooperation with the Mersin Metropolitan Municipality and the Tourism Area of Mersin and Surrounding Area (METAB) (Ekici & Güven, 2017, pp. 406-408). Making all kinds of marketing and reservations in the virtual environment in tourism is one of the most important advantages of tourism in today's world where internet is widely used. People leaving their homes, visiting the hotels they want to go with the virtual reality application, and choosing their rooms by seeing three-dimensional in advance, will create a more positive image for the hotel in the eyes of people than other hotels. Virtual reality application for hotel staff can also be motivating. In addition to working personnel, having a device that shows the guests in all areas of the hotel in 3D will facilitate the work of the personnel (Arat & Baltacıoğlu, 2016, p. 110).

Advances in technology, in many forms, often have a direct and lasting impact on tourism. Recently, developments in information and communication technologies have changed tourism in many ways with its effects in various fields from consumer demands to management. For example, many tourists have adopted the Internet as a means of acquiring travel information. An important area of ICT is virtual reality, which is widely used in a variety of fields, including entertainment, design and simulation training. In fact, virtual reality has various uses in the tourism industry. For example, a London-based travel agency marketing an Amazon eco-tourism river cruise may want to promote the trip using a fully immersive, head-mounted presentation system that allows potential customers to enjoy a virtual simulation of the tour (Demirezen, 2019, pp. 7-8).

With the introduction of virtual reality and the significant increase in its advantages, businesses have turned to using technology in this field. It is able to provide a pre-experience that is not possible to be lived in the tourism sector before and enables the companies using this technology to differentiate from other enterprises and create a brand image. Providing the preliminary experience enables potential customers to be created, people to turn to technology-based businesses and consequently increase demand. As one of the returns of the increasing demand, the customer potential that will increase with the formation of feedback will positively affect the enterprises in the booking and marketing point with the introduction of this technology. Companies that keep pace with technology and are constantly in follow-up will prevent non-technology enterprises and lead the tourism industry by creating sector competition (Durmaz, Bulut, & Tankuş, 2018, p. 38).

Due to the nature of virtual reality applications, it is valuable to promote tourism. Because tourism is based on discovering new places and getting new experiences. Hotels, casinos, theme parks, special events or virtual sea cruises can be revived to provide a better feeling and impression of what the customer has purchased. Virtual reality systems can exert tremendous persuasive power and provide a lucrative opportunity to successfully market a property that is currently in use in the tourism sector (Demirezen, 2019, pp. 7-8).

4. Methodology

The aim of this study is to determine the profile of the articles on virtual reality in Turkey. In addition, the use of virtual reality technology in tourism has been examined and recommendations have been developed for the use of this technology in tourism. In the relevant literature, there are limited studies revealing bibliographic profile of the concept of tourism and virtual reality. The results of this study will be useful for the creation of future scientific studies on virtual reality. For this purpose, the following problems are sought.

- How are the articles distributed according to ULAKBİM databases?
- How are the research disciplines of articles distributed?
- What is the distribution of the publication years of the articles?
- How are the research methods of the articles distributed?
- What are the data collection techniques used in the research articles in the database?
- What are the analysis methods used in the research articles in the database?
- How many authors do articles have?
- What are the research topics of the articles?

In this study, the concept of virtual reality, virtual reality and tourism and virtual reality in tourism, title, keyword and summary sections were searched and a total of 242 articles were found in the ULAKBİM database. As a result of the review of 242 articles, 159 articles were excluded from the study due to the lack of data on virtual reality, virtual reality and tourism and virtual reality in tourism. In addition, it was found out that 10 articles were uploaded in English and Turkish languages separately. In line with this, 10 articles were excluded from the study and bibliometric analysis was performed on 73 articles published in ULAKBİM between 1996-2019. Microsoft Excel program was used for the analysis of the articles. Within the scope of the analysis of the articles, 10 columns were created in the Microsoft Excel table. These columns included the database containing the articles, the name of the article, the journal in which the article was published, the number of authors, the discipline, subject, research method, data collection technique, and data analysis technique of the article. The articles were examined one by one and processed into the Microsoft Excel table, and the results of the bibliometric analysis were evaluated by creating graphics and tables.

5. Findings

In this section, findings related to the problems of the study and their comments are given.

5.1. Distribution of Articles According to Databases

The articles related to virtual reality in ULAKBİM are distributed according to the databases as shown in Figure 1.

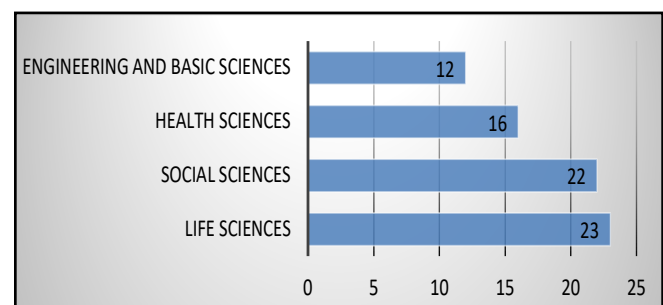


Figure 1. Distribution of Articles by Databases

23 (31.5%) articles in the life sciences database, 22 (30.1%) articles in the social sciences database, 16 (21.9%) articles in the health sciences database, and 12 (16.4%) articles in the engineering and basic sciences database. It is seen that virtual reality studies are extensively included in the life sciences and social sciences database.

5.2. Distribution of Articles by Research Disciplines

The distribution of articles related to virtual reality in ULAKBİM according to research disciplines is shown in Figure 2. The most published research discipline is educational research discipline with 16 articles. Medical research discipline ranks second with 8 articles and communication research discipline ranks third with 7 articles. The number of articles published in other research disciplines is close to each other. It was determined that the studies were mostly in the discipline of education. In addition, it was determined that only one study took place in the discipline of tourism.

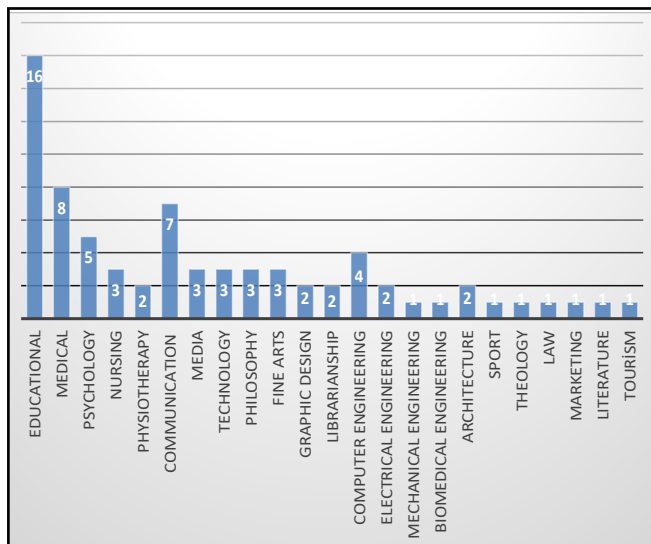


Figure 2. Distribution of Articles by Research Disciplines

5.3. Distribution of Articles Based on Publication Years

The distribution of the articles related to virtual reality in ULAKBİM according to their publication years is given in Figure 3. 2017 was the most published year with 16 articles. The number of articles published after 2012 increased in general.

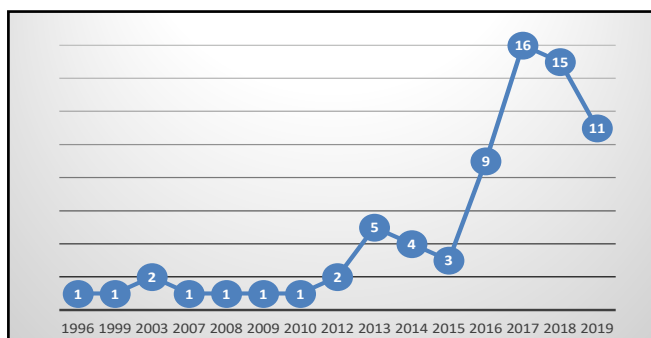


Figure 3. Distribution of Articles by Years

5.4. Distribution of Articles According to Methods Used

The articles related to virtual reality in ULAKBİM are distributed according to research methods as shown in Figure 4. Qualitative research method is used in 54 of the articles, while it is seen that the quantitative research method is used in 17 of the articles. Mixed research method was used in 2 of the articles. It is seen that 20 articles and the most frequently used qualitative research methods are in the life sciences database. It was found that the database containing the most widely used articles in quantitative research method is the database of engineering and basic sciences with 6 articles.

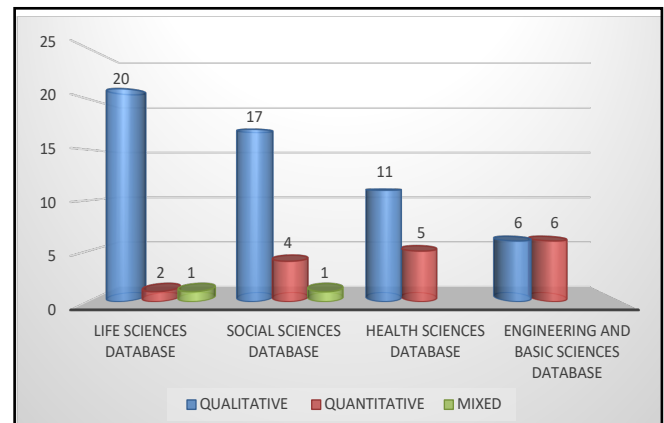


Figure 4. Distribution of Articles by Research Methods

5.5. Data Collection Techniques Used in the Articles

The data collection techniques of the articles related to virtual reality in ULAKBİM are distributed as shown in Figure 5. When the analysis techniques used in the researches of the articles in the ULAKBİM database are examined, it is seen that the most commonly used data collection technique is the source scanning technique used in 25 articles. Another commonly used data collection technique is the questionnaire technique used in 14 articles. The least used data collection techniques are the data collection techniques that use surveys and interviews as well as resource scanning and observation. Other data collection techniques are found to be close to each other.

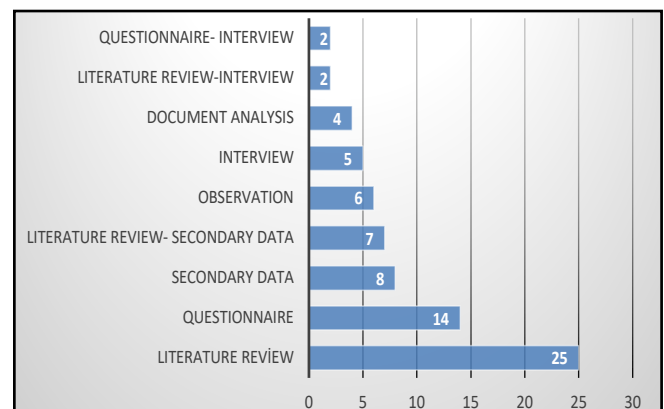


Figure 5. Distribution of Articles According to Data Collection Techniques

5.6. Analysis Methods Used in Research Articles

The distributions of articles related to virtual reality in ULAKBİM database according to the analysis methods used in their research are given in Figure 6. Descriptive analysis, which is one of the qualitative research analysis methods used in 26 articles, is the most widely used analysis method.

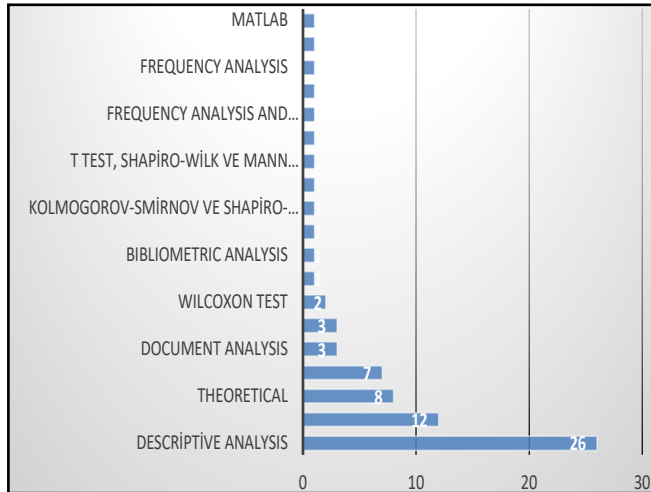


Figure 6. Distribution of Articles by Data Analysis Methods

5.7. Count of the Authors in Articles

When the number of authors is examined in articles on ULAKBİM virtual reality, the distribution shown in Figure 7 is reached. 30 (41.1%) of the articles were single authors. 26 (35.6%) of them had two authors. 58 articles had co-authors. Therefore, it was found that the articles were usually written by co-authors. However, the number of articles with a single author constitutes a very large proportion.

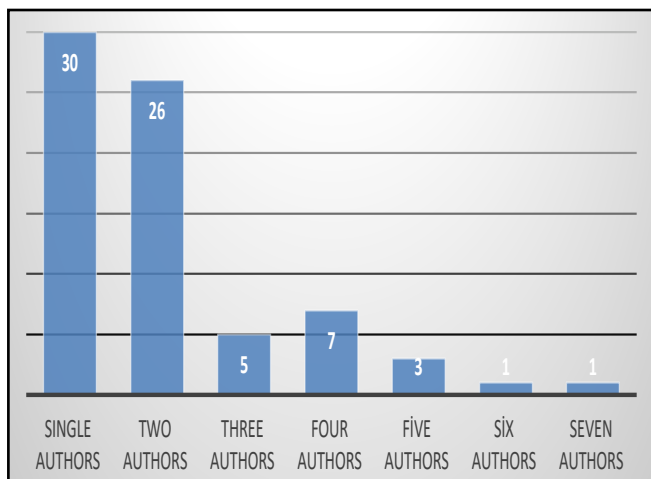


Figure 7. Distribution of Articles by Number of Authors

5.8. Research Topics of Articles

The research topics of the articles on ULAKBİM on virtual reality are shown in Table 1. 20 different subjects related to virtual reality have been studied. Among these topics, the most studied subject is virtual reality in education. The issue of virtual reality in medicine is noteworthy among articles.

Table 1. Distribution of Articles by Research Subjects

Articles Topics	n
Virtual reality in education	16
Virtual reality in medicine	8
Virtual reality and technology	8
Virtual reality in engineering	5
Virtual reality and rehabilitation	5
Virtual reality applications in communication	4
Virtual reality and learning environments	4
Virtual reality and media	4
Virtual reality in art	3
Marketing and virtual reality	3
Virtual reality and cinema	2
Violence problem and virtual reality	2
Virtual reality in librarianship	2
Virtual reality and literature	1
Virtual reality and philosophy	1
Virtual reality and tourism	1
Virtual reality and sports events	1
Scale adaptation	1
Virtual reality and astronomy	1
Virtual reality and cultural heritage	1
Total	73

5. Conclusions and Recommendations

Virtual reality technology is an effective concept that allows to change the laws of time, scale and physics. Thanks to this technology, which increases the interaction between human and computer, it has moved the designer from the two-dimensional world of mouse, keyboard and monitor to three-dimensional worlds where naturalness and intuition are at the forefront of the design (Zafer, 2007, p. 17).

The concept of virtual reality, which has been used frequently in medicine, architecture, engineering, education and many other fields, is progressing towards being a concept that can be used by businesses in the market in the competitive sector in which human relations are intense. As a result of the literature review, the contributions of virtual reality technology to the field of tourism were determined. In this context, rapid adaptation of this technology to the tourism sector is expected to be beneficial.

In this study, a bibliometric analysis was conducted to investigate the scientific articles on virtual reality, which was published in ULAKBİM. In addition, the use of virtual reality technology in tourism has been investigated. As a result of the study, the profile of the articles related to virtual reality was revealed. According to the data examined within the scope of the research; The distribution of articles related to virtual reality in ULAKBİM according to the databases were found to be mostly in the life sciences and social sciences databases. When the

distribution according to the research disciplines was examined, it was found that 23 different disciplines were studied. When the publication years of the articles related to virtual reality in ULAKBİM were examined, it was concluded that virtual reality has been studied in various research disciplines since 1996. In recent years, it has been determined that virtual reality is an important field of study for research disciplines and the studies are mainly carried out with qualitative research methods.

Among the articles related to virtual reality published in ULAKBİM, one article was found to be in the discipline of Tourism. When the benefits of virtual reality technology to tourism discipline are taken into consideration, all destinations, every business in the tourism area, museums etc. should adopt this technology. Accordingly, publications in the field are considered to be insufficient. Therefore, it may be suggested that tourism researchers in universities work in this field. Moreover, it is thought that the use of this technology in tourism education will contribute to the training of experienced individuals for the tourism sector.

The results of the research show that quantitative research methods are less used in scientific researches. It is clear that focusing on experimental studies in scientific researches in the field of social sciences will contribute to the use of virtual reality technology. This research covers only the articles in ULAKBİM. In the following researches, other databases can be examined to determine whether these results are similar. In addition, international publications can be examined and comparisons can be made.

Another suggestion for the tourism sector is that tourism should keep up with technological developments like other sectors. Otherwise, tourism activities will lose their attractiveness. Since technology provides many conveniences and benefits, it creates a sense of attraction and increases preference rates among people. Virtual reality technology also creates attraction for all stakeholders in tourism and meets interest, curiosity, desires and needs. Therefore, from the moment when the virtual reality technology in tourism activity is started to the end of the tourism activity, tourism enterprises, destinations, museums etc. are provided many benefits to attract places, tourists and everyone in tourism, so the use of virtual reality technology is very important in tourism. It is an innovation that will change tourism in the future and the tourism sector and people must act in accordance with this innovation.

Businesses that keep up with technology will prevent businesses that are not exposed to technology and become a leader in the tourism industry by creating industry competition. Concentration of tourism companies to virtual reality will increase competition in this sector, where human relations are intense, as well as positively affecting the efficiency of businesses in the market and profit maximization.

This technology can be used as a concept that can be used in tourism businesses and can be used in many institutions. The use of virtual reality technology will enable companies with continuous development to create customer satisfaction as they offer this technology to their customers. The rapid development of virtual reality will allow people to travel virtually to the destinations they want to see even to the Moon, planets or stars while sitting in their homes.

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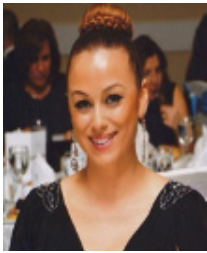
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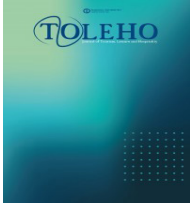
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CONCEPT RESTAURANTS AS A RESTAURANT TYPE¹

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Concept Restaurants

ABSTRACT

In the 21st century, differences, individuality and identity notion have come to the forefront, and it has affected demand and supply in markets. The restaurants which compete in the monopolistic market should be perceived differently from other enterprises. As a result of these developments, concept restaurants which reflect a stated theme to customers with their menus, services and interiors have emerged in recent years. Concept restaurants create both a new service style and identity in the sector. Although service quality, customer satisfaction and preference factors of restaurants are frequently investigated in the literature, it is seen that the studies on concept restaurants are extremely limited. On the other hand, no study examining concept restaurants among the restaurant types has been found in the literature. The aim of the research is defining the concept restaurants, examining the examples in the world and classifying concept restaurants in terms of themes among restaurant type. In this context, the history of restaurants and their types were examined and examples of concept restaurant in the world were presented. As a result, it is seen that concept restaurants can be classified as a restaurant type. The concept restaurants can also be classified as food and beverage-themed concept restaurants, national and ethnic-themed concept restaurants, place-themed concept restaurants, fairy-tale, series and movie-themed concept restaurants and historical event and phenomenon-themed concept restaurants.

1. Introduction

Changing environmental conditions have affected the demand and supply in the marketing sector continuously. Businesses that want to be active in their sectors must keep pace with this change. Considering the most important requirement, it is clear that today's restaurants should take into account both the demands and trends focusing on experience (Hotelling, 1990). On the other hand, the fact that restaurants compete in the monopolistic market where there are similar businesses in terms of food and beverage, service quality and price constitutes the necessity to be perceived and different from other enterprises. In this context restaurants who want to be located in a different place for customers have to constitute an identity (Bell, Meiselman, Pierson, & Reeve, 1994). In the 21st century, where the effects of postmodernism are so high, the individuality, differences and identity come to the forefront, and restaurants serve experiences to customers through their own identity (Featherstone, 2007).

Food, beverage, service and interior design are the basic elements of the identity for the restaurants.

Restaurants which have many similar competitors in terms of food, beverage, service quality and price must create a different service style and interior design for the identity. In addition, many researches showed that restaurants should pay attention to interior design and service for shaping customer perception (Namkung & Jang, 2008). For all these reasons, concept restaurants have emerged in recent years, and they have created a new service style while reflecting a specific theme with their food, beverage, services and interior design. Although service quality, customer satisfaction and preference factors of restaurants are frequently investigated in the literature (Wall & Berry, 2007; Heung, Wong & Qu, 2000; Mattila, 2001), it is seen that the studies on concept restaurants are extremely limited. On the other hand, no study examining concept restaurants as a restaurant type, is found in the literature.

The aim of the research is defining the concept restaurants, examining the examples in the world and classifying concept restaurants in terms of themes among restaurant type. In this context, in the research, history of restaurants and their

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types were examined and examples of concept restaurants were presented. The concept restaurant notion was also explained. As a result, concept restaurants can be claimed to be a restaurant type. These restaurants can be classified as, food and beverage-themed concept restaurants, national and ethnic-themed concept restaurants, place-themed concept restaurants, fairy-tale, series and movie-themed concept restaurants and historical event and phenomenon-themed concept restaurants.

2. History of Restaurants

The first transformation of food establishments, which were established to meet the needs of travellers and eat and serve the commons, took place in France in 1766. It is not a coincidence that the foundations of the modern restaurant, which is defined as commercial enterprises that provide the needs of individuals outside the house through space and serve according to a certain service system, were realized in France. With the revolutions taking place in France, the chefs serving the noble class became unemployed and the quest for haute cuisine, which the noble class could consume outside the palace, was the basis of the emergence of the first modern restaurants (Morgan, 2006). In 1766, *Maison de Sante*, which can be expressed as the first example of concept restaurants with food and beverage theme, was opened in France by Boulanger. The restaurant, which means a health house, has become the history as the first modern restaurant by offering healing broths prepared with vegetable juices to the individuals sitting at separate tables through a menu and service system. Another modern restaurant of this period, *Le Grande Taverne de Londres*, opened in 1782 in Paris, served fine cuisine. It was the first example of today's luxury restaurant type with a superior service understanding in a place with stylish design (Spang & Şener, 2007).

The spread of restaurants in France was realized in 1791 with the abolition of guilds and the emergence of the concept of competition by multiplying commercial enterprises. In addition, this is linked to the Industrial Revolution in both France and the world. Living and working conditions in the city, which emerged as a result of the Industrial Revolution, led to the emergence of the first examples of restaurants offering fast food as individuals searched for places to eat at lunch breaks (Schlosser, 2012). Restaurants in Turkey developed in 1820. Tourists who came to Istanbul by steamships and trains met the need to eat outside in Pera. Pera was the first modern and national-themed concept restaurant example in Istanbul. It reflected French culture with its menu, service and interior design. There are also examples of table d'hote restaurants in Istanbul that offered a few pieces of mutton, rice, salad and yoghurt (Onaran, 2015). With all these, beginning from 2000s, restaurant type and functions have increased gradually and the restaurants that want to differ from the other restaurants in the sector are trying

to differentiate by using food, beverage, service, interior design or all these elements together.

In the literature, restaurants are categorized based on regulation, scale, structure, service and type. Besides, restaurants are categorized into type based on the factors as follows (Montagne, 1977):

- Upscale restaurants (restaurants are served fine dining in lux interior space),
- Ordinary restaurants (restaurants serving with a normal quality),
- Fast-service restaurants (Restaurants serve quick and usually unqualified food),
- Ethnic Restaurants (restaurants serve with specific country's or nation's food, service type and interior design),
- Specialized Restaurants (restaurants focusing one food such as kebab, meatball, pizza),
- Family Restaurants (Non-alcoholic restaurants for families).

Restaurant are also categorized by Kivela (1997), Gregson, 2011 and Bujisic, Hutchinson and Parsa (2014). Kivela examined restaurants in four types as fine dining restaurants, themed restaurants, family restaurants and fast-food restaurants; Gregson (2011) grouped restaurants as fast food, chain full service, and independent full service, and Bujisic, Hutchinson and Parsa (2014) handled as quick-service restaurant and upscale restaurant.

Concept restaurants, which reflect a stated theme with food, beverage, service and interior designs, are not included in these classifications. In this research, concept restaurants and their types are examined in detail.

3. Concept Restaurants

The origin of the word 'concept' derives from the Latin *conceptus* (embrace, comprehend, be pregnant) verb. According to Cambridge Dictionary, 'concept' means principle and idea (Cambridge Dictionary, 2019). The word 'theme' means 'main subject' (Cambridge Dictionary, 2019). In this context, concept restaurants can be defined as restaurants that reflect a stated theme with food drinks, services and interior designs. With these features, concept restaurants also create an identity for their differentiated food and beverage service process. The studies on ethnic restaurants and themed restaurants are considered very limited in the literature (Bekar & Dönmez, 2014). However, ethnic restaurants and themed restaurants should be evaluated under the title of concept restaurants. Considering the dictionary meaning of concept (Cambridge, 2019), it is clear that concept restaurants cover ethnic or themed restaurants in terms of food, beverage, service and interior designs. On the other hand, concept restaurants can be classified in different themes according to the examples in the world (Figure 1).

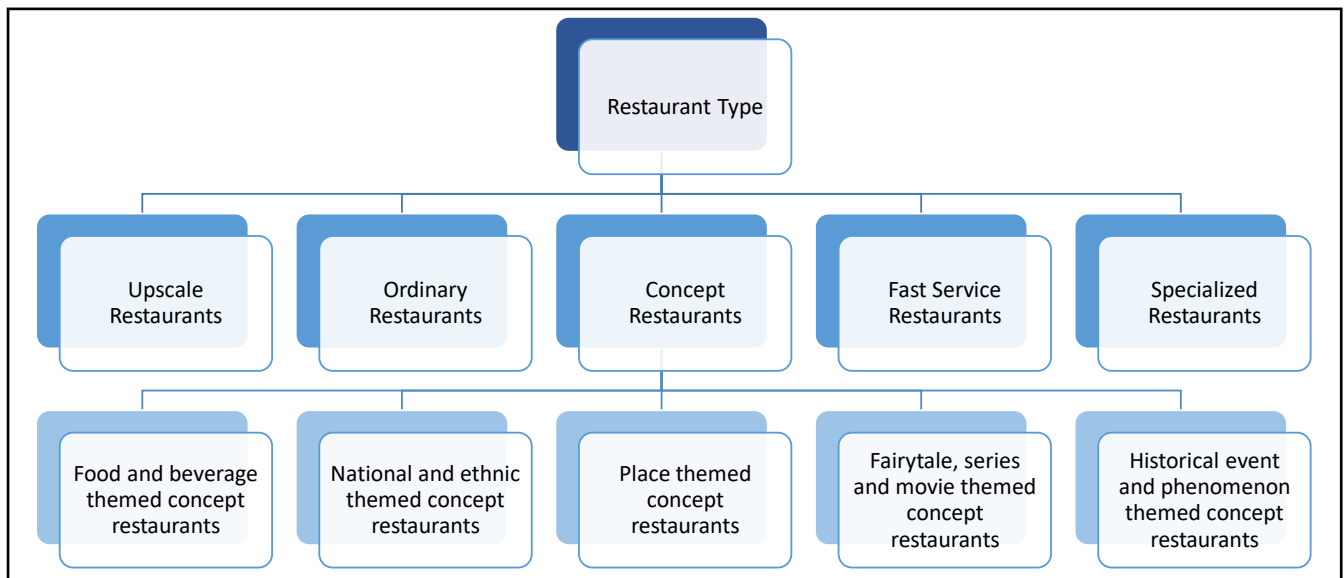


Figure 1. Classification of Restaurant Types

3.1. Food and beverage-themed concept restaurants

Food and beverage themed concept restaurants which are one type of concept restaurants design their menu contents, services and interiors in harmony with a food or beverage theme they choose. Meat restaurants, fish restaurants, wine and coffee houses are the examples of these type of restaurants. Food and beverage themed concept restaurants offer food and beverage as a theme and differ from the specialized restaurants offering only one food in their menu content. However, it should be stated that, Maison de Sante serving soup, being the inventor of Margharita Pizza Pietro and börek and panch restaurants in Ottoman are the first examples of food and drink themed concept restaurants (Morgan, 2006; Castaldo, 2014). While these restaurants in history focus on a single food for ease of purchase, preparation and presentation, concept examples of today provide cost, quality and niche marketing with single food and beverage. Zauo Restaurant in New York City is one of the food-themed concept restaurant examples. This restaurant focuses on fish and seafood products in its menu and adapts successfully this theme to service and interior design. The restaurant serves its customers in a ship-designed space and includes

customers with hunting experience. Customers who catch fish and seafood in the pools can eat their food which they catch. Their food is served with suitable service equipment for fish and seafood theme with regard to colors and materials (Tripadvisor, 2019). El Capricho, another successful example of food-themed concept restaurants, has become one of the best meat restaurants in the world by reflecting the meat theme to its menu, service and interior design. The restaurant is located on a cattle ranch in Jimenez de Jamuz in Spain and serves meat with meat cutting and cooking shows (Tripadvisor, 2019).

History of beverage-themed concept restaurants dates back to the oldest breweries and wine houses. U Fleku is one of these restaurants opened in Prague in 1499. This restaurant has served to banquets, cocktails and event as well as functioning as a museum (U Fleku, 2019). Nowadays, beverage themed concept restaurants have also opened for soft drinks such as coffee and tea. One of them has been The Coffee Academics serving in Hong Kong since 2010. The restaurant is a good example that can adapt the theme of coffee to service and interior design. The interior design was based on an open kitchen for interaction with the customers and the service is carried out with various equipment

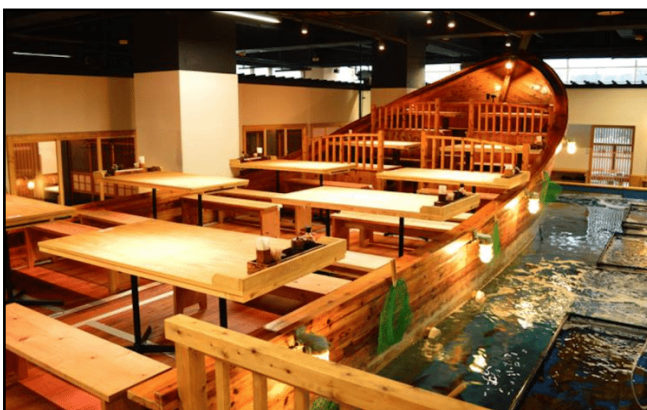


Image 1. Zauo New York a (Zauo New York, 2019)



Image 2. Zauo New York b (Zauo New York, 2019)



Image 3. The Coffee Academics a, Hong Kong (The Coffee Academics, 2019).



Image 4. The Coffee Academics b, Hong Kong (The Coffee Academics, 2019).

to perform a cooking coffee show (The Coffee Academics, 2019).

3.2. National and ethnic themed concept restaurants

National and ethnic-themed concept restaurants reflect their regional food culture with their services and interior designs. Turkish, French, Italian restaurants are national-themed while Circassian and Bosnian restaurants are ethnicity-themed concept restaurant examples. Salamis Chinese Restaurant is one of the examples of national-themed concept restaurants in North Cyprus. The restaurant serves Chinese dish to its customers with Waribashi and Chinese special spoon on the table covered with a special Chinese table cloth. Interior design of Salamis Chinese Restaurant was constituted generally red, black, yellow colors and wood materials (Salamis Chinese Restaurant, 2019).

An example of an ethnic-themed restaurant is located in Eskişehir, where the Circassian people emigrated during the Ottoman period. Kafkas Kültür Evi, which serves Circassian dish to its customer with special ethnic music was designed according to Circassian culture ingredients. In addition, the restaurant is a living museum (Foursquare, 2019).

3.3. Place-themed concept restaurants

Place-themed concept restaurants constitute their menus, services and interiors through the place

theme. The place as a theme can be related to the establishment of the restaurant or independent. Considering that service location is the primary effect among the factors affecting restaurant preference of the customers (Rapoport, 1990), it is important that restaurants use the place to increase the impact of their experience. In this context, Fortezza Medicea, which was established in a historical prison in Fortezza Medicea Castle in Italy, is one of the concept restaurants that reflects its theme through its physical structure. In the restaurant, menu was composed of a table d'hote menu and customers eat their food with the supervision of the guard (Tripadvisor, 2019).

Christon Cafe is located in Tokyo as an example of a restaurant that reflects the theme of place to the menu and service through interior design rather than the place. The restaurant's interior was designed with a church theme and Italian cuisine is served related to the church. In addition, meals are served in a coffin in the restaurant and are eaten with special crusade service equipment (Christon Cafe, 2019).

3.4. Fairy-tale, series and movie-themed concept restaurants

Fairy-tale, series and movie-themed concept restaurants reflect international fairy-tale, series or movies to their menus, services and interior designs. There are mostly fairy tale and movie-theme



Image 5. The Green Dragon Inn, New Zealand a (The Green Dragon Inn - Hobbiton Movie Set Tours, 2019)



Image 6. The Green Dragon Inn, New Zealand b (The Green Dragon Inn - Hobbiton Movie Set Tours, 2019)



Image 7. Eatsa, San Fransisco, California a (Eatsa, 2019)



Image 8. Eatsa, San Fransisco, California b (Eatsa, 2019)

in application. The idea that restaurants make a difference by choosing fairy tales and films as a theme is related to the influences and revenue of fairy tales and films, and even more fantastic films. On the other hand, individuals who want to escape the true stories in their lives, explain the desire to experience free time in the restaurant with this theme (Lim, 2009).

The Green Dragon Inn is an example of a concept restaurant that reflects the fantastic film of *The Lord of the Rings*, which does not accidentally reach a huge fan by telling the battle between remain good and the desire to be bad and strong. Located in Hobbit Village, where the film was shot in New Zealand, the restaurant integrated its interior with its place. The restaurant adapted its menu according to the legendary hobbits and menu was composed of vegetarian-friendly dish. Service reflects a hobbits dining eating from the same table (The Green Dragon Inn - Hobbiton Movie Set Tours, 2019).

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3.5. Historical event and phenomenon-themed concept restaurants

Historical event-themed concept restaurants reflect historical events such as revolutions, explorations and inventions while phenomenon-themed concept restaurants make it through some daily phenomenon. An example of a technology is one of the most important phenomenon today and shape our lives. In this context, Eatsa is a technology phenomenon-themed concept restaurant, and it is located in California. In the restaurant, which does not have any kitchen, service and security staff, customers order their menu on smart menu screens and then take their meals from the digital food

receiving units. The customers also pay their meals through digital payment system (Eatsa, 2019).

An interesting example of menu, service and interior design based on the phenomenon of war is located in the Beirut. Buns and Guns Restaurant, which has a military base like interior design, serves meals by staff wearing military uniform with gun and bomb with their sounds. The restaurant also serves its menu including meals such as killer burger, poisoned sandwich (Facebook, 2019).

An another example regards to military concepts can be seen in North Macedonia. Industrial and military buildings in Skopje that have not used after the collapse of Yugoslavia have restored and opened for use. The restaurant of the Public Room in this complex is an example of concept restaurants (Grcheva, 2019).

An example of a historical event-themed concept restaurant is the Gasova Lampa in Ukraine Lviv. The restaurant reflects the invention of the gas lamp and design its interior with sculpture and pictures of Ignacy Lukasiewicz who invented the gas lamp. The restaurant's menu constituted cocktails predominantly and serves with scale containers to remind the experiment (Tripadvisor, 2019).

3. Conclusion

As a result of the French Revolution, the chefs in the palace became unemployed, and the industrial revolution led to the supply of food that meet the need for eating out in the modern cities. In this context, in the 1800's, modern restaurants emerged that can be defined as food and beverage establishments that meet the needs of individuals to eat out through space and service system. From that time to today, restaurants have increased developed. This increase has led to the differentiation of restaurants gaining various functions. On the other hand, the fact that restaurants have become inseparable due to the competitive conditions has encouraged restaurants to constitute their identity. As a result of all these developments, concept restaurants have emerged as an experience space with the stated theme. In the literature, restaurants are examined based on food and service type, service quality, preference and satisfaction factors largely and limited research

has been conducted on food, service and design. In addition, although there is limited number of studies on concept restaurants in the literature, there is no study that classifies concept restaurants into restaurant type and their own type.

The aim of the research was to examine restaurants based on food, services and interiors and identify them as new models in the world. In this context, history of restaurants and their type were examined in detail in this study, concept restaurant notion was explained, and concept restaurants examples in the world were presented. According to the findings of the research, concept restaurants which can be defined as food and beverage establishments, reflect a stated theme with food and beverage, service and interiors. It can be said that concept restaurants present a whole of identity to their customer with their interiors besides food and services. There are studies claiming that interior design affects identity (Brayton & Millington, 2011; McKellar & Sparke, 2004). Concept restaurants can be classified as follows:

- Upscale restaurants
- Ordinary restaurants
- Concept restaurants
- Fast service restaurants
- Specialized restaurants

It is seen that concept restaurants can also be classified as follows:

- Food and beverage-themed concept restaurants,
- National and ethnic-themed concept restaurants,
- Place-themed concept restaurants,
- Fairy-tale, series and movie-themed concept restaurants,
- Historical event and phenomenon concept restaurants.

As a result of the research, it is suggested for the relevant literature that concept restaurants should be examined with different techniques and aspects, and new restaurant applications in the world should be examined in terms of menu, service and their interior design, and new restaurant classification should be made.

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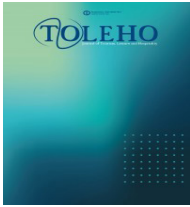
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A REVIEW OF SPACE TOURISM SERVICES: SUPPLY AND DEMAND CHALLENGES

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ABSTRACT

In recent years, services have become a major factor in the development of a particular economic unit, both in national and global aspect. The intensive diversification of services leads to the emergence of new and still unfilled niches in the sector, which are attractive markets for potential sellers and buyers. Expanding human needs stimulates a number of companies and research institutes to seek adequate proposals for the emerging demand. Technology developments and transport communications open new horizons in the services market. It is no longer enough to travel around the Earth with a ship, a plane or a balloon. A new need arises - a flight into space. In this regard, the aim of the research is to present the challenges of supply and demand in the space tourism services.

1. Introduction

Traveling out in the space is an entirely new service, therefore there is a great interest in it. It is realistic to say that space tourism is a new challenge in the international markets. The price of space tourism services is defined by the market mechanism, so the basic purpose of the paper is to review the supply and demand challenges in this field. It is obvious that some circumstances prevent the mass usage of the service. The objective of the paper is to review whether these circumstances are only connected with the price or depend on other factors. Meanwhile, a significant percentage of the financial support for such projects comes from the governments of the countries which have proved to be the leaders in the outer space investigations. Since this service is a priority of the more developed countries, it is also the sector with the newest technology, the most qualitative materials and well – prepared workers. This contributes to the success of space tourism as a service with a big percentage of retrieval of the invested money, which makes it one of the most promising ways for significant profits. Moreover, it will create opportunities for the realization of even more large-scale projects. At this stage, only the great prospects for entrepreneurs who are already developing large-scale projects like hotels, amusement parks and restaurants in outer space could be discussed.

According to the financial principles in business, there are two basic factors, which must be taken into consideration – incomes and expenditures, as well as supply and demand. One of the essential difficulties for the development of space tourism is that a big percentage of the investments are used

for manufacturing of the new technologies and their subsequent implementation. This fact repulses the private sector, which seeks quick returns and makes state governments the basic supplier of the service. The indisputable leaders in this sphere are the USA and the Russian Federation, whose constant competition takes a new course. The Cold War era has entered a phase of cooperation in the field of space exploration. Even the imposition of sanctions and tension after the following annexation of the Crimean Peninsula have not seriously affected their collaboration in this area.

2. Literature Review

Space tourism still seems a futuristic phenomenon, so there aren't many scientists writing about this issue, probably due to the limited exploitation of this type of service. Despite this, at the beginning of the 21st century, some authors start analyzing the future of space tourism. Most of their predictions are optimistic and often are connected with fast development. The conclusions of these forecasts are based on observations of the rapid development of technological capacity without realizing that this very soon will be the biggest obstacle to achieving massive supply in the field of space tourism services.

Though the limited volume of literature sources, some authors regularly review the topic of space tourism in their research. For example, Patrick Collins is a scientist whose constant works concern

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the aspects of space tourism. Other authors from different nationalities who have publications in the field are Dirk Gibson, Michael Belfiore, Robert Citron, Robert Goehlich, Manzoor Khan, Will Knight, Nadezhda Lusitsina, Lazovskaya, Sannikov, etc. It is noticeable that the main literature sources and scientific publications in the field are in English and Russian language. This is not surprising but rather logical given the huge technological base and capacity of the United States and the Russian Federation in the field of astronautics.

3. Research Process

The main objective of this paper is to examine whether the space tourism services have the future and the factors that will determine its development. Moreover, the manuscript analyzes if there are any prospects space travels to displace the standard tourism services and when it could be possible to happen. The hypothesis of the paper is based on Collins' (2002) study "Towards Space Tourism: The Challenge for British Space Policy¹", which claims that space services will become extremely widespread even in the next few decades. Furthermore, the research contains a review of the history of space tourism on the base of which a conclusion about the pricing of the service is made.

3.1. Sampling

The first phase of the research is data collection and it is fundamentally built on descriptive analyses. The information about the realized space flights and the price of each tourist space travel is summarized in Table 1. The data in the table is collected by other scientific papers within the scope of space tourism and its development. The quantitative information in the study is current for the period 2001-2009, in which tourist space flights were carried out. Although the paper has a theoretical aspect, the nature of the study is practical.

3.2. Measures and analysis

The second phase is constructed on the base of the method of analysis and synthesis of the primary information, connected with the price of

space tourism. The supply and demand challenges are considered and a conclusion about the pricing model is derived. The third phase is composed by logical causal relations between the theoretical and practical data, on the base of which the main conclusion for the future of space tourism comes up. The manuscript can be considered as a descriptive study.

4. Space Tourism Past to Present

According to the Cambridge dictionary, space tourism is defined as "the activity of travelling into space for pleasure and interest, rather than as a job¹". On the one hand, space tourism provides food and shelter for a certain period just like standard tourist vacations. But going into outer space differ from standard tourism excursion with the fact that comfort and recreation play no part in orbital space travel. On the other hand, space tourism creates emotions that no other service can provide. This makes space travel a unique service that has no equivalent. Despite this, there is one more distinctive difference between the traditional tourism and the space tourism - space tourism is limited only within the space flight, so the movement of the tourists is limited within the spaceship. At present, according to the limitation of scientific development and technologies, space tourism can be identified with space flight only.

The history of the space tourism is not long. The first tourist in the outer space is the American billionaire Denis Tito, who rushes out into the cosmos with the Russian shuttle "Soyuz" on April 28th, 2001. This event marks the beginning of this service sector, which was developing at an extremely fast pace, given the difficulties that accompany both users and vendors of the service. The hard physical training and the high prices are the main obstacles to the growth of space tourism business. The second space tourist is Mark Shuttleworth, who reaches for the International Space Station on 25th of April, 2002. There are only few more names left to be added to the list of people who have travelled into the space - Greg Olsen, Charles Simonyi, Richard Garriott, Guy Laliberte, and Anushe Ansary, who is the first woman

Table 1. List of Space Tourists (Pelt, 2005; Ross, Mills & Toohey, 2010; Shiryayevskaya, 2011)

Name	Year	Duration of the Flight	Flight Type	Price
Dennis Tito	2001	8 days (28.04 – 06.05)	Soyuz TMA-32	US\$20m
Mark Shuttle Worth	2002	11 days (25.04 – 05.05)	Soyuz TMA-34	US\$20m
Greg Olsen	2005	11 days (01.10 – 11.10)	Soyuz TMA-7	US\$19m
Anousheh Ansari	2006	12 days (18.09 – 29.09)	Soyuz TMA-9	US\$20m
Charles Simonyi	2007	15 days (07.04– 21.04)	Soyuz TMA-10	US\$25m
Richard Garriott	2009	14 days (26.03 – 08.04)	Soyuz TMA-14	US\$35m
Richard Garriott	2008	12 days (12.10– 23.10)	Soyuz TMA-13	US\$30m
Guy Laliberte	2009	11 days (30.09 – 11.10)	Soyuz TMA-16	US\$35m

¹<https://dictionary.cambridge.org/dictionary/english/space-tourism>

to travel into space. Anushe Ansary, the owner of a large private business, is an American citizen, but she is Iraqi by birth. Her journey began from the United States to the Baikonur Cosmodrome, which is located in the Republic of Kazakhstan and was carried out by the Russian Federal Agency "Roscosmos". The space flight began on 18th September 2006 and lasted three days.

An interesting issue is where the "space travel" service is positioned according to the international classifications of services. In the aforementioned cases, there is trade in services which has no national character. From the classification of the International Monetary Fund, this service is defined as "personal travel", while in the World Trade Organization classification, for example, it should be defined as a tourist trip. It is important to note that in this classification there is no subgroup of space tourism, due to the exceptional novelty of this type of supply. However, in the classifications, space travel should belong to the services that have an international aspect.

On the other hand, the space tourism service is connected with trade and is characterized by the mobility of both - the seller and the customer. Anushe Ansary is an American; still she uses the service provided by Russia, not by the USA, since the International Space Station is a Russian one. In order for the service to start operating, the seller has to leave the Russian Federation area and to move to the territory of the Kazakhstan Republic. As a matter of fact, the service is an international one by its very essence, since its accomplishment starts on the territory of the Kazakhstan Republic, and then continues in International Space Station, which, according to the international law, is a Russian territory, and is finally completed where it has started from - the Kazakhstan Republic.

In the world practice there is no example for such dynamic mobility concerning both the seller and the consumer of a given service. For the moment being only the Russian Federation has succeeded to prepare and send tourists into space. The execution of the service, which "Roscosmos" offers to the consumer, is accomplished through the Space Adventures Ltd² mediation. The idea of space tourism is quite popular in Japan. The Japanese customers accept each innovation very enthusiastically - they not only value the usage of high-technology products, but also seek for worldwide adventures.

This marks the beginning of a new era in the service, which provokes interest in the development of many other economic and social activities. Big corporations prepare themselves to satisfy the demand of goods and services, all of which are products of a great intellectual potential. Large corporations are preparing to meet the demand for goods and services, in the development of which is directed a huge intellectual potential. The advantage

of developed countries is in greater resource security. However, smaller countries can also get involved in the space tourist project by setting up training facilities, research institutes and staff ready to serve the sector. An example for this is the capacity of Bulgaria to provide the so-called "space foods", in the creation and development of which the country has traditions. Only because of the achievements of scientists from the Institute of Cryobiology and Food Technology at the Bulgarian Academy of Sciences, in the past Bulgaria managed to reach third place in the world ranking for production of special food for astronauts³.

Another important aspect is connected with the construction of an export producing base which is not only very expensive, but also too hard to accomplish. That is why all the monopolists in the sector are big countries with huge research institutes and experimental bases. Since the construction of a spaceport is so money-consuming initiative, there is no interest in it from the private businesses, which are looking for quick returns of the invested capital.

However, more and more large companies are setting up units that are developing large-scale projects to provide space travel services. One of the first entrepreneurs investing in space tourism was the businessman and the founder of Amazon - Jeff Bezos. In 2000 he founded the company Blue Origin, which aims to enable private access to space. The company changed several times the departure schedules of its first passengers and in 2018 Blue Origin promises 100 complete missions soon⁴. However, there are still no private flights with the company.

Another large-scale investment in the area was made by Elon Musk in 2002, when SpaceX was founded. Its main production is related with launch vehicles, rocket engines, spacecraft and other space systems. SpaceX was selected by NASA under the Commercial Logistics Services Program at the International Space Station. The first flight of the company is planned for 2021⁵. The approximate price of the flight will be £40 million and the name of the first tourist on the list is Yusaku Maezawa. Meanwhile, the company is launching a number of small satellites to boost 5G networks in 2020. Initially, SpaceX plans to provide high-speed Internet access to residents of the southern United States by the end of 2020. According to the company, launching into the orbit of 11 thousand satellites and putting them into operation will cost 10 billion dollars. This can be defined as one of the reasons for the delay and postponement of private tourist flights in space⁶.

³<https://www.economy.bg/lifestyle/view/36951/Hrana-za-kosmonavti-Made-in-Bulgaria>

⁴<https://www.cnn.com/2018/04/18/blue-origin-ceo-bob-smith-be-4-will-be-able-to-launch-100-missions.html>

⁵<https://fortune.com/2020/02/18/spacex-space-tourism-crew-dragon-elon-musk/>

⁶<https://www.space.com/spacex-launches-starlink-5-satellites-misses-rocket-landing.html>

²<https://spaceadventures.com/>

In 2004 the entrepreneur Richard Branson added to the family of Virgin Group the so called Virgin Galactic. Since its launch, the company has collected more than 7,000 requests for space flights at a ticket price of US\$200,000. Private space tour operators already exist. One of the projects for the creation of a space station for tourists is the "Las Vegas" project, which includes tourist station in space, where each traveller will be offered a two-room 60m³ apartment with separate kitchen, toilet and bathroom. For almost 10 years the company has been trying to create and test the perfect engine. As the tests failed after 2014 research shifted to another type of engine technology. Branson expects the first flights in 2020⁷.

The great interest which the companies have in this sector is due to consumers' interest. It is accepted to define this market as the "seller's market", but that is not the absolute truth. In contrast to many other goods and services offered on the international markets, space tourism requires a very precise preparation from its consumers. Many people who dream for a journey into space. However, there are many factors which determine whether a person is suitable for a space trip. Even if the considerable price is not an obstacle, the client will not be allowed to take the trip if s/he is not in a good physical and/or psychological condition. The specialists from the Star Town (Звездный городок) in the Russian Federation have come up with four obligatory requirements, which are:

- The height must not be more than 190 cm. It is inadmissible for the ratio between the length of the legs and the spine to be in favour of the spine
- The mass of the body must not overweight 100 kg
- Heart problems are unacceptable
- There must be no silicone implants in the body

Statistics show that the group of people meeting all these indicators is extremely small. It is an interesting fact that in 2007 the BBC provided an opportunity for people who do not have significant financial resources to take advantage of the "space tourism" service. This happens through participation in the TV competition "Astronaut Idle".

4.1. Pricing of space tourism services

One of the most important features of space tourism is connected with the pricing model of this unusual type of service. It was clarified that the definition of space tourism is framed within the limits of space flight. In order to carry out space flight with private individuals, a lot of investments for scientific and technological improvement are required. However, the pricing factors of private space flights are multicomponent so the price cannot be precisely determined due to the fact that the realization of

the service is associated with many different types of economic, logistical and technological operations. Extremely important elements are the production base, highly qualified personnel, compliance with a number of accompanying factors such as weather conditions, the health status of the buyer, etc. It follows that in order to determine the price it is necessary to create a new complex approach that has no analogy in the existing economic theories and practices. A major difficulty in deriving a clear mechanism is the lack of information on the exact price paid by space tourists so far.

In the short history of space tourism, it is noticeable that most passengers have made only one flight. Nevertheless, among them is a man who has travelled in space more than once. The only tourist who made a second trip was Charles Simonyi. He was declared as an absolute record holder. Simonyi is a co-founder of Microsoft and he travelled in the space two times in a range of 2 years - in 2007 and 2009⁸.

From Table 1 it could be concluded an approximate price paid by space tourists over the years. It is obvious that the price varies in the range of 20 to 35 million dollars and gradually increases over time. Although providing space tours is already a reality, it is unlikely this type of service to become widespread in the near future. Up to date the development of technology does not allow it.

Two main conclusions can be made by Patrick Collins' study from 2002. At the beginning of the 21st century, it seems the development of space tourism to the point of widespread use will happen in about 30 years. The analysis predicts that the estimated number of passengers who will use the service in 2030 will be 5 million. From the standpoint of time, it can be hypothesized that until this moment there are no indications the space tours to become a public available service for the next 10 years. Even more, by 2030 this target does not seem to be half reached. At the middle of 2011 the last space flight took place, after which the industry is stalled⁹.

In order to reach such a mass usage, it is extremely important not only to supply the service, but also the issue is related to demand. In this regard, it can be said that there are several pros and cons in targeting a potential buyer. In practice, the user profile, in this case, is more special than that of the average tourist. The target group of potential customers is many times smaller than the target group of most business activities. Potential users of the space travel service are individuals who are included in the rankings for the richest people in the world. When the restrictions and requirements for a certain health status are taken into account, the circle of potential buyers narrows significantly. In this way, the specific aspects of the user group can be summarized. On the

⁷<https://www.economic.bg/bg/news/11/virgin-galactic-shte-izprati-turisti-v-kosmosa-dogodina.html>

⁸https://blitz.bg/svyat/charls-simonyi-rekordor-sred-turistite-po-broy-poleti-v-kosmosa_news41571.html

⁹<https://spacetourismguide.com/history-of-space-tourism/>

other hand, there are certain psychological features connected with people who tend to travel in space and they are charged with positive potential.

The propensity for risk-taking is usually more inherent in males. From this point of view, if attention is paid to the ranking lists of the richest people in the world, it becomes clear that they are composed mainly of males. An additional advantage is the exclusivity of the trip, which gives a completely new experience - different from everything that one can afford and experience within the boundaries of the planet Earth¹⁰.

5. Findings and Discussion

Many reasons for assumptions and debates are caused by the fact that the space tourist flights were stopped before 11 years, regardless of the presence of potential customers. Despite the list of space tourists is not long, it is noticeable that the cost of space flights is constantly rising. If a comparison between the last paid ticket for a space flight in 2009 and the approximate price that SpaceX plans for the first private flight in 2021 is made, it makes an impression that the difference in the value is 8.6 million dollars. For a period of 12 years the price is rising, but there are still people willing to fly into space.

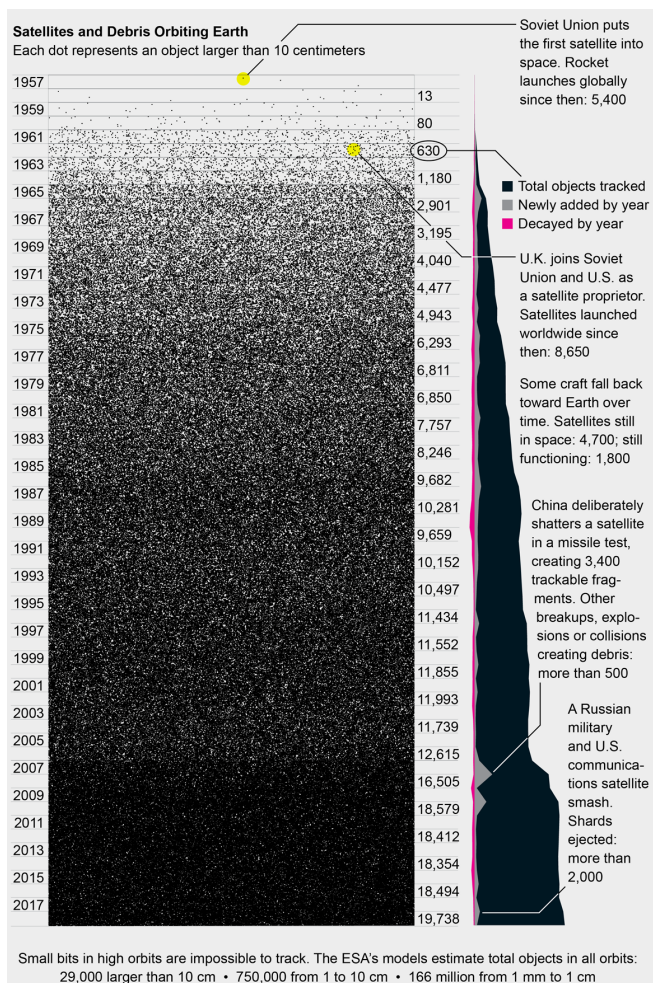


Figure 1. Debris circling the Earth – by years (Tulp, 2018)

Despite inflation processes that make space tickets more expensive, it is clear that there is a demand for such services, even though the supply is stagnated over the last decade. No matter the serious development of the aeronautical industry and the IT sector in recent years, no real space tourism programs and projects have even been discussed. This issue should be seriously analysed, but the number of current scientific and journalistic publications on the subject is minimal.

Something more, apart from the price there are other important factors influencing the development of space tourism services, so specific attention should be paid on them. In the trends for development of this industry the problem of environmental pollution, which is getting worse, cannot be avoided. The passage through the atmosphere creates huge preconditions for the expansion of the ozone hole. This is a huge barrier to mass spaceflight. It is interesting to note that with each launch of a space rocket from the Baikonur Cosmodrome, the weather conditions in the capital Almaty change - for example, if the weather was cloudy, it becomes clear and sunny in a matter of minutes. There are too many unexplored effects of human activity in outer space to be able to say with absolute certainty that spaceflight will not contribute to climate change and pollution. Therefore, the cost of each space flight needs to include the cost of research and environmental protection.

6. Conclusion and Suggestions

All the aforementioned conclusions for the development of space tourism are at a very early stage. The potential of this type of economic activity is huge - not only because it is a very attractive service, but also because outer space provides a new and unlimited opportunity, both for scientific and research work, but also for possible new sources of raw materials.

In the meantime, though the constant technical tests, it is obvious that there are some obstacles for carrying out regular tourist space flights. The main suggestion arising from the analysis of the manuscript is connected with the debris circling. Figure 1 shows clear tendency of rising the number of space debris. The "space debris"¹¹ term refers to objects made by human which can be defined as "space junk". More than 500,000 pieces of debris are circling the Earth and this makes them a real threat for damaging not only the satellites but the space crafts, too. In this case, the problem of the choice between providing better telecommunications for humanity within the globe or providing opportunities for mass space tourism arises.

In the next few decades, space tourism is unlikely to become a priority at the expense of providing a good satellite connection, because at the moment a huge part of business and all human activities are

¹⁰<https://www.businessinsider.com/richest-people-world-billionaires-list-2017-11#42-and-41-gerard-and-alain-wertheimer-9>

¹¹https://www.nasa.gov/mission_pages/station/news/orbital_debris.html

dependent on good telecommunications. Until space debris are not cleaned up, the space tourism won't be a safe experience and therefore makes it difficult to achieve mass usage of this service.

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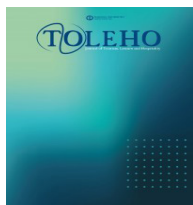
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THE LEVEL OF ENGAGEMENT OF THE FEMALE WORKFORCE IN THE RURAL TOURISM DEVELOPMENT OF SERBIA¹

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ABSTRACT

The participation of women in the rural tourism development of Serbia is not at a satisfactory level because it marks the predominant satisfaction of basic existential needs, with a high representation of material deprivation. The participation of women in the social community is very superficial, a pronounced passive cultural pattern, and the lifestyle of women in the countryside is mainly focused on reproduction. The authors of the paper aimed to, with the help of a survey interview in the field, establish the degree of participation of women, as well as their position in tourism development in Serbia. The research was conducted in the municipality of Šid, during a traditional event dedicated to women in the countryside. The obtained results, processed in the SPSS software, version 23.00, undoubtedly prove the poor position of women and their insufficient contribution to the development of tourism. The importance of the work emphasizes the issue of women's position in rural areas and activities, based on the results obtained, it is possible to contribute to corrective measures and strengthening the female workforce in this economic sector.

1. Introduction

Serbia has a large number of villages with natural and cultural values, but unfortunately insufficiently valorized areas and poorly represented on the tourist market. The diversity of tourist resources and the richness of the cultural heritage are enriched by the hospitality and cordiality of the rural population. The issue of rural development and the well-being of the rural population is one of the main issues of the overall sustainable development of Serbia. Rural areas still represent a significant part of the territory of Serbia -85%, and a significant part of the population of Serbia still lives in them -42%. However, rural areas face a number of serious problems such as strong depopulation, economic underdevelopment, rising poverty and generally unfavorable living conditions. The development of rural tourism in Serbia dates back to the 1970s (Cvijanović et al., 2020). However, the conditions for more massive development of rural tourism have never been met, both in terms of structure and quality, and in terms of traffic volume and consumption. Many authors have dealt with the definition of rural tourism, but the field is still open for all those who want to study the theory of tourism

in finding new elements relevant to the phenomenon as a whole. Rural tourism is a specific partial market because the supply-demand relations in that market are specific.

The complexity of rural tourism with all its specifics affects the constant need to take new actions to adapt the rural tourism product to the demands of tourism demand by recognizing the needs of tourists in creating a rural tourism product, its realization and appearance on the tourism market. Rural tourism has been recognized as a major catalyst for socio-economic regeneration in rural areas (Risman, 1998). Rural tourism encompasses various activities and interests on farms, nature, adventure, sport, health, education, art, tradition and culture, folklore, belief values and common heritage. There is a growing demand for rural tourism products in the world and Europe, and it is considered to be a useful way of addressing the social and economic challenges at the time of the decline of the traditional agrarian industry (Gajić et al., 2018).

Gender theory as a social structure must clarify certain phenomena in organizations with attention to gender implications. Gender is deeply embedded as

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a basis for stratification not only in our personalities, our cultural rules or institutions, but in all of these, and in complicated ways. Nowadays, it is very difficult for women in the countryside to achieve and harmonize their work and family functions, because they do not have enough support from institutions. Women engaged in rural tourism, mostly live in the countryside and are engaged in agriculture. Women have limited opportunities for employment, education and economic independence, do not own property, and find it very difficult to start their own private business. In some parts of Serbia, there is progress in this regard, in the sense that women from rural areas are recognized in the competitions of relevant institutions (Tom, 2015). The main goal of the research was to determine the participation of women in the provision of services in rural tourism in Serbia. The importance of the research is reflected in pointing out the problematic parts of rural business and obstacles to the participation of women in the labor force and their poor position in this business sector, as well as in identifying corrective measures (Gajić et al., 2018). The sample may not be representative at the state level, but it can certainly contribute to the perception of the situation, and with additional research contributes to changing the global situation in the female labor market in rural tourism.

2. Literature Review

The contribution of rural tourism to the economic development of an area is reflected in its impact on investment, income or employment, causing their increase, and thus, as a rule, an increase in the standard of living of the individual and the community in which it takes place. Rural areas are also characterized by a significant lag in development behind urban areas (Blagojević, 2002; 2009). This is indicated by the fact that the social product per capita in these areas is 1/4 lower than the national average. Depopulation of rural areas leads to an aging rural population. The aging index is significantly higher in the rural than in the urban population and amounts to 124.7% versus 97.4% (Fisher, 2011). In addition, the general trend of depopulation of villages takes on a gender character (participation of women in the total population of Serbia 51.4%, in urban settlements 52.3%, and settlements classified as 'other' 50%) (Cvijanović et al., 2020). Rural tourism is an insufficiently valorised resource in Serbia,

although it is becoming a daily necessity of the people, as well as a segment that can significantly contribute to the development of the economic sector in the future of the country (Yang et al., 2016). Regarding rural tourism in Serbia, it can be said that by the end of the 20th century, its development was rather out of sync with other sectors, and uncoordinated, with a very undifferentiated supply (Munoz, 2009). On average, 408,580 overnight stays take place within rural tourism in Serbia, which is about 6.2% of the total number of overnight stays in Serbia (Gajić et al., 2018). The strong upward trend achieved by rural tourism creates a driving force for overall economic growth, employment growth and social development, and as a result of prominent positive externalities to the economy, there is an increasing number of research papers that bring us closer to understanding rural tourism and its effects (Pantić et al., 2019).

There are 6,158 settlements on the territory of the Republic of Serbia, of which 193 are urban (3.1%), and 5,965 are other settlements, which are automatically considered rural. About 1,000 households are registered in Serbia in rural settlements that provide catering and tourist services. Members of about 300 households are engaged in tourism as their main activity. There are about 8,000 beds in the total offer. The economic structure of Serbia's rural areas is highly dependent on the primary sector and is still based on the depletion of natural resources. Rural areas in Serbia are dominated by traditional, monofunctional agriculture, aimed at increasing food production (Cvijanović et al., 2020).

The basic characteristics of rural tourism in Serbia are small and underused accommodation capacities, underdeveloped capacities of medium quality, incomplete basic and supplementary offer, low prices of services that characterize small economy, small investment capacities, inadequate promotion, inadequate labor force (Demirović et al., 2017). As for investing in rural tourism, it has practically been reduced to investing in public infrastructure, which is primarily of social importance, and only then important for the development of tourism. Revenues are generated from accommodation, food and beverage services to the greatest extent. Revenues from ancillary services are almost negligible.

The most significant problem is the economic profitability of rural tourism services, as demand is seasonal, capacity utilization rates are low, and

Table 1. Population distribution and rural population in the Republic of Serbia for 2011².

	Urban population		Rural population	
	population	% participation	population	% participation
<i>Serbia</i>	3,965,884	55.49	3,181,542	44.51
<i>Vojvodina</i>	1,097,332	55.38	884,084	44.62
<i>Centr. Serbia</i>	3,025,984	57.50	2,236,516	42.50
<i>Belgrade area</i>	1,321,055	81.73	295,244	18.26
<i>The other part</i>	1,704,929	45.19	2,068,272	54.81

investments needed to create and improve capacity for tourists and infrastructure are often high (Baum, 2007). Rural tourism can usually only be one of the sources of alternative income in the region, so its role in sustainable development is greatly influenced by the performance of other economic sectors. In transition countries, changes have become more frequent, affecting both urban and rural populations, but mostly women. The participation of women in the process of maximizing human resources in rural areas can affect the revitalization of the local economy, poverty reduction, economic growth and sustainable development (Fu et al., 2020). Women in their participation in rural tourism development affirm their activism through various handicrafts (Gal et al., 2000). Handicraft production is considered the second source of income for farms after primary agriculture, and it can be a promising branch that with minimal investment can provide self-employment and a source of income for over a thousand women from all over Serbia and contribute to tourism and promotion of the country and region (Perović, 1998; Thrane, 2008). Therefore, women's participation must not be negligible in tourism and the sustainable development of society and cultural values. Gender research in tourism helps to explain the current situation of the role of women in this sector. The work that women do in rural areas still seems "invisible" and is often underestimated and insufficiently recognized despite the fact that a woman is the main head of the family household. That is why it is necessary to understand, evaluate and affirm women (Kende et al., 1999). Women participate significantly less in the labor force than men, either as employed or unemployed persons (Gentry et al., 2007; 2018). Their activity and employment rates lag far behind men's rates, and the absence of a difference in unemployment rates may indicate that in unfavorable labor market conditions, women are more easily discouraged and stop looking for work and become inactive.

These relationships are largely established in accordance with patriarchal cultural patterns, which account for most unpaid housework and family care as women, and access to resources such as the household budget is often limited for women (Masika et al., 1996). The European Parliament's report on the situation of women in rural areas in the EU, one of the latest documents related to public policy aimed at improving the position of women in rural areas, pointed out that gender mainstreaming is a key strategy not only for promoting equality, but also for economic growth and sustainable development (Kara et al., 2012). Research shows that although women make up more than half of workers across Europe, their economic contribution is not strong. The position of these women was shown to be equal to that of women in agriculture. One third of women in rural Europe are employed in food production, and almost more than half in the food-related services sector (Elaine et al., 2017).

The fact is that only 29% of women in the European Union own property. In Serbia, the situation is even more drastic, as only 16% of women own property. These data point to the fact that they are involved in hard physical work but poorly paid, and that they are the most vulnerable group of the population. Of the 800,000 people employed on farms, women make up more than 60 percent (Cvijanovic et al., 2020).

The beneficiaries of agricultural policy measures are mostly farmers with larger farms, more educated and younger, and these are usually men; while women are the ones who are less educated, with smaller farms and older age (Baum, 2016). According to the data of the Republic Bureau of Statistics from 2017, out of 617,000 registered farms, about 85% are registered as men, ie every fifth woman was the owner of an agricultural farm. One-third of rural women in Serbia, under the age of 60, have pension and disability insurance. A major problem is the combination of lack of education, skills and interest in advancing women, and this further implies a weakness of 'internal' human resources that should generate a significant part of growth and development in rural areas².

3. Methodology

The authors of the paper conducted research in the city of Šid, which belongs to Vojvodina (Province of the Republic of Serbia). During October 15, 2015, the traditional International Day of Rural Women was held and the traditional event 'Fair of Creativity of Rural Women in Vojvodina' was organized. The organizer is the Institute for Gender Equality. The fair was attended by women from 200 associations, who presented their handicrafts, creativity and entrepreneurial potential. The research methodology is based on survey research through individual interviews with women. It is about direct verbal research or interviewing. Surveying as a technique of the research method has an extremely large application in the research of numerous social relations and processes.

The main strength of interview research is the ability to infer attitudes or behaviors from a population of interest based on a carefully selected sample of that population, in this case the female population. Tablet-assisted research (TAPI) is conducted in the field, where the respondent may be in direct contact with the interviewer but does not have to. This type of research is considered very productive because there is a possibility that the collected data will be sent to the database immediately after the completion of the survey. The women did not agree to participate in the focus groups, so the interview was conducted with each one individually (Bazić et al., 2017). The participants in the research area at the same time representatives of rural households and members of women's associations. In addition to the survey research, the

²www.stat.gov.rs

authors used the available literature and relied on similar research in the world.

Data processing and analysis were performed in the SPSS program, version 23.00, and the obtained data are presented in a table. The interview aimed to describe the phenomena, to explain more precisely the attitudes of the female population, regarding their position in the development of rural tourism. Categorical variables (features) are shown by relative (%) frequency. The central tendency of numerical features is shown by the arithmetic mean (m), and the scattering by the standard deviation (sd). The frequency distribution of numerical features was examined by indicators of skewness and kurtosis. Since all variables are normally distributed, parametric statistics methods were used. The t-test was used to examine the differences. The selected significance level is 0.05. The results are shown in Table 2.

4. Results and Discussion

A total of 99 women took part in the survey, who were ready to give complete answers to the questions. The largest percentage of survey participants ranged in age from 30 to 50 years (64.4%). Most of our interlocutors have completed high school (67.7%) and most have had work experience. Older women mostly lost their jobs due to the bankruptcy of the company in which they worked or because they could not reconcile business and family obligations. However, younger interviewees worked illegally, most often in trade or trafficking, and did not see opportunities to find employment in the formal sector.

The majority of survey participants stated that 64.6% had a desire to improve ($m = 1.54$; $sd = 0.787$). Only 17.2% were against training for work in rural tourism. The authors of the paper asked the research participants whether there are real opportunities for training and education, more precisely whether such training workshops are organized. A total of 59.6% of respondents gave a positive answer, and 35.4% negative ($m = 1.45$; $sd = 0.594$). There was no

training on standards, but there were other trainings on rural tourism. Depending on the municipality, some participants attended trainings. However, the importance of tourism for the village is not a question to which women have given an affirmative answer. Most of them declared themselves indefinitely, more precisely that they are not sure that tourism will contribute to rural development (59.6%). Only 11.1% of women are sure that tourism is the future for their village. The participants in the survey think that tourism can influence the independence of women in rural areas. A total of 83.8% gave an affirmative answer and 13.1% a negative answer ($m = 1.19$; $sd = 0.467$).

Family support for the inclusion of women in rural tourism development is very important. The arithmetic value was $m = 1.04$, and the standard deviation was $sd = 0.224$. A total of 97% of women gave an affirmative answer to this question regarding family support. Participants point out that engaging in rural tourism requires the joint work of the whole family. All household members have equally important but different roles. In some households, in addition to their regular jobs, women make art objects, souvenirs and sell them. All women surveyed said that tourism affects their budget. The arithmetic value for this item was $m = 1.00$.

The importance of rural tourism is reflected in the sustainable development and preservation of the traditions and culture of the people. Respondents of mostly the same opinion 65.7% confirmed the fact, and 18.2% denied ($m = 1.51$; $sd = 0.761$). Most of the interviewees believe that the development of tourism in their village increases the importance of women's work in the countryside (76.8%). Women in the countryside do not have working hours, they are mostly engaged in unpaid, housework, and the care of children (their own or grandchildren) and the elderly is exclusively theirs. In addition, most of them are engaged in agricultural work. Households inhabited by several generations and extended

Table 2. Item analysis - relative frequencies (%)

Items	Yes (%)	No (%)	Maybe (%)	m	sd
There is a desire for improvement	64.6	17.2	18.2	1.54	0.787
There are real opportunities for improvement	59.6	35.4	5.1	1.45	0.594
Tourism is important for the village	11.1	29.3	59.6	2.48	0.691
Tourism empowers women	83.8	13.1	3.00	1.19	0.467
Family support is needed	97	2.00	1.00	1.04	0.244
Tourism increases the household budget	100	-	-	1.00	0.000
Tourism maintains the tradition and culture of the village	65.7	18.2	16.2	1.51	0.761
Tourism increases the importance of women's work	76.8	19.2	4.00	1.27	0.531
Tourism increases the education of rural women	57.6	22.2	20.2	1.63	0.803
Tourism encourages women to stay in the countryside	76.8	23.2	-	1.23	0.424
Tourism promises a better future	58.6	22.2	19.2	1.61	0.793
Patriarchal upbringing is represented	67.7	20.2	12.1	1.06	0.703
The position of women is very bad	97	-	3.00		0.345

Table 3. The t-test of statistical significance of differences in the arithmetic mean of items

	Education	m	sd	t (97)	p	95% CI	
						L	U
Bad position of women	Primary school	1.00	0.000	1.212	0.228*	0.236	0.057
	High school	1.09	0.417				

*m = arithmetic means; t (97) = t value and degree of freedom (df); p = statistical significance; CI = confidence interval, (L (lower), U (upper)).

families have a clearer division of roles: everyone is responsible for their work (orchard, greenhouse, livestock, cooking...), with household chores being distributed among female family members. The traditional division of roles is maintained in the domain of unpaid work while at the same time taking over men's jobs. Compared to rural men, the share of inactive and unemployed people is higher among rural women. Among employed women, as many as 58% are employed in agriculture. In addition, employment in agriculture takes place almost entirely within the household. A large number of women have the status of an auxiliary member of the household, more precisely, women extremely rarely participate in the ownership of the household and are not equal in deciding on the production and distribution of income.

The same is the case when it comes to the education and training of women in the countryside. Most of them believe that tourism increases the level of their knowledge and awareness of society, 57.6% (m = 1.63; sd = 0.803). A total of 76.8% believe that the development of rural tourism can contribute to the stay of women in the countryside, more precisely to reduce migration to urban areas. The arithmetic value for this item was m = 1.23, and the standard deviation was 0.424. By further conversation and surveying the interviewees, it was concluded that 58.6% believe that tourism will provide them with a better future, while 22.2% deny this fact. In the villages where they come from, patriarchal upbringing is present, which is confirmed by the survey of interlocutors where 67.7% gave an affirmative answer (m = 1.06; sd = 0.703). What the largest percentage of survey participants agree on is that the position of women in the village is very poor (97%).

Table 3 provides an insight into the t - test of statistical significance of the difference between the arithmetic mean of the given education items and the poor position of women in rural areas. Based on the obtained data, it is noticed that there is no statistically significant difference of arithmetic means, with: t statistical = 1.212, with statistical significance df = 97, and 95% confidence interval (L = 0.236; U = 0.057). The level of education does not affect the attitude of the interlocutors that the position of women is very bad. The largest percentage of them confirmed that.

5. Conclusion

Serbia has numerous natural and anthropogenic resources for the development of rural tourism. Preserved nature, mild climate, clean air, rich flora

and fauna, and unpolluted rivers and lakes, are the main resources of rural Serbia. At the beginning of its development, rural tourism was not accompanied by adequate incentives, so it was not given the importance it deserves. Adequate results have not been achieved, although many tourism organizations and societies are trying to include rural tourism in their offer (Charlesworth et al., 2014). Societies and associations of municipalities began to be organized, and agricultural cooperatives and the tourist and catering industry became involved in the development of rural tourism. The structural analysis of rural tourism showed that this type of tourism is very poorly developed in the observed area, which causes very low total revenues from this activity. Most of the active rural population is employed in agriculture, and family farms have serious difficulties in accessing the main markets. The great dependence of the rural population on employment in agriculture ranks Serbia among the countries with the highest agricultural population in Europe. In the process of transition, hundreds of thousands of jobs disappeared in factories where both men and women from rural areas worked. The privatization of cooperatives and state-owned agricultural enterprises has caused unemployment in the rural workforce and minimized opportunities for alternative employment of women from rural areas (Fu et al., 2020).

It is very difficult for women to achieve and reconcile work and family functions because they do not have sufficient support from institutions. This is also the case when it comes to women's participation in the development of rural tourism. Rural women have limited opportunities for employment, education and economic independence. There are numerous examples of discrimination, such as unpaid women's work in the family sphere. Women have much less property in their possession, they are linguistically invisible in official communication, because they are marked by male occupations, in everyday communication a bad attitude towards women is often expressed and sexist jargon is used. Research shows that real estate is predominantly reported in the name of a man. Women are the backbone of the village and they are very open to association, which has proven to be one of the key things to success. The differences between urban and rural populations are large and visible in all areas, from the health, education and social systems, to the decision-making process and participation in the average decision-making process (Fleischer et al., 2005). About 50% of rural women are registered as unemployed, which

means that they do not have social, pension or health insurance. The position of rural women is a burning issue in the field of gender equality, because social norms, traditional attitudes and stereotypes limit their progress resource of Serbia.

The authors of the paper conducted the research during October 15, 2019, during the traditional event dedicated to the International Women's Day in the countryside. The survey included a sample of 99 women, who gave a complete answer. The research aimed to determine and prove the difficult position of women in the countryside when it comes to the inclusion of women in the tourism sector. Research on social exclusion in rural areas of Serbia indicated a number of unfavorable characteristics of women's economic participation. Compared to rural men, the share of the inactive and unemployed is higher among rural women, the share of employees in agriculture is slightly lower and the share of employees in non-agricultural sectors is significantly lower. The analysis of the data led to the conclusion that most of the interlocutors believe that their position is unenviable, and that their involvement in rural tourism requires financial support, but primarily family support. It is known that a woman in the countryside in Serbia is inferior to a man for patriarchal reasons, which are still preserved in the villages. Women express their willingness to work and participate in rural activities, which are not only related to agriculture. In the specific research, they had the opportunity to comment on their involvement in the development of rural tourism. They are not sufficiently affirmed in this area, but research data show that their attitude towards tourism and profit from it is positive. The interlocutors believe that with the support of the family and the involvement of each family member, they can contribute to a larger budget. They also see the benefits of tourism in terms of expanding education and awareness in society. There is not much training in the field of involving women in this activity, but when they are organized, women are very happy to visit them. They also gave a positive attitude towards tourism through the statement that tourism contributes to the sustainable development and preservation of the tradition and culture of their village. A small percentage of interviewees have households trained to receive tourists. They expressed that they would like to have more guests because that way they would be more successful. The time spent preparing food and arranging the household for a small number of guests is almost the same as for a larger number of guests, but the income is much lower.

The significance of this research is reflected in the emphasis on the current position of women in rural areas and the importance of including women in rural tourism. Corrective measures may include: empowering women socially, culturally and economically, providing essential social connectivity to the population, potential hotbeds of resistance to homogenization threatened by globalization,

and resistance to gender inequality, the inclusion of crafts in tourism, revitalization old crafts carried out mainly by women, women's participation in rural development projects related to the application of sustainable tourism in their communities. In order to overcome all obstacles and affirm women in rural development to a greater extent, it is necessary to interconnect elements from the economic, educational, health, social, communal and other sectors, as well as to deal with complex mechanisms of economic decline and social exclusion in rural areas. It is necessary to plan the rural economy, define a multisectoral approach to rural tourism development, set up significant cross-sectoral cooperation, encourage education and influence the development of awareness among rural women, the importance of their workforce and participation in societies and economic activities, support and encourage women's cooperatives. promote the importance of rural tourism development, and inform women about the great role they can play in rural development, raise the quality of services and stimulate development, improve tourism infrastructure, promote investment and support of local organizations and the state, allocate financial resources and other resources to support diversification economic activities, improved agricultural production, connected producers, both with each other and with other economic actors.

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TOURISM EDUCATION PROGRAMMES

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Associate Degree Program in Cookery, Eskişehir Vocational School, Anadolu University

Cookery program provides a two-year associate degree education at Anadolu University that is a state university. The program was first established in 2000 and started to accept students in 2001. Graduates of secondary education can choose Cookery program providing that they get the adequate score from the Basic Proficiency Test (TYT) in the examination of Higher Education Institutions (YKS).

There are 129 registered students in cookery program. Moreover, 406 students have fulfilled their program requirements for graduation and received an associate degree so far. It has been monitored that the majority of the graduates have started their professional career choosing to work as a professional cook (chef) following their graduation. There are 8 lecturers in the program. Two of them are assistant professors, five of them are instructors, and one of them is research assistant. Three of the lecturers also have a cookery diploma and related licenses. The academic staff of the program focus on different research areas such as basic techniques, catering, ergonomics, food and beverage management, hygiene and sanitation, and Ottoman cuisine.

Differently from other cookery programs, this program offers theoretical and practical courses such as nutrition, menu planning, technology of food, history and culture of food, cooking methods, and functional foods. Students don't pay any fee for culinary practices (completely free). The students of this associate degree cookery program receive so many practical courses during their education, like pastry, Turkish cuisine, Ottoman cuisine, regional cuisines, creative culinary practices. Students are also going to professional food and beverage companies for hands-on experiences and intensive practices in the final (fourth) semester.

Students of this program have the opportunity to learn more than one foreign language through different foreign language courses (English, Spanish, French). Students are expected to intern in a professional food company like a hotel and restaurant for 30 days. An associate degree student is required to complete the courses of the designated program and to take a minimum of 120 ECTS credit and have a minimum GPA of 2.00/4.00 and no FF, DZ or YZ grades. These requirements are fully compatible with the Bologna Process and the European Higher Education Area. So, students of this program can benefit from international education and internship exchange opportunities like Erasmus, Erasmus+ and, Mevlana. The students who graduate from the

program may apply to vertical transfer exam. They have the right to choose the following programs to complete their associate program:

- Food and beverage management
- Gastronomy
- Gastronomy and culinary arts
- Home economics and consumer sciences
- Nutrition and dietetics

Those who complete the cookery program are given the title of 'Cookery Professional'. Graduates from the cookery program will have the opportunity to work in restaurants, the kitchens of accommodation, private or public institutions, where food is eaten.

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Gökçe Yüksek is an associate professor at Anadolu University, Faculty of Tourism, Department of Tour Guiding. She holds a Ph.D. in tourism management. She specializes in destination marketing, tourism transportation, and hospitality management. She also studies cultural tourism and sustainable tourism. Dr. Yüksek is an author of a number of articles and book chapters dealing with destination marketing, CRS in tourism, and alternative tourism.

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Hakan Yılmaz is an Associate Professor in the Department of Gastronomy and Culinary Arts, Anadolu University Eskişehir, Turkey. He received his Ph.D. Anadolu University from the department of Public Relations and Advertising. He mainly teaches issues related to marketing communication and media in tourism and gastronomy. His research focuses on tourism marketing, media and communication in tourism and gastronomy. He has authored, co-authored and edited several books, book chapters, articles and proceedings on marketing communication and media in in tourism, and gastronomy.

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Hilmi Rafet Yüncü is the chair of the Department of Gastronomy and Culinary Arts, Faculty of Tourism, Anadolu University, Eskişehir, Turkey. He has a Ph.D. degree in Tourism Management at Anadolu University. He is currently studying on the competitiveness of the destinations. gastronomy, gastronomy tourism, sustainability, beverages. He has an article about sustainable gastronomy tourism. Moreover, he has some paper about the culture of beverage and gastronomy, green restaurants and over-tourism.

Rıdvan Kozak, Ph.D.



Rıdvan Kozak has been working as an Assoc. Prof. at Anadolu University, Faculty of Tourism. He is also the deputy director of the tourism research and application unit (TAB). He is scholarly interested in tourism economy, platform and subscription economies.

Sibel Önçel, Ph.D.



Sibel Önçel has completed her Master's and Doctorate degrees in Anadolu University, Institute of Social Sciences, Department of Tourism and Hotel Management. She is currently working in the Department of Gastronomy and Culinary Arts, Anadolu University. She is the vice head of the department. She has studied in Marketing, Gastronomy, Turkish Cuisine, Food and Beverage Marketing, Competition Strategies, Customer Relations.

The School of Tourism and Hotel Management established in 1993 was transformed to the Faculty of Tourism by the Decision of the Council of Ministers published in the Official Gazette dated 10 January 2012 (2011/2605). Faculty of Tourism is established to provide qualified labor force with the highest intellectual and cultural knowledge, in addition to professional skills and to contribute to the development of the tourism industry in Turkey. After a four-year undergraduate education, the students are employed in different sectors of the tourism industry. The main aim of the Faculty is to train tourism managers, tourist guides and gastronomy and culinary arts professionals in accordance with the department curricula. Students gain professional skills and abilities with the support of application classes and laboratories in addition to the compulsory internship program. The foreign language classes in the curricula give the opportunity to learn different languages and the students have the opportunity to work in domestic and abroad.



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