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We would like to announce that the Journal of Tourism, Leisure and Hospitality (TOLEHO) is two years old! The reception the journal has received so far is beyond good and we appreciate all the courtesy that the academics have shown from all over the world. These two years set a promising start and make us believe to carry TOLEHO even onward. TOLEHO's purpose to contribute to tourism studies gets stronger everyday with the down-to-earth performance the journal has shown. We hope that COVID-19 pandemic comes to an end soon and tourism industry steers its course back to normal. Stay healthy, stay safe.

Cem Işık, Ph.D.

Editor-In-Chief

TOLEHO
Journal of Tourism, Leisure and Hospitality

Peer Review Policy

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. Editor-in-Chief or 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. **A Critical Analysis of Turkey's Tourism Strategy Plan (2023) Based on the Key Factors in Mitigation and Adaptation to Climate Change** by Aysun Aygün & Tüzin Baycan,
2. **Insights into Luxury Tourism: The Case of Elounda, Crete** by Nikolaos Trihas, Georgia Panagiotaki & Anna Kyriakaki,
3. **Augmented Product Perception and Attribution Theory in Tourism** by Mehmet Şimşek & Göknil Nur Koçak,
4. **Islamic and Halal Tourism in Muslim Countries: The Case of Iran** by Behnam Kian, Ali Asghar Mounesan, Rahim Heydari Chianeh & Seyedeh Kadijeh Rezatab Azgomi,
5. **Insta-Holidays and Instagrammability** by Stefanie Unger & Walter Grassl.

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A CRITICAL ANALYSIS OF TURKEY'S TOURISM STRATEGY PLAN (2023) BASED ON THE KEY FACTORS IN MITIGATION AND ADAPTATION TO CLIMATE CHANGE[1]

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KEYWORDS

Climate change
Tourism development
Adaptation and mitigation
Strategic planning
Climate-proof tourism industry

ABSTRACT

This study aims to analyze Turkey's current tourism development plan (Turkey Tourism Strategy Plan 2023) from the perspective of climate change management, and to identify the gaps in the plan and provide an alternative framework for the climate change responsive tourism development plan. In order to achieve these targets, the study is constructed on three steps. Firstly, the study examines the literature on tourism development and climate change impact management with a focus on mitigation of and adaptation to, climate change in the tourism industry. Secondly, based on these key factors compiled from the literature, the Turkey Tourism Strategy Plan 2023 is analyzed and it is considered whether it includes strategies in correlation with these key factors or not. Finally, a conceptual framework of climate change management in the tourism industry is provided. The results of this analysis shed light on the gaps in the plan and, considering these gaps, a new climate change responsive strategic development plan framework has been suggested for further planning practices. The results of the plan analysis show that there are some important strategies in the plan that will contribute to eliminating climate change impacts, however, these efforts may not be sufficient in the long term when climate change impacts are more destructive. There is an urgent need for revision, which can be enhanced by the suggested strategic plan framework. This study is significant in defining the gaps in Turkey's tourism development strategies. It is also important for providing suggestions for future climate-proof tourism development in Turkey.

1. Introduction

There is a two-way relationship between tourism and climate change. The emissions due to tourism activities such as transportation, accommodation and other activities make up 5% of global CO_2 emissions (United Nations World Tourism Organization (UNWTO, 2008). Transport is especially damaging and responsible for 2.5%-3.5% of the total global emissions (Scheelhaase and Grimme, 2007). On the other hand, climate change has significant impacts on tourism. Tourism is dependent on the areas of natural beauty such as coastlines, and other features of nature such as biodiversity, natural attractiveness, and natural resources such as water and energy whose sustainable existence is threatened by climate change (Gössling and Hall, 2006).

According to International Panel on Climate Change (IPCC, 2014), by the end of 21st century (2081-2100), the average global surface temperature will likely increase between 0.3°C-4.8°C under different scenarios, relative to 1986-2005 while the warming will be greater in Arctic region. Consequently, there will be more frequent and severe heat waves and fewer cold extremes. Changes in precipitation are likely to differ according to the region as increasing in already tropical and wet regions while decreasing in already dry regions. The glacier volume is likely to decrease between 15-85% under different scenarios with medium confidence. The global mean sea level rise is likely to be between 0.26-0.82m under different scenarios however, each costal region will experience this increase differently regarding their geographic conditions. The projected climate change impacts clearly present the future crisis in the natural and human environment.

The requirement for a response to the ongoing and upcoming climate crisis has been recognized by leading international organizations in the last decade. The World Tourism Organization (UNWTO), the United Nations Environment Programme

[1] This article is based on Aysun Aygün's Ph.D. dissertation entitled "Socio-economic Impacts of Climate Change on the Tourism Sector in Turkey" which was written under the supervision of Tüzin Baycan at Istanbul Technical University Graduate School Of Science, Engineering And Technology.

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(UNEP), the United Nations Educational, Scientific and Cultural Organization (UNESCO), the World Meteorological Organization (WMO), United Nations Convention to Combat Desertification (UNCCD), came together in Tunisia for the First International Conference on Climate Change and Tourism in 2003 in order to increase the awareness of climate change impacts on tourism industry among tourism stakeholders and governments. In this conference, the impacts of climate change, mitigation measures, its impacts on the industry and the responsibility of actors on GHG (Greenhouse Gas) reduction were discussed (Simpson et al., 2008).

The Second International Conference on Climate Change and Tourism was held in Davos, Switzerland in 1-3 October 2007 with the joint support of the World Tourism Organization (UNWTO), United Nations Environment Program (UNEP) and World Meteorological organization (WMO). The conference was finalized with Davos Declaration. The principals that agreed with the declaration was; i) accepting tourism industry's sensitivity to climate change and its importance as an economic sector, which need to maintain its function, ii) the necessity of urgent action, iii) benefiting the technology and iv) financially supporting poor and tourism dependent regions. The conference defined the responsibility of all stakeholders, including governments, international organizations, tourism industry, consumers, and communication networks (UNWTO, 2008). Tourism and climate change cannot be considered as separate issues, therefore, a comprehensive, integrated and communicative approach is necessary to manage climate change impacts.

The Mediterranean coastal region is one of the most vulnerable regions to climate change. The tourism destinations in the Mediterranean region will inevitably be affected by climate change due to the climate-depended attributes of dominant tourism activities. The projected climate change impacts are change in precipitation, temperature and the frequency and the severity of extreme weather events (UNWTO, 2008). These impacts may cause changes in tourism demand, shifts in seasons, low comfort levels, water scarcity, decreasing snow cover and safety concerns (Amelung et al., 2007; Hamilton and Lau, 2005; Hamilton and Tol, 2007; Lise and Tol, 2002; Michailidou et al., 2016; Scott, 2003; Scott and Lemieux, 2010). Turkey, as one of the most popular tourism destinations in the Mediterranean region, is under threat of climate change as well.

Turkey has invested heavily in the tourism sector since the 1980s and has currently reached a remarkable position in the country's economy with more than 48 million international tourists and 3.1% contribution to the GDP in 2018 (Turkish Ministry of Culture and Tourism (TMCT), 2019). It has become one of the most popular destinations in the world with its natural, cultural and historical heritage. In the short term, climate change is not expected to have negative impacts on international tourism for Turkey, yet, in the long-term, the destructive impacts might be observed. The climate change projections claim an increase in temperatures in Turkey which means decreasing comfort levels especially in the summer period. Some studies state that Turkey may experience more extreme hot days with temperatures reaching over 40°C by 2100 (Turkish General Directorate of Meteorology (TGDM), 2015; Viner and Agnew, 1999). The climate change impact models state that Turkey may lose its climatic attractiveness specifically in coastal regions where the highest number of tourists are hosted, the demand may shift to alternative destinations, peak tourism period may shift to alternative seasons like autumn and spring, the natural habitat and biodiversity may be harmed (Aydemir and Şenerol, 2014; Gülbahar, 2008; Sevim and Ünlüönen, 2010; Yıldız, 2009). Although the awareness of climate change has increased in the world, especially for the popular tourism destinations, it remains insufficiently recognized in Turkey. Despite the dominance of climate-depended tourism activities in Turkey, the institutional concern on climate change impacts on tourism is significantly low. The strategic tourism development documents of Turkey don't refer to climate change or they have limited considerations on its impacts. The main document directing tourism development and investments is "Turkey Tourism Strategy Plan (2023)" (Turkey Ministry of Culture and Tourism (TMCT), 2007), which is sensitive to sustainability framework, however, shows limited concern on the issue of climate change. Therefore, there is a significant knowledge gap on how to manage tourism development in Turkey under climate change scenario. An adaptive, responsive and comprehensive climate change impact management approach is required for the viability of the tourism industry against the threatening climate crisis in Turkey.

This study aims to analyze the current tourism development plan of Turkey from the perspective of climate change management, identify the gaps in plan and provide an alternative framework for the climate change responsive tourism development plan. For this purpose, Turkey's Tourism Strategy Plan (2023) has been analyzed as the main document that determines strategic and spatial tourism development and directs public and private tourism investments. This national strategic plan is a roadmap for the regional and local tourism development plans. Therefore, the consideration of climate change in this strategic plan will direct regional and local authorities to take action for climate change impacts. From this perspective, the research question is formed as to whether the Turkey Tourism Strategy Plan (2023) is inclusive of the key factors that have defined the literature for an effective strategy to struggle with climate change impacts on the tourism industry, and which strategies should it include to be more effective in climate change management. In order to answer this, the methodology of this study has been modeled in 3 steps; firstly, the literature on climate change responsive tourism planning and climate change management strategies has been investigated deeply. Regarding literature review, the key factors for climate responsive tourism development have been defined as i) Sustainability, ii) Mitigation options, iii) Climate change assessment iv) Adaptation options, v) Key actors. Secondly, the Turkey Tourism Strategy Plan (2023) has been evaluated as to whether it contains the key factors of climate change management strategies or not. In order to evaluate the strategic plan from this perspective, each factor has been searched within the plan. Finally, based on this analysis, the gaps of the plan have been defined and an alternative strategic plan suggestion has been provided. This study is important for creating an analysis framework regarding tourism management under climate change scenario discourse, and assigning a roadmap for the future development of tourism in Turkey. The results of this study will help decision makers to make climate-proof development plans and to be prepared for the complex climate change phenomenon.

The first part of the paper is literature review focusing on climate change adaptation and mitigation strategies. After summarizing the discourse, the conceptual framework of climate responsive tourism development and conceptual framework is presented in this part. In the next part, the methodology of the study is explained and the key factors are defined. In the third part the tourism strategic plan of Turkey is analyzed and the findings are discussed. In the last part of the study, the gaps of the current plan discussed and the climate change responsive planning framework suggestion is presented.

2. Literature Review

In the literature, two strategic concepts are defined in order to minimize and avoid climate change impacts; adaptation and mitigation. Adaptation focuses on the responses to climate change in order to minimize the negative impacts it causes, while mitigation focuses on minimizing the emissions originating from tourism activities which contribute to global warming (Hernandez and Ryan, 2011; UNWTO, 2008). Climate change adaptation and mitigation are independent concepts but at the same time they are dependent on for each other. Both are essential concepts in that mitigation is required to reduce the unconventional changes in the climate system while adaptation is required to avoid ongoing impacts of an already changing climatic system (IPCC, 2007a).

Mitigation and adaptation are multi-level from global to destination level process that includes various actors from different scales. Additionally, a national holistic policy is required for tourism-dependent countries with the cooperation of the private and public sector for an implementable roadmap (Dodds and Graci, 2009). Climate change mitigation and adaptation are managing and reducing the vulnerability process which involves governments, businesses and society (Jopp et al., 2010). It requires modification of behavior, resource management and adoption of technology (Simpson et al., 2008). Moreover, sustainable development needs to cover climate change impacts on tourism development for effective solutions (Scott, 2011; Scott et al., 2006). Sustainable tourism management policies are crucial to increase the awareness of tourists and local citizens on climate change and environmental protection (United Nations Environment Programme/Division of Technology, Industry and Economics (UNEP/DTIE) – Priority Actions Programme/Regional Activity Center (PAP/RAC) - UNWTO, 2009).

2.1. Mitigation of Climate Change in Tourism Industry

As stated above, mitigation to climate change considers decreasing GHG emissions and minimizing the harm to nature. When tourism's contribution to GHG emissions is compared with other industries such as energy or manufacturing, it is far less from these industries. However, reducing emissions is still a priority for tourism due to its growing contribution to emissions. Tourist mobilization has been increasing globally which means more demand for long-haul travels and energy consumption. According to estimations, in case of no action to mitigate emissions, the contribution of the travel industry to GHG will increase by 169% by 2050 (Scott and Gössling, 2018). There are two main sub-sectors of tourism causing a significant amount of GHG emissions. 75% of CO_2 emissions are caused by transportation of which 40% is caused by aviation alone. Although it seems a small part of global GHG emissions, effective measures should be taken considering the future and the possibly growing demand in the aviation sector. The other sector creates 20% of emissions of the tourism industry which is the accommodation sub-sector. However, there is an important potential of reducing this emission about 30-40% (UNWTO, 2008). On the one hand, emissions due to tourism activities, primarily aviation, need to be reduced, but on the other hand, the tourism industry should be maintained without losing its role on socio-economic development (Scott and Gössling, 2018).

The mitigation studies on the tourism industry generally focus on transportation as the primary contributor to GHG emissions (Hernandez and Ryan, 2011; Scott et al., 2012), accommodation as the main energy consuming sub-sector and tour operators as the critical sub-sector on influencing behaviors and decisions (Scott and Gössling, 2018). Therefore, the mitigation area can be grouped as; transportation (air, and automobile), accommodation, tour operators, tourists and destinations.

For air transportation, the aircraft with younger technology are suggested for emission reduction.

Through technology, the operational procedures and aircraft design may modify in order to diminish fuel consumption or alternative, less harmful fuels can be produced. Furthermore, increasing the average load factors will reduce per passenger emissions. This can be supplied by airline cooperation flying the same direction. The weight reduction on aircraft by removing unnecessary services, limiting the passenger baggage weight will also help to reduce emissions. In addition, non-stop flights which are more energy efficient, may also be preferred by tour operators. In order to limit air transport emissions, the literature also proposes including air transport in emission trade systems. Eco-tax is another mitigation strategy which is assumed to benefit not only GHG reduction but also increase passenger's awareness of air transportation contribution to climate change. Instead of air transit, preferring other modes of transport such as railway transport especially for short-haul flights is another mitigation that requires behavioral change of tourists and agencies. For diminishing emission from the automobile transportation for tourists, low emission cars can be promoted by car rentals and the old cars can be replaced with new technology, environmentally friendly cars. Travelers should be directed to rail transportation by promoting its advantages such as frequencies, comfort, accessibility in settlements, and punctuality (Chapman, 2007; Hernandez and Ryan, 2011; Scott and Gössling, 2018).

The mitigation strategy in the accommodation sub-sector is up to the behavior of tourists and employees as well as the innovation capacity of companies. By increasing knowledge among tourists and staff, promoting energy saving, certification of accommodation facilities in energy management shifting to alternative energy sources and less energy demanding operations will contribute to mitigation (Bode et al., 2003; Lee, 2000; Michailidou et al., 2016; UNWTO, 2008). For the accommodation sub-sector, establishing "Environmental Management Systems (EMS)" is suggested to monitor resource consumption (Scott and Gössling, 2018).

Tour operators have also an important role in mitigation because of their influence on supply chain and demand patterns. Low-carbon holiday packages in terms of accommodation, transportation and activities should be recommended to travelers (Scott and Gössling, 2018; UNWTO, 2008).Tourist can avoid contributing to emissions by planning less often but longer trips especially for long distance, using less air travel, preferring closer destinations that can be reached by alternative more environmentally friendly transportation modes, and favoring airlines, tour operators or accommodations with environmentally friendly management system (Scott and Gössling, 2018). In turn, destinations should target sustainability in tourism and engage all stakeholders in this goal. Low-carbon and high spending tourists should be targeted in promotions. The public transportation in destinations needs to be enhanced and a low-carbon system should be included (Scott and Gössling, 2018).

The mitigation strategies eliminate the harmful activities, factors or usages, reduce the emissions and over-consumption, substitute the certain activities, tools or facilities with more environmentally friendly, low carbon ones and offset the negativities from multiple perspectives. While planning the mitigation policies, the potential negative impacts of these policies to the tourism industry should be taken into consideration. The mitigation policies especially for air transit may have negative impacts on long-haul destinations and tourism markets (Scott et al., 2012). For effective mitigation, technology, regulatory measures, market-based measures and behavioral changes are required. While doing these, the tourism industry of destination should be maintained, poverty reduction objectives should be considered and the sector should not be jeopardized in economic and social terms (UNWTO, 2008). Table 1 summarizes the climate change mitigation in tourism literature based on their focus and mitigation strategies.

2.2. Adaptation to Climate Change in Tourism Industry

TIPCC (2007b) defines climate change adaptation as; systems' - natural or human - adjustment to expected climatic shocks to decrease harm and exploit opportunity. These adjustments cover technologies, resources and behaviors. Adaptation measures include social and economic activity adjustment for the viability of the tourism industry. Among the adaptation principals provided by The United Nations Development Programme (UNDP, 2005) there are some guiding concept relevant for tourism; i) integration of adaptation in a development context; ii) benefit past experience on adaptation for the future; iii) awareness of multi-level adaptation, yet particularly local level; iv) adaptation is a progressive concept. These principles highlight that the adaptation of the tourism industry cannot be handled unless it is placed in a national concept on sustainable development strategies and policies. The adaptation policies can be provided at the national level but the implementation will take place at the local level, so for the involvement of all different stakeholders the process is essential.

The essential point in sustaining the destination's viability is developing well-informed and long-term strategies (Jopp et al., 2010). The strategic approach to adaptation and mitigation of climate change impacts should be accountable, flexible, inclusive and participatory (Dodds and Graci, 2009). According to studies, the businesses are unwilling to invest on climate change adaptation due to the low awareness and lack of information. Therefore, education and knowledge share are significantly important for adaptation (Scott et al., 2012).

Scott et al., (2006) defines three adaptation perspectives; technical adaptation, business

Table 1. Overview of climate change mitigation strategies in tourism

Source	Focus	Mitigation Strategies
Lee, 2000	Behavioral change Energy saving strategies	Increasing knowledge among visitors and staff Certification of accommodation facilities in energy management Shifting to alternative energy sources Shifting less energy demanding operations Increasing innovation capacity of companies
Bode et al., 2003	Behavioral change Energy saving strategies	Using solar panels Energy saving bulbs and lighting Room keys to operate lights Light sensors Education to tourists and employees
Chapman, 2007	Behavioral change Limiting air transport emissions Technological modifications	Including air transport in emission trade systems Preferring railway transport especially for short-haul flights Behavioral change of tourists and agencies Engaging technology to the operational procedures and aircraft design
UNWTO, 2008	Behavioral change GHG reduction in sub-sectors Technological improvements Energy management	Shift the transportation mode to lower GHG mobility Developing cooperation between tour operators and railway systems Promoting neighboring countries while increasing the length of stay Engaging technology and increasing innovation capacity of companies Increasing knowledge among visitors and staff Promoting energy saving in accommodation facilities Using alternative energy sources Decreasing energy consumption in operations of activities Educating tourists and directing them to easy behavioral shifts
Hernandez and Ryan, 2011	GHG reduction Increase the awareness	Eco-tax air transportation Transportation as the prior area in mitigation
Scott et al., 2012	GHG reduction	Transportation as the prior area in mitigation Managing the negative impacts of mitigation strategies on tourism industry
Michailidou et al., 2016	Behavioral change Energy saving strategies Increase the awareness	Using solar panels Energy saving bulbs and lighting Room keys to operate lights Light sensors Education to tourists and employees to change the behavior of tourists and employees Increasing awareness of tourists and staff Promoting energy saving in accommodation facilities Shifting to alternative energy sources Less energy demanding operations

management adaptation and behavioral adaptation. Technical adaptation addresses technology and innovation in order to minimize the climate change impacts. Business management adaptation involves tourism operators, regional governments and tourism industry associations to adjust their marketing strategies, the timings of vacations or redirect tourists to different locations or different activities.

Behavioral adaptation is related to tourist behavior, which can be modified by external impulses. Similarly, the measures are grouped as behavioral, policy, managerial, technological/ technical, research and education by Scott and Gössling (2018). Behavioral measures include real time weather conditions' observations for activities, adapting to less resource consuming and GHG emission attitudes; policy measures regard adaptation related regulations, funding, building standards; managerial measures address plans to conserve resources, seasonal managements, regional diversification, planning of marketing activities, impact management plans, and risk management; technical measures consider extreme natural event proof designs, rainwater collection and recycling, early warning systems, developing communication infrastructure; and fill the knowledge gaps; and education measures cover increasing awareness of employees, civilians and tourists on climate change and conservation of natural resources. Institutions have a significant role to contribute to businesses to overcome flexibility problems (Hernandez and Ryan, 2011). The flexibility of institutions on the timing of public holidays, school vacations, the opening and closing of attractiveness such as parks or museums and adjustment of these timing considering new weather conditions will impinge tourism destinations (Wall, 2007).

The adaptation measures taken in Fiji are investigated by Becken (2005) within their negative and positive impacts on mitigation, economy and environmental management. In this study, the outshining measures are; "tree planting", which helps biodiversity enhancement, water management, creating CO_2 sinks and could be included in carbon trading; "water conservation", which saves cost and energy; "using natural building materials", which helps reducing carbon footprints; "coral reef production" helps to protect biodiversity and tourism resources. The other adaptation measures that may negative or neutral impacts on mitigation or economy are constructing seawalls to prevent coastal erosion, beach nourishment, air conditioning, desalination, water-proofing tourist activities, diversification of markets, education to guests and employees, building structures away from beachfront, rainwater collection. Tompkins et al. (2005) compiled the common points of adaptation frameworks in the literature. According to their study, there are eight essential elements of an adaptation strategy. These are; risk management plans, responsibility for development, education and communication, information and good science, financing adaptation, support network, legislation and enforcement, linking with other planning processes . The priority of these key concepts changes depending on the specific local requirements during the adaptation process.

The Assessments of Impacts of and Adaptation to Climate Change in Multiple Regions and Sectors (AIACC) project results present "Framework for Climate Change Adaptation in the Tourism Sector" based on 24 cases in developing countries in different regions (AIACC, 2007). The project compiled the components defined in adaptation frameworks of United States Agency of International Development (USAID, 2007), UNDP (2004), United Nations Framework Convention on Climate Change – National Adaptation Programmes of Action and UNEP (1998) and developed a 7-step adaptation process; engage the stakeholders, define the problem, assessment of adaptive capacity, identifying adaptation options, evaluate adaptation options and select action, implement adaptation, monitor and evaluate adaptation. The dynamic structure of the scheme represents back and forward linkages among steps rather than a rigid circular system.

Jopp et al., (2010) developed a conceptual framework called "Regional Tourism Adaptation Framework" (RTAF) on adaptation models illustrating the climate change adaptation process stages and including the role of tourists which was underestimated in literature. It contains two stages as mostly addressed in the literature. In the first stage it defines the vulnerability and resilience of the destination and reveals the risks and opportunities in order to determine the adaptive capacity of the tourism system. In the second stage, it focuses on increasing the resilience and decreasing vulnerabilities through identifying, evaluating and implementing adaptation options. The model defines the adaptation process step by step, involves the stakeholders including tourists, has a holistic perspective, including the whole system, considers possible opportunities and takes the demand side into consideration.

Njoroge (2014) enhanced RTAF by integrating sustainable adaptation principles and created "Regional Tourism Sustainable Adaptation Framework (RTSAF)". Adaptation strategies need to be sustainable in terms of social equality and justice, environmental concerns and economic development. He extended the framework by evaluating adaptation options within sustainability principles to oversee economic viability, environmental integrity and social justice. The model requires clear investigation of all proposed adaptation options moreover, before implementation he addresses the business and host community's opinion. Njoroge also adds the requirements for back and forward communication between local and global processes.

The studies in the literature either focus on defining adaptation processes step by step or determining necessary adaptation options, strategies and specific measures. Defining adaptation framework literature is more comprehensive and can be considered in different destinations, however, the measures are specific to climate change exposure, attributes of destinations and local requirements. For example, winter tourism, beach tourism, nature tourism needs different implementations due to their activity offerings or geographical conditions. On the other hand, extreme heat waves, extreme weather events or drought requires different adaptation measures. Table 2 presents the literature summary based on their focus and proposed adaptation options.

In general, the conceptual framework of adaptation starts with evaluation of climate related impacts regarding climate change scenarios. The impact research is followed by climate change vulnerability assessment. Without defining the key actors, these studies wouldn't be adequate. The adaptation should include the specific information that policy-makers would need. In order to have a wider perspective, the process should be participatory, especially for local participation (Kajan and Saarinen, 2013). A national holistic policy is required (Dodds and Graci, 2009), however, the adaptation measures change regarding tourism type, destination and activities (Hernandez and Ryan, 2011) due to their exposure on different climate related stresses (UNWTO, 2008). Although the need for research still remains, local knowledge is valuable in adaptation (Kajan and Saarinen, 2013).

2.3. Defining Key Factors of Climate Change Impact Management for Tourism Industry

The literature review clearly states that climate change impact management has two main strategies; mitigation and adaptation (Hernandez and Ryan, 2011; IPCC, 2007a; UNWTO, 2008). In addition,

Table 2. Overview of climate change adaptation literature in tourism

Source	Focus	Adaptation Option
Becken 2005	Evaluating the negative and positive impacts of adaptation measures in small island tourism destinations, Fiji example	Tree planting Water conservation Using natural building material Coral reef production Seawalls to prevent coastal erosion Desalination Beach nourishment Air conditioning Water-proofing tourist activities Diversification of markets Education to guests and employees Building structures away from beachfront Rainwater collection
Tompkins et al., 2005	Defining essential elements of adaptation strategy	Risk management plans Responsibility for development Education and communication Information and good science Financing adaptation Support network Legislation and enforcement Linking with other planning process
Scott et al., 2006	Categorizing the adaptation measures; Technical adaptation Business management adaptation Behavioral adaptation	*Technical adaptation;* Technology and innovation *Business management adaptation;* Adjusting marketing strategies Timing of the vacations Redirect tourists to different locations or different activities *Behavioral adaptation;* Modifying tourist behavior
AIACC, 2007	Defining adaptation process	Engage the stakeholders Define the problem Assessment of adaptive capacity Identifying adaptation options Evaluate adaptation options and select action Implement adaptation Monitor and evaluate
Wall, 2007	Institutional adjustments	Adjusting timing of public holidays School vacations Opening and closing of attractiveness
Jopp et al., 2010	Developing a conceptual framework; "Regional Tourism Adaptation Framework" Defining climate change adaptation process stages	Defining the vulnerability and resilience of the destination Revealing risks and opportunities Determining adaptive capacity Increasing the resilience and decreasing vulnerabilities Implementing adaptation options
Njoroge, 2014	Integrating sustainable adaptation principles with "Regional Tourism Adaptation Framework"	Defining the vulnerability and resilience of the destination Revealing risks and opportunities Determining adaptive capacity Investigation of adaptation options from sustainability perspective Local - global communication
Scott and Gössling, 2018	Categorizing the adaptation measures; Behavioral adaptation Policy adaptation Managerial adaptation Technological/technical adaptation Research and education adaptation	*Behavioral measures;* Observing real time weather conditions Adapting to less resource consuming *Policy measures;* Funding Establishing building standards *Managerial measures;* Conserving resources Seasonal managements Regional diversification Planning of marketing activities Impact management plans Risk management *Technical measures;* Extreme natural event proof designs Rainwater collection and recycling Early warning systems Developing communication infrastructure; *Research and education measures;* Increasing awareness of employees, civilians and tourists

these strategies should be within economic, ecologic and social sustainability framework (Njoroge, 2014; Scott, 2011; Scott et al., 2006; Scott and Gössling, 2018; UNEP/DTIE – PAP/RAC - UNWTO, 2009). The mitigation and adaptation strategies should be multi-level (from local to national and regional) (Dodds and Graci, 2009; Scott et al., 2012; UNDP, 2005), multi-sectoral (Richard et al., 2010), flexible, accountable, inclusive and participatory (Dodds and Graci, 2009; Kajan and Saarinen, 2013). Figure 1 synthesizes the literature review on adaptation and mitigation strategies and summarizes the key factors. The components of mitigation strategies are; reducing GHG emissions and energy usage in transportation, accommodation and destination management sub-sectors; while increasing awareness and changing behavior for destination management, tour operators and tourists.

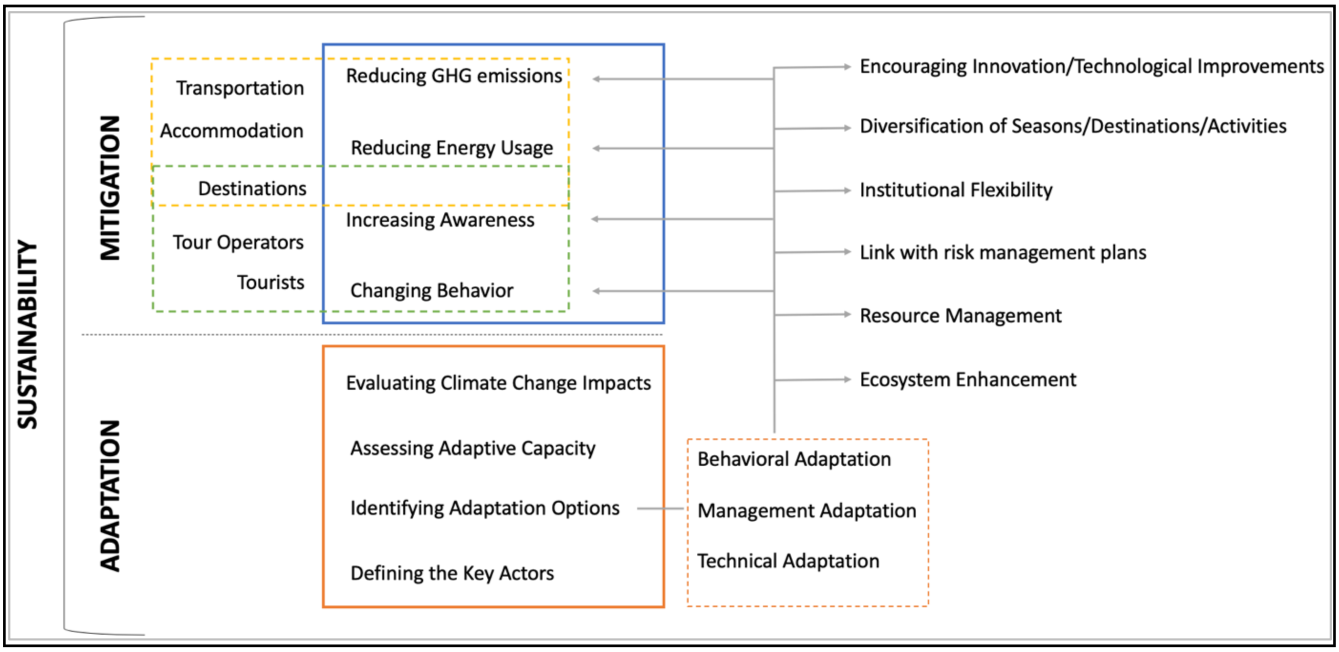
Adaptation strategies have a more complex structure; first, the key factors include essential steps for the adaptation process which are evaluating climate change impacts, assessing adaptive capacity, identifying adaptation options, defining the key actors. Later, adaptation options cover sub-components such as encouraging innovation and technological improvements, reducing GHG emissions and energy usage, increasing awareness, changing behavior, diversification of seasons/destinations/activities, institutional flexibility, link with disaster risk management plans, resource management, ecosystem enhancement within behavioral, managerial and technical adaptation options. Sub-components are defined considering adaptation and mitigation strategies but avoiding specific measure descriptions. Therefore, the strategies and measures in the literature are grouped as sub-components which cover site-specific measures.

2.4. Turkey's Tourism Strategy Plan (2023)

In accordance with the goal of the master plan development for the tourism industry stated in the 9th development plan, "Turkey's Tourism Strategy 2023" plan and "Action Plan 2013" were prepared in 2007 in order to provide a guide for the sector. In these plans, the short, medium, and long-term tourism strategies developed considering priority issues, problems definitions, solutions of these problems, determination of responsible institutions and their roles for actions. The plan adopts sustainable tourism development approach, aims increasing employment through the tourism industry as well as diminishing the regional development inequalities. Tourism is defined as a pioneer development sector for Turkey and with this perspective, the 2023 target is defined as becoming one of the top five destinations in the world in terms of number of visitors and tourism incomes, as well as a brand destination.

The vision of Turkey's Tourism Strategy Plan 2023 (2007, p.4) is defined as "Leading industry in employment increase and regional development within sustainable tourism approach, and becoming an international brand and in top five destinations in terms of number of tourists and tourism incomes in the international market until 2023." Within this vision the strategies for strengthening the tourism sector are defined. These strategies are categorized as the following; planning, investments, organization, domestic tourism, research and development, transportation and infrastructure, promoting and marketing, education, service quality, branding in

Figure 1. Conceptualized Climate Change Impact Management (Produced by Authors)



urban scale, diversification of tourism, improvements of existing tourism areas, tourism development regions, tourism development corridors, tourism cities and eco-tourism regions. For each strategy, the 2023 targets and the requirements to achieve the presented target are defined. The final part of the plan focuses on implementation of tourism strategy and provides decisions on institutional structuring and governance, action planning and monitoring and evaluating.

3. Method

This study aims to analyze the Turkey Tourism Strategy Plan (2023) in terms of its contribution to climate change responsive tourism development and suggest a strategic plan framework. In order to achieve this aim, it has been constructed on three main steps; identifying the key factors of climate change management strategies; analyzing the Turkey Tourism Strategy Plan (2023) regarding these factors and providing suggestions for a climate responsive strategic plan. In the first step, this paper has drawn on an interdisciplinary literature review on climate change impact management strategies for tourism destinations. By synthesizing insights from academic conceptual framework studies in the literature and existing practices, it has identified key factors of strategies that should guide national tourism development plans regarding climate change impacts.

These factors are defined as i) Sustainability (Njoroge, 2014; Scott, 2011; Scott et al., 2006; Scott and Gössling, 2018; UNEP/DTIE – PAP/RAC - UNWTO, 2009), ii) Mitigation options (UNWTO, 2008; Scott and Gössling, 2018), iii) Climate change assessment (AIACC, 2007; Jopp et al., 2010; Njoroge, 2014) iv) Adaptation options (AIACC, 2007; Scott et al., 2006; Scott and Gössling, 2018) v) Key actors (AIACC, 2007; Jopp et al., 2010; Njoroge, 2014). In the second stage, the Turkey Tourism Strategy Plan (2023) has been evaluated from the perspective of climate change impact management by searching whether or not it contains the key factors. This investigation has revealed the gaps in the tourism development plan and enlightens the roadmap for the further steps. In the final step, considering the analysis of the tourism development plan, suggestions have been provided for the further climate change responsive strategic tourism development plans.

The conceptual framework is obtained from existing literature by initially examining the frontrunner climate change and tourism institution's documents such as UNWTO and IPCC and subsequently researching referenced authors, case studies and research projects that are accessible through online libraries. In order to draw a frame in literature review, the libraries were scanned by using "climate change adaptation in tourism", "climate change mitigation in tourism" and "climate change management in tourism" key words. The resources accessed by using these key-words are examined in detail and the key factors of this study is constructed on this examination.

Regarding the key factors, the Table 3 is formulized to evaluate the Turkey Tourism Strategy Plan (2023) and identify gaps. There are five key factors and their components covering the literature, and related strategies. In this part, no specific actions are addressed or targeted, instead, the conceptual framework is created to encompass any strategy in the plan that would contribute to climate change responsive development in the tourism industry.

4. Findings and Discussion

4.1. Sustainability

Turkey Tourism Strategy Plan 2023 focuses on sustainable development principles and within this perspective the plan is clearly sensitive to environmental, cultural and social issues. The planning strategy of the plan is defined as "Supporting economic development; applicable on a physical level; introducing a planning approach that includes the principle of community-oriented and sustainable tourism" (TMCT, 2007, p.6). It concerns protection of nature, eliminating the negative impacts of tourism activities, sustaining the development balance among regions, energy efficiency and resource management. It also promotes nature friendly tourism types such as eco-tourism. The awareness on negativities of wild tourism development can be recognized in the plan and the effort on sustainable development and qualification of tourism within this approach is remarkable in the plan. However, there is no concern on climate change, the impacts of tourism development on climate change or the impacts of climate change on the tourism sector.

4.2. Mitigation Options

Emission reductions measures

Enhancing transportation infrastructure to increase accessibility to both popular tourism destinations and the emerging alternative destinations among priorities of this plan. The strategy of transportation and infrastructure is defined as "Elimination of infrastructure and transportation problems of settlements where the rapidly developing tourism sector is concentrated" (TMCT, 2007, p.19). The plan suggests airport investments to enlarge the existing airport capacities as well as to construct new airports to alternative destinations due to aviation's time saver opportunities.

On the other hand, it suggests to enhance the connections of regions by increasing the share of railway transportation in tourism mobility. One of the targets of transportation strategy is "developing connections between regions in order to increase the share of rail transport in transportation" (TMCT, 2007, p.21). Within this perspective, it addresses high speed railway investments, and connection of existing routes. The improvements of highways and connection of tourism centers to each other by improved motorway infrastructure is among the plan

Table 3. Definition of key factors for climate responsive tourism strategies

Key Factors	Content	Definitions
Sustainability	Sustainable framework	Strategies considering social, economic and environmental sustainability
Mitigation options	Emission reduction measures	Strategies on transportation
	Energy management measures	Strategies on energy efficiency, consumption reduction, renewable energy Promotions of energy efficient facilities and activities
	Awareness on climate change	Emphasizing climate change impacts Education or workshops on climate change management
	Behavioral change	Suggestions on consumption and activity pattern changes regarding adaptation and mitigation Promotions of less-carbon destination, transportation and vacation Adjustments on marketing strategies
Climate change assessment	Climate change impacts	Climate change impact assessment Identifying risks and opportunities
	Adaptive capacity	Investigation of institutional, structural and behavioral adaptive capacity Defining vulnerabilities
Adaptation options	Ecosystem protection/enhancement measures	Strategies on environmental protection, biodiversity conservation
	Resource management measures	Strategies on water management, recycling, renewable energy systems, reducing carbon footprints
	Link with risk management plans	Strategies regarding other disaster and risk management plans Link to other planning processes
	Institutional flexibility	Strategies about institutional adaptation to seasonal shifts
	Diversification in terms of season, destination and activities	Promoting different tourism types, destinations and other seasons rather than peak period Adjustments on marketing strategies
	Innovation or technological improvement	Strategies on financial support, incentives for R&D and innovation Strategies on research, monitoring and evaluating the climatic changes
Key actors	Defining tourism stakeholders	Defining the roles, embracing participatory approach

decisions. Moreover, the decisions on development of cruise ports, marinas and mega-yachts will create an alternative transportation route.

Energy management measures

Despite there being no specific mention on energy management of the tourism sector, Turkey has had significant attempts to develop sustainable tourism. "Eco-brands" have developed, such as the "environmentally friendly accommodation facility certificate" and "green star" ratings in order to protect the environment, increased environmental awareness and encourage tourism accommodations to contribute positively to the environment. The "Green Flag" brand is given to accommodation facilities that supply energy efficiency, alternative energy usage, water saving, waste management, and environmental education (Turkey Ministry of Environment and Urbanism (TMEU), 2016). This kind of conducive efforts should be supported in the tourism strategic plan.

Awareness on climate change

The plan focuses on the awareness of the local community on tourism, management of tourism, service, local product production, hand crafts, their marketing, business management and quality rather than environmental awareness. In order to raise public awareness in tourism, non-formal education programs are targeted to be organized and measures to be taken to encourage the media to handle these issues. The awareness and education strategies don't directly refer to climate change management and environment issues however, it is an opportunity to create a climate change communication infrastructure for the further concerns.

Behavioral change

The plan promotes alternative and more sustainable tourism types such as eco-tourism. It indicates that the tour routes and destinations will be determined and planned for eco-tourism within a sustainable tourism perspective. Moreover, the plan targets high-spending, wealthy tourists. It suggests enhancement of comfort levels of facilities and diversifications of activities to make tourists stay longer. These decisions are related to behaviors that will contribute to mitigation and adaptation but they are not sufficient.

4.3. Climate Change Assessment

Climate change impacts and adaptive capacity

It has found that despite the plan's consideration on sustainable and environmentally friendly tourism development, the impacts of climate change on the industry isn't mentioned in terms of neither adaptive capacity assessment nor climate change management strategy.

4.4. Adaptation Options

Ecosystem protection/enhancement measures

The plan targets protecting and enhancing ecosystem and biodiversity within a sustainable approach especially in eco-tourism corridors. This approach is not comprehensive for the whole tourism development and doesn't include any focused measure that defines how to protect and enhance the environment.

Resource management measures

In the planning strategy the 2023 targets regarding resources are defined as; "planning, which protects and uses natural resources within the framework of sustainability principles in accordance with the ecological and economic efficiency principle" and "using tourism resources in a sense of balanced conservation and development without exceeding their carrying capacity" (TMCT, 2007, pp. 7-8). The plan proposes thermal resources as an alternative energy source for heating.

Link with risk management plans

The plan doesn't refer to risk management and doesn't suggest to link tourism development plan and risk management plans. It is also found that the plan doesn't even have any consideration on environmental risk.

Institutional flexibility

Since the plan targets 12 months tourism in Turkey, there are decisions considering business management, stakeholder involvement and increased tourism infrastructure. However, none of these covers institutional flexibility.

Diversification in terms of season, destination and activities

The potential for Turkey in alternative tourism is emphasized, and these alternative tourism types such as; health, thermal, winter, mountain, nature, highland, countryside, eco-tourism, convention, fair, cruise, yacht, golf tourism are defined as focus strategies of the plan in tourism diversification section of the plan. It is aimed to bring this potential, which has not been adequately utilized until today, into tourism by considering the balance of protection and use and to increase the share of the country in the global tourism industry and extend the tourism season to 12 months.

Within the tourism diversification strategy, priority has been given to health, thermal, winter, golf, sea, eco-tourism, plateau (highland), congress and fair tourism. It is emphasized that the spread of tourism throughout the year is only possible by increasing the diversity of tourism. Moreover, the marketing strategies include alternative tourism opportunities, and target high income tourists with longer stay.

These decisions contribute to climate change management strategies however, they are not taken considering climate change impacts and not aiming to adapt the changing conditions. The only concern is the contemporary trend of tourism demand. Therefore, this approach should be enhanced by including a climate change perspective.

Innovation or technological improvement

The research and development strategy of the paper is defined as; "Addressing R&D primarily in the public, private and tourism sectors" (TMCT, 2007, p.17). The targets of the strategy are "determining what can be done to eliminate the negative aspects of tourism" and "investigation of the systems that produce the least waste by using the least energy and natural resources in the business management" (TMCT, 2007, p.17). The plan encourages the technological improvement also for the marketing and communication fields.

4.5. Key Actors

The plan supports local participation in tourism and encourages cooperation with NGOs for especially alternative tourism types such as agro-tourism, adventure tourism, highland tourism, cave tourism, and sport tourism. Supporting the local people to participate in tourism industry and encouraging pensioning are among priorities. These decisions of plan don't directly define the actors, yet, by encouraging local citizens' and NGOs' cooperation with each other and other stakeholders, it defines these actors as a part of further strategic plans. In the planning strategy, it defines one of 2023 targets as "participating mechanisms such as Local Agenda 21 will be ensured by making the councils work on a local basis" (TMCT, 2007, p. 7).

The organization strategy section of the plan is defined as "Within the framework of the Good Governance principle, institutionalization based on councils that will enable the participation of public, private sector organizations and NGOs related to the tourism sector at the national, regional, provincial and point level" (TMCT, 2007, p.10).

The institutional structuring model, the roles and responsibilities of the inter-institutional and intra-institutional actors have been regulated in the strategy document. The plan proposes a new structure with national and local tourism councils which enable participation of actors and defines their responsibilities. This approach cannot be efficient without tourists, tourism business managers, tourism employees, local citizens and tour operators.

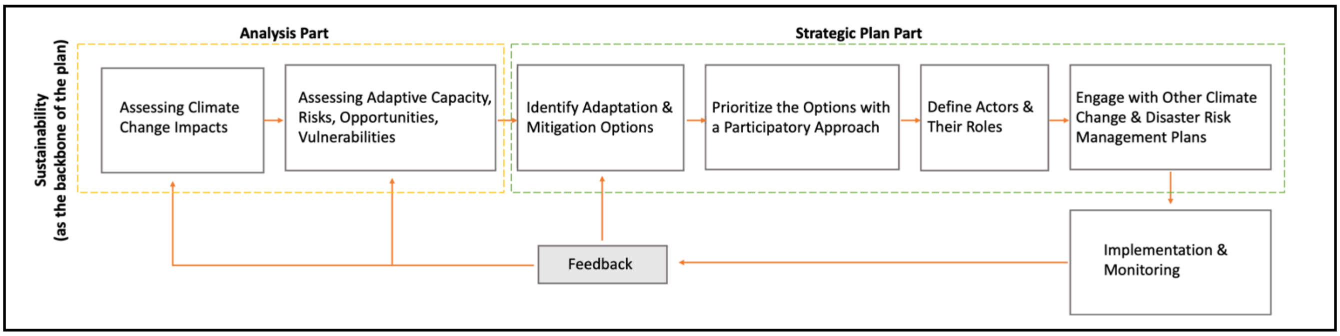
5. Conclusion and Recommendation

The contribution of the Turkey Tourism Strategy Plan (2023) to a climate change responsive tourism development is excessively limited. The adopted sustainable framework is the backbone of the plan and the main contributing component. However, sustainability stands just as a frame but not infused to the strategies sufficiently in terms of balanced social, economic and environmental structures. Economic concern outweighs while social sustainability is attempted to sustain by including local actors to the tourism industry. Environmental issues are the most shaded aspects since the conservative strategies for nature and biodiversity are not explicit. The clear awareness and intent for reducing GHG emissions, energy management, resource protection and management, environmental protection aren't attained in the investigation of the plan. The transportation decisions in the plan only focus on increasing accessibility without any special consideration of GHG emission reduction. The investments on railway infrastructure will contribute to climate change mitigation, however, it is not sufficient without putting railway transport ahead of other mobilization modes in marketing strategies. Diversification of activities, destinations and seasons is another remarkable decision in the plan that would contribute to the climate change adaptation process. Offering different activities and extending the tourism period will help to adjust industry to shifting peak periods or changing demand for destinations. However, the knowledge on climate change impacts is essential to make right decisions to respond to climate impacts effectively. Climate change isn't considered in the plan in any sense which is the major deficiency of the plan. For the short term, this plan can respond to the minor climate change impacts, yet, in the long term, the plan may not be sufficient to struggle with expected negative effects of changing climate. The Turkey Tourism Strategy Plan needs to be revised regarding climate change impacts on the tourism industry. The suggested strategic planning framework is presented in Figure 2.

For the future tourism development strategy, sustainability needs to be again the framework and it should have a balanced approach to economic, social and environmental issues. The plan requires climate change impact assessment, enlightened climate change risk, opportunity and vulnerabilities as well as assessing adaptive capacity of the tourism industry. Subsequently, it needs to focus on mitigation and adaptation measures; including emission reduction, energy efficiency, resource conservation and sector adjustment. The actors and their roles in the tourism industry needs to be defined and the responsibilities of them should be determined. The different climate and disaster risk management plans should be interconnected. The isolated approach wouldn't be effective so the multi-sectoral and multi-scale connections should be sustained. Finally, the strategies need to direct the implementation process, the climate change impacts and the plan implementations require to be carefully monitored and feedback provided to eliminate the gaps in the plan. In order to achieve the targeted climate change responsive tourism development, the strategies need to be flexible, participatory, accountable, multi-sectoral, multi-actor and multi-level.

This study is only focused on the national tourism development strategy plan, however, there are regional or sub-regional tourism development plans that are site specific and partially considering climate change in their strategies. However, the leading document on tourism development in Turkey is national tourism development plan and it enables to provide inter-regional strategies instead of site-specific ones. Therefore, the framework of the study is limited with only this national plan as initial step on defining gaps. For the further studies, the regional and sub-regional tourism development plans can be analyzed in a multi-scale perspective regarding their climate change considerations and multi-level strategic suggestions can be provided. Moreover, there are some critical climate change national documents that also considers climate change impacts on tourism, tourism industry's

Figure 2. Climate Change Responsive Tourism Development Plan Framework (Produced by Authors)



impacts on climate change, climate change adaptation and mitigation strategies; such as; Turkey Ministry of Environment and Forest, Climate Change and Related Works, 2008; Turkey Ministry of Environment and Urbanism, Turkey Climate Change Strategy 2010-2023; Turkey Ministry of Environment and Urbanism, Turkey Climate Change Adaptation Strategy and Action Plan 2011-2023; Turkey Ministry of Environment and Urbanism, Climate Change and Turkey Report, 2012; Turkey Ministry of Environment and Urbanism, UNDP, Risk Management of Climate Change in Turkey, 2012; Turkey Ministry of Environment and Urbanism, 7th National Communication of Turkey Under the UNFCCC, 2018. All of these documents were prepared after the Turkey Tourism Strategy Plan, therefore, there is no link between these documents and strategy plan. The existing of these documents is an advantage for improving the current tourism strategy plan from the perspective of climate change while enhancing the interlinkages between these strategies and documents which can be a subject of further researches.

This study has provided a framework for Turkey's tourism strategic plan by identifying the gaps in the current one. It contributes to climate change awareness in the tourism industry and draws a roadmap for the future of Turkey's tourism strategies.

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INSIGHTS INTO LUXURY TOURISM: THE CASE OF ELOUNDA, CRETE

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ABSTRACT

Luxury tourism is one of the fastest-growing market segments in the hospitality and tourism industry. Luxury tourists are undoubtedly the target of many tourism businesses worldwide, as evidenced by the large investments made in recent years especially in the private sector, while the competition between luxury tourism destinations has been particularly intense. Elounda is one of the most popular tourist destinations in the world for luxury vacations, having the largest concentration of 5-star hotels in Greece. The aim of this research is to investigate the current status and the characteristics of luxury tourism development in Elounda, as well as the prospects for the future. In order to meet the above objective, qualitative research was conducted using semi-structured, in-depth interviews with the managers of nine 5-star hotels in Elounda. Findings and discussion of this study are useful to tourism professionals, academic researchers and other stakeholders interested in luxury tourism.

1. Introduction

Luxury tourism is one of the fastest-growing market segments in the global tourism industry, with the advantage of being little affected by the global economic downturn. According to available data (Xenia, 2008), luxury tourism accounts for about 3% of total international tourist arrivals, however, in terms of revenue it accounts for about 25% of international tourism revenue. These percentages increase from year to year. It is easy to understand that luxury tourists are a very attractive segment of the market for tourism businesses and destinations. However, due to the high demands and expectations of luxury tourists, attracting them is not an easy task, as it requires high investments for the development of appropriate infrastructure. Nevertheless, there are already established luxury holiday destinations, and the competition between them is intense. In recent years, Greece has entered the map of luxury tourism dynamically, with specific areas such as Elounda, Mykonos and Santorini being recognized internationally as luxury destinations.

Elounda is a small town on the northeast coast of the island of Crete, Greece. It skyrocketed in the late 60s when the first luxury 5-star hotel of Crete was built there. A building boom of luxury accommodation turned this small fishing village into the lively cosmopolitan resort it is today, the most luxurious in Greece, hosting some of the most prominent representatives of the world's social, political and economic life (Trihas, Zouganeli, & Antonaki, 2012). Elounda is home to some of the finest hotels and resorts in the world. It is the place with the highest concentration of Greece's 5-star hotels. Most of these hotels belong to large hotel groups (e.g. Marriott, Leading Hotels, Relais & Chateaux, Small Luxury Hotels). Elounda is characterized as 'the epitome of a luxurious holiday' (Trihas & Konstantarou, 2016). The visitors have the opportunity to choose between bungalows, suites and villas with sea-view, modern and contemporary design and specialized facilities. Swimming pools, indoor and outdoor, simple or overflowing, heated and non-heated, spa and thalassotherapy centers, tennis and golf courses, private beaches, private heliports, award-winning gourmet restaurants give a complete picture of the area's luxury tourist product.

While there is a growing volume of literature about luxury tourism, there is a lack of empirical studies focusing in the Greek context. This paper comes to partly fill this gap and contribute to the existing literature, as it attempts an analysis of luxury tourism and luxury tourists, using Elounda in Crete as a case study.

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2. Literature Review

Several attempts have been made over the years to conceptualize the term “luxury” given its subjective nature and the extensive context in which it is applied. At the core of any effort is the wide range of quality products and services that meet the needs and expectations of a highly specialized and demanding consumer group (Hallott, 2013). The English word “luxury” derives from the Latin word “luxus” and encapsulates the concepts of opulence and extravagant lifestyle in order to satisfy desires that quite often exceed the usual daily needs (Dubois, Czellar, & Laurent, 2005). It suggests, inter alia, superiority, uniqueness, exclusivity and social status and is used to describe something majestic and emblematic with unlimited applications in everyday life (Vigneron & Johnson, 2004). Moreover, according to Park and Reisinger (2009), luxury goods give personal and social identity to those who buy them and are characterized by creativity, high quality, limited production and high prices. In addition, crucial is the role of the brand name that accompanies luxury products as it presupposes all the above characteristics, while it can also form a repetitive clientele, which arises as a result of trust in them (Kapferer, 1997).

Moving towards the concept of luxury tourism and taking into account that the meaning of luxury is constantly evolving, there is no commonly accepted definition, as it is interpreted differently depending on the perceptions of each traveler. However, its essential components are: a) the excellent service, b) the high quality, c) the exclusivity, and d) the rarity, characteristics that justify the high prices that represent the value and level of services offered (Kemp, 1998). In addition, it is a combination of tangible products, services and experiences (Park & Reisinger, 2009). Based on the above assumptions, one could come to the following definition: It is the type of tourism that includes travel which has as its main purpose the acquisition of unique, authentic and quality experiences that are acquired mainly through the provision of personalized and exclusive services usually at higher costs compared to other types of tourism (Xenia, 2008). According to IPK International (2017), this cost usually exceeds €750 per night and per person for a stay of 1-3 nights, or exceeds €500 per night and per person for a stay of more than 4 nights. Of course, the above amounts are a minimum expense which defines luxury tourism and can reach much higher levels due to seasonal fluctuations. The acquisition of innovative, unusual and exotic experiences works as a catalyst in the decision-making process (Park, 2000). Luxury experiences may include accommodation at exclusive 5-star or 6-star hotels, suites and villas around the world, dining at sophisticated award-winning restaurants that offer unique culinary experiences, wellness activities such as spa and massage treatments, luxury cruises, yacht chartering, sports facilities such as tennis and golf courses, and specially designed activities that emphasize comfort, relaxation, attention to detail and demanding consumer standards (Bakker, 2005).

Luxury tourism adds high added value to the basic primary product (Dykins, 2016). Although the global economy is characterized by successive fluctuations, many consumers are seeking luxury on their holidays and are prepared to pay higher prices for it (Park, Reisinger, & Noh, 2010). In 2019, global luxury tourism market reached US$831 billion with an expected growth of 7.3% until 2023 (CPP Luxury, 2019). At this point, it is worth focusing on the changes in luxury tourism over the years and the transition from “old luxury” to “new luxury”. Initially, until the 1990s, this type of tourism was the exclusive prerogative of the few (elite), while such trips were made for reasons of impression and prestige (Hallott, 2013). Nowadays, luxury travel seems to be accessible by a larger group of consumers. The emergence of “new wealth” and the greater professionalism with which this particular tourist product is now treated (Brenner & Aguilar, 2002) contributed significantly in this direction. Increased demand for luxury tourism as well as profits from it led the tourism industry to create a wide range of luxury products and travel options (Sukmawati, Ernawati, & Nadra, 2018). New markets are emerging beyond existing ones. Indicatively, China is the fastest-growing market with the highest demand for luxury products with an annual growth rate of 20%, while it is expected to be the largest luxury market in the coming years (D’Arpizio, Levato, Prete, Del Fabbro, & Montgolfier, 2019). This is also a noticeable difference between the old and the new era of luxury.

The increasing demand for luxury tourism creates the need to explore the characteristics and behavior of tourists who choose this type of vacation. Luxury tourists are an important segment of the global travel and tourism industry, generating high profits with a smaller sales volume (Demir & Saribas, 2014). They are not seeking the best price, but the best product, which concerns the accommodation and the whole range of tourist services: service from travel agencies / tour operators, transfer to and from the airport to the destination, meals at sophisticated restaurants as well as activities and services inside and outside the hotel (Yu & Littrell, 2003). Nevertheless, although luxury tourists have great purchasing power and spend huge amounts of money on luxury vacations, they are focused on value-for-money in their travel choices (Demir & Saribas, 2014; Novotna & Kunc, 2019). Moreover, luxury tourists are distinguished by those who choose luxury tourism by choice due to their lifestyle, and by occasional luxury tourists, who simply want to try this type of holiday at some point of their life in order to live a special experience (Park et al. 2010). The first category of luxury tourists is the most prevalent and most populous and is subdivided into smaller market segments. Typically, luxury tourists have a high disposable income and available time that allows them to travel. They are experienced travelers, well-educated, knowing very well the product they are buying and having high demands on the expected quality. They usually travel individually and not in groups. The main source of information for luxury destinations is the internet and social media, following international market trends. They are not a homogeneous group of the tourist market, as they differ by demographic (i.e. gender, age, marital status, occupation, income, religion, country of origin) and psychographic characteristics. In addition, new segments of the luxury market are being added to the already established ones. Consequently, luxury tourists could be distinguished into the following subcategories: (a) young professionals between 25-35 years old with high disposable income, (b) families with children, (c) middle-aged professionals between 45-55 years old, known as "Generation X", (d) pensioners aged 60+, known as "baby boomers", (e) celebrities, and (f) High Net Worth Individuals (H.N.W.I.). HNWIs are of particular importance as they hold the largest share of luxury travel. The term refers to those individuals whose fortune exceeds a certain amount. In particular, the net worth of their assets ranges between US$1 million and US$30 million (Hayes, 2019). The percentage of this category has been growing in recent years. In addition, 61.2% of the world's HNWIs population comes from four countries: USA, Japan, Germany and China. The country with the largest increase in HNWIs population for 2017 was India, surpassing 20% compared to the previous year. It is followed by South Korea, North America and Asia. Europe saw a 7.3% increase in the HNWIs population in 2017, with Germany and Ireland in the lead (Hayes, 2019). As for the countries of origin of luxury tourists, the majority come from the United States (13.7 million luxury travel abroad) and China (10 million luxury travel), while Japan, the United Kingdom, Australia and Taiwan are additional large markets (Chen & Peng, 2014).

3. Method

The aim of this research is to investigate the current status and the characteristics of luxury tourism development in Elounda, as well as the prospects for the future. In order to meet this objective, a sample was selected with all the 5-star hotels in the area. Selected hotels were initially contacted, in order to identify their willingness to participate in the study. Of the 10 hotels targeted, nine responded. The profiles of the respondents are presented in Table 1. For the purpose of confidentiality and anonymity, the respondents are identified with codes (R1 to R10). Qualitative research using semi-structured, in-depth interviews with ten managers of the nine 5-star hotels followed in order to examine: (a) the course of tourism in Elounda during the previous tourist season, (b) the characteristics of Elounda that have established it internationally as a luxury tourism destination, (c) its comparative advantages over other destinations, (d) the profile and characteristics of luxury tourists, (e) the features which a hotel must have to meet the challenges and demands of luxury tourists, (f) the competition between hotels in Elounda as well as hotels in other luxury destinations, (g) the degree to which the image of Elounda responds to the luxury tourist product of the region, (h) the potential for further tourism development in the area, and finally (i) the prospects that are erased in the future for tourism in Elounda. The ten interviews took place during February 2020.

Table 1. Profiles of the participants

Code	Position	Hotel
R1	Assistant General Manager	Blue Palace
R2	General Manager	Domes of Elounda
R3	Assistant General Manager	Elounda Beach
R4	General Manager	Elounda Bay Palace
R5	General Manager	Elounda Peninsula
R6	Senior Sales Manager	Porto Elounda
R7	Executive Housekeeper	Aquila Elounda Village
R8	General Manager	Elounda Gulf Villas
R9	Sales Manager	Blue Palace
R10	Reservations Manager	Elounda Mare

4. Findings

Initially, participants were asked to rate last year's (2019) tourist season in Elounda. All respondents agreed that it was a very satisfying season that in the end left a positive mark. The arrivals of tourists in Elounda started timidly, but then they developed very positively, confirming the high expectations for 2019. There was a decline in July-August, which, according to one respondent (R5), is due to the *"extremely hot summer in Europe with unprecedented high temperatures, which interrupted the last minute reservations that are usually made when the weather is not good in Europe. An additional reason for this decline was the intense competition from other nearby destinations, such as Egypt and Turkey"*. Another factor that influenced tourism in Elounda was the collaboration with various tour operators. Thus, *"the bankruptcy of Thomas Cook had no effect on any of the luxury hotels in Elounda, but it did affect the mid-range hotels that operate almost exclusively with major tour operators"* (R8). Moreover, according to another participant (R6), some markets were more dynamic than last year, compared to others where a decline in arrivals was observed. For example, *"the British market, due to 'Brexit' and other conditions, showed a decline, while markets such as Germany and Russia rose"* (R6). Finally, in terms of hotel occupancy, the percentages were about the same as last year. High temperatures during September and October contributed significantly in this direction.

Regarding the elements that have established internationally Elounda as a major luxury holiday destination, all participants agreed that the 5-star luxury hotels of very high standards are the key feature. As R10 characteristically stated, *"luxury hotels have contributed significantly to getting Elounda on a tourist map"*. In addition, its connection initially with the arrival of political leaders and later celebrities (VIPs) from around the world, actors, singers and artists have contributed significantly to the formation of a unique brand name worldwide. *"The starting point for the formation of this brand name was the Elounda Beach Hotel, which was the first to introduce and establish the concept of luxury tourism in the area in the 1970s, making it then famous in Europe and the rest of the world"* (R3). Still, *"there was a good strategy from the entrepreneurs that created the first hotels, who turned to quality tourism right from the start. This contributed significantly to the creation of the other luxury hotels that were added along the way and were equally of high standards"* (R6). An additional element that has gained international recognition is the services provided. *"The excellent services provided to its visitors distinguish Elounda in relation to other competitive destinations"* (R2). Elounda is also well-known as a MICE destination. Prominent personalities not only from the domestic political scene but also from other countries visit it in order to negotiate major political issues. Regarding its comparative advantages, all the respondents mentioned the 'magical' location where Elounda is located and the excellent climate. The morphology of the area and the wild beauty it has as it harmoniously combines the mountain and the sea make it special and extremely attractive as a travel destination. Furthermore, *"the fact that in the very beginning, during the first years of tourism in the region, Elounda was completely unknown, being exclusively a pure and unadulterated fishing village, made it even more special and authentic as a destination"* (R8). In addition, the microclimate of the area has helped a lot in the tourism development of the area. Additional advantages are the hospitality of the locals, the safety and the proximity to many countries - top tourism spenders. Specifically, as R5 stated, *"Crete is at most 3-3.5 hours away from many major markets, such as Russia, United Kingdom, Germany and it is one of our great strengths that we are close to Europe and at the same time we are a safe destination compared to other countries such as Egypt and Libya. Customers of the high standards which are our target group put their safety and the safety of their family as a priority"*.

Continuing with the profile of the tourists who visit Elounda, they are obviously of high-income. Their nationality varies from hotel to hotel. For example, in the Blue Palace and Domes of Elounda hotels, the main nationality of customers is American. The integration of these hotels into the American hotel chain 'Marriott' affected this fact. However, in Elounda tourists come from all the traditional markets of Greece, mainly from the UK, Germany, France, Switzerland, Russia and the Arab countries. *"Nationalities vary depending on the hotel, partner travel agents and tour operators as well as the product offered by each hotel"*, R1 said. The Elounda Peninsula and Elounda Beach, for example, are a popular choice in the Russian market due to their villas and spacious suites. Finally, the Israeli market has been showing increasing trends in recent years, while the markets of Asia, Australia and Oceania are showing very little percentages. In addition, depending on the time of year, the clientele that chooses to spend their holidays in Elounda varies. Thus, at the beginning and end of the tourist season, couples of all ages meet in higher percentages, while mainly in the peak of the high tourist season families with children dominate in arrivals. An exception is the Aquila Elounda Village, which *"due to the fact that it belongs to the 'adults only' category, accepts only adult visitors and mainly couples"* (R7). As for the age of the visitors, it varies covering the whole range from young people aged 30 to people aged 60 and over. Usually older people are also repeat-customers. The younger age groups are absent in Elounda due to the lack of nightlife they are looking for.

As for the motivations of the visitors, the majority of the respondents agree that the main motive is relaxation. In addition, due to the natural beauty of the place and the tranquility it exudes, there are several couples who choose Elounda either to get married, or to spend their honeymoon or wedding anniversary. Of course, there are also corporate meetings that take place during the tourist season and mainly concern MICE tourism, and other incentive-leisure trips. One respondent argued that the age of the customers often affects the reasons why they travel. *"There are tourists who travel to get to know the history and culture, the gastronomy or wines of the destination or just to relax in a protected environment offered by an organized resort"* (R8). Regarding the average length of stay, it varies depending on the hotel and the nationalities of the tourists. So, in six of the nine hotels of the sample, the average length of stay is seven days, in two hotels is four days and only in one hotel is twelve days. For example, the US market, which holds the largest share in Blue Palace and Domes of Elounda hotels, chooses a smaller length of stay as it usually combines travel to Crete with some of the popular Cycladic islands, such as Mykonos and Santorini. Concerning the average daily expenditure, there is no specific amount as it varies by hotel and depends on many different factors, such as whether the holidays are booked individually or through a travel agency as well as the customer's extras that usually involve F&B or Spa consumption. In fact, some agencies, such as Sovereign, offer customers a holiday voucher for free meals or drinks at hotel restaurants / bars.

R3 stated that *"hotels in this category have been built in such a way as to serve all the requirements of luxury tourists within a reasonable frame"*. As an example he mentioned the fireplace that was built a few years ago in a few hours on the beach of Elounda Beach at the request of a customer from

Saudi Arabia. In general, customers' requirements are mainly due to the large sums of money they spend during their stay in the 5-star hotels in the area. Their requirements may also be related to their eating habits, such as food allergies or intolerances, vegetarian or vegan options, a specific type of diet that should be consumed at a specific time during the day, such as kosher food. *"All of these are challenges related to the food that we are called to meet"* (R4). They may also request for specific amenities that they want to find in their room upon arrivals, such as a bottle of wine or fruit, or the way they want the beds to be made. In addition, their requirements may relate to their religion or nationality. A typical example is the markets of Israel and India, both in terms of religion and diet. *"As new markets continue to rise, hotels in this category should embrace all sorts of peculiarities in order to deal with them successfully"*, R2 emphasized.

Participants were then asked about the elements a hotel must have in order to successfully meet the challenges and requirements of luxury tourists. Most of the answers focused on the infrastructure and the service. Luxury nowadays is not defined as it once was as something expensive, gold, heavy and obsolete. *"In order for a hotel to have the 5-star specifications and to be able to really look the luxury customers in their eyes, it must first have very good infrastructure. Focusing on the rooms, they should be large, modern, with sea view, have enough light and excellent quality raw materials"* (R5). For example, *"the Arabs want luxury bedrooms and very large spaces, the Russians want many bedrooms in the same villa and there are customers who are happy to stay in a suite on the sea and enjoy the sun"*, R3 said.

Luxury tourism is intertwined with the unique architecture, the modern design, the large capacity, the variety of restaurants, bars and places of entertainment, as well as the wellness and sports facilities. However, apart from the infrastructure, what distinguishes the 5-star hotels from the other categories of hotels is the high-quality service to the customers. As everything evolves at a very fast pace, and the needs and requirements of customers are constantly changing, the elements that will make the difference are the ones that will keep the customer in a hotel. *"Personalized service plays a decisive role from the moment of arrival until the departure of the customer and not the mechanical and impersonal provision of services"*, R7 underlined. The hotel should constantly surprise them with small gifts in their room or during the day at the hotel, paying close attention to their needs. Repeat customers are a typical example, especially when choosing the same hotel for a number of years. *"Luxury tourists now want experiences and this is the future of tourism. So the hotels have to offer them experiences that will be unforgettable and will make them come back again"* (R4). The element that will offer the added value to the provided high-level services is the well-trained staff. R5 pointed out that a lot of specialization is needed in gastronomy, as the competition in this field is huge in 5-star hotels and customers are expecting to find restaurants of different cuisine with special flavors based on excellent ingredients. Finally, another point on which the participants focused is that luxury tourists seek value-for-money. In other words, they want to be sure that what they are spending on is worth the money they pay.

In terms of the competition that hotels in Elounda face, opinions differ. Some of the participants believe that the competition between the hotels in Elounda exists but is within reasonable limits and mainly takes the form of noble rivalry. This is because each hotel offers a different product to a different market segment. There are, for example, hotels that only have suites, such as the Elounda Peninsula and the Domes of Elounda, and do not have simple room categories. These hotels automatically target a different category of customers than other luxury hotels that provide simpler types of rooms. On the other hand, some respondents who consider the competition intense not only among hotels in Elounda but also in other competitive destinations. Regarding the competition between the hotels in Elounda, some participants reported that although the number of beds is constantly increasing on an annual basis and new luxury hotels are opening in the area, the number of visitors does not follow the same upward trend. Moreover, customers in this category are not only looking for hotels in Elounda but also in other destinations, such as Mykonos, Peloponnese, Chalkidiki and abroad Mallorca and Bodrum. In any case, *"the political-economic and social changes greatly affect the situation and are constantly reshaping the scene"*, R1 pointed out. *"There has been intense competition with Turkey over the past season due to the sharp fall in the Turkish lira, with the result that Europeans have the opportunity to vacation in Turkey's best hotels for 2 weeks at extremely low prices"* (R9).

The intense competition requires appropriate action from hotels to deal with it. All respondents stressed the importance of continuous vigilance, upgrading and improving their product. *"Hoteliers in Elounda should not treat their guests as data, but constantly claim them, even if they are repeat customers who choose the same hotel for a number of years"*, R2 argued. Room or outdoor renovations of hotels must be carried out on a regular basis. In addition, the key role of promotion and advertising of each hotel through its participation in international tourism exhibitions, promotion in the international mass media, utilization of digital marketing and meetings with top tour operators must be recognized. At the same time, the shift to new markets beyond the established ones is a priority of all 5-star hotels in Elounda. Moreover, the pricing policy of each hotel takes into account two factors: a) its microcosm, i.e. everything related to the hotel itself, but also b) the competition both in terms of product and prices. Each hotel tries to offer something unique and different in order to attract the interest of potential visitors. For example, TUI launched a new concept at TUI Blue Elounda Village and created an Escape Room where customers are asked to solve puzzles over a period of time, which immediately increased demand, as there is nothing similar in the area. Also, the company Elounda S.A., which owns the hotels Porto Elounda, Elounda Mare and Elounda Peninsula, is the first to bring the 'Six Senses Spa' brand to Greece and Europe, a fact that had very positive effect for these hotels. Respectively, the existence of a golf course in Porto Elounda, which is the only one in the area, is another strategic advantage over the competition. Careful selection and continuous training of personnel is another key action of hotels, in order to offer impeccable services to demanding luxury customers.

The participants were then asked to comment on whether Elounda responds to the luxury tourist product for which is famous. All of them described the situation in Elounda as disappointing. Elounda does not respond at all to the luxury tourism product it is trying to promote, as there is heterogeneity between the interior of its 5-star hotels and the outdoor environment of the area. The village of Elounda itself is characterized by an anarchic construction and a lack of aesthetics. *"We all need to realize that travelers don't just come to see a luxury hotel with high-quality facilities. They want to go out of it, to see a nice village, to take a ride in the car or on the bike, to have lunch in a nice and picturesque village square. In any part of Europe, even on islands such as Tenerife and Mallorca there are amazing little villages next to the luxurious resorts that enchant their visitors"* R9 said. Elounda's product has lagged behind for many years in contrast to its reputation, with the result that a more general upgrade of the area in terms of organization, utilization of resources and improvement of facilities is considered imperative. *"When leaving, the visitor must have created an overall picture of the destination he visited, as it appears both inside and outside the hotel"* (R8).

In recent years, there have been continuous new investments in the area of Elounda with new luxury hotel units, villas, etc. Participants were asked to what extent they believe that Elounda can support further tourism development or if, on the contrary, it is a saturated tourist destination. The majority of respondents were moderately optimistic. Thus, six out of ten answered that if it was a saturated tourist destination, new hotels and villas would not be constantly built. At the moment, there is a great deal of momentum with huge investments. Hotels of 500, 700 and 1000 beds are being prepared. *"The main reasons why luxury tourists choose Elounda are the uniqueness of the location, its very strong brand name and the services they expect to enjoy going there, as it is considered the top luxury destination in Crete"*, R7 said. In fact, R5 did not hesitate to state that in the next 10-15 years there will be a tourist boom in the area. After all, the growing competition leads to existing hotels constantly improving their product. One of the respondents said that a destination needs all categories of hotels because even if there is a decline in some categories, visitors will have more options. On the other hand, two of the respondents strongly expressed their skepticism, focusing on the issue of sustainability in case investments are made without control. Also of concern is the fact that luxury hotel units are on the rise, but the number of visitors remains the same. As a result, luxury will be limited to far fewer hotels, as many of them will be forced to drop their prices to attract more people. So, *"although the new hotels will be much better in terms of infrastructure, they will still lag behind in their clientele"* R10 argued. Finally, two respondents considered that Elounda is marginally in terms of luxury investments. The hotel industry is evolving, but the place is not following, especially since there is stagnation in its basic infrastructure. In addition, in the coming years there will be a serious staffing problem for these hotels with adequate, specialized and experienced staff.

Globally, luxury tourism has promoted a socially responsible and sustainable tourism development model. To what extent do Elounda hotels follow this trend? In the managers' answers, the urgent need for the sustainable orientation of the hotel units where they are in charge was unanimously expressed. They follow strict guidelines to ensure a clean environment for their visitors, which will benefit future generations as well. After all, today's luxury tourists are very aware and one of the criteria based on which they choose a hotel is the actions it takes in terms of sustainability. Initiatives for a sustainable environment have been underway in Elounda for many years. Thus, recycling and saving water and electricity are a major concern of all its 5-star hotels. All lighting systems have been replaced with LEDs, which contributes significantly to the minimum energy consumption, while all rooms have water pressure regulators. In addition, detergents and cleaning products are used ecologically, without chemicals and special cards have been placed in the rooms of the clients who inform them about the frequency of change of the bed linen. The reduction of plastic and its replacement by other biodegradable materials is another action taken by all the hotels. The products used for cooking are organic and come from local producers. In fact, some hotels, such as the Blue Palace, have eco-gardens for organic production. At the Porto Elounda Hotel, there are solar panels all over the roof of the Spa, which is essentially powered exclusively by these panels. In addition, in the hotels Porto Elounda, Elounda Peninsula and Elounda Mare there is desalination, i.e. the water used is from the sea, so there are water savings. There are also composters in all hotels. Blue Palace in addition to the above actions also carries out activities such as beach cleaning, tree planting, participation in the social grocery store, while there are facilities for greywater. Finally, Domes of

Elounda applies digital information transmission by significantly reducing paper waste. The customer can be informed either through smart television or through the hotel mobile app. The participants strongly believe that such actions have multiple benefits not only for hotels and their clientele but also for the region and its population.

Finally, participants were asked about the future prospects for tourism in Elounda. All of them argued that the future of Elounda as a luxury tourist destination can be positive, but under certain conditions. As R1 characteristically stated, *"the prospects for the future could only be positive if direct cooperation is achieved between hoteliers, the local community and the state, so that the whole region can be reshaped while maintaining its authenticity. Otherwise, if the sole goal is to bring tourists without infrastructure, at some point the destination will be saturated and the brand name that has been built for so many years will start to decline"*. In addition, *"if the hotels continue to provide the hospitality and the high level of service for which they have gained recognition in the market and if there is respect for the environment, tourism in Elounda will last for many years and with much better conditions than those that have prevailed so far"*, R3 said. As the flow of tourists increases in the country, so will in Elounda. The brand name of the area and its development with luxury hotel units belonging to large tourist giants such as Marriott will significantly help open up new markets, create many new jobs and further develop it. One of the respondents stressed that *"no one should be complacent about his product, but instead invest constantly in both building and living material, giving employees the opportunity to evolve and serve Elounda's visitors in the best possible way. Also, businessmen in the area need to reconsider the bad mentalities of the past, love their place more and realize that if they don't, there will be no tourists forever or their quality will be much lower than they are used to so far"* (R3).

5. Conclusion

Luxury tourism is one of the dominant international tourism trends in recent years. Greece has a strong presence in luxury tourism with popular luxury destinations and luxury resorts of high standards. In this context, this paper contributes to the existing literature on luxury tourism, focusing on Elounda in Crete, as a case study. Elounda is considered to be one of the top luxury destinations in Greece. The aim of the research was an analysis of luxury tourism in Elounda. The research yielded some interesting findings.

First of all, the course of tourism in Elounda is upward, following the continuous years of growth of the tourism sector in Greece. Undoubtedly, the attractiveness of the landscape, the safety of the destination, the microclimate, the 5-star hotel units of high standards, the very high level of personalized customer service, the celebrity and other VIPs arrivals, and the well-established brand name are key advantages of Elounda which have established it internationally as one of the top destinations for luxury tourism. However, hoteliers do not rest on their laurels but instead try to satisfy the changing needs and desires of their customers and thus, successfully countering the intense competition that exists both between hotels in the region and with other regions of Greece (e.g. Mykonos, Santorini, Chalkidiki) and abroad (e.g. Mallorca, Bodrum). After all, the growing competition leads existing hotels to constantly improving their product.

Regarding the profile of luxury tourists visiting Elounda, of course, they are wealthy but the rest of their demographic characteristics vary depending on the hotel and the product they choose. Thus, most of them are 30 years old and over while there is a fairly large percentage of repeated tourists who are usually over 60 years old. They usually are couples or families with children, their average length of stay ranges between four to twelve days, and the main countries of origin are USA, UK, Russia, Germany, France, Switzerland, the Arab countries, while new markets such as Israel are emerging. In addition, one of the efforts of hotels is to attract customers from new emerging target markets. In some cases, the brand of the hotel group to which a hotel belongs attracts tourists of a certain nationality (e.g. Marriott for Americans). The main visitors' motive is relaxation, while there is a fairly large percentage of visitors traveling for business.

The paradox is that while Elounda is considered a top luxury holiday destination, the area itself, which is characterized by anarchic construction and a lack of aesthetics, cannot support this reputation. Elounda as a tourist destination created its reputation based on 5-star hotels. However, it is necessary to take measures that will lead to a complete overhaul of its image. Basic facilities and infrastructure in the area need to be improved and modernized. The cooperation of private and public bodies, i.e. private companies with the Municipality and the local community is necessary towards that direction. Nevertheless, despite the current problems in the region, the future of tourism seems to be bright. New investments in luxury tourist infrastructure are constantly being made, with forecasts for a tourist boom in the coming years. The latter proves that Elounda is not yet saturated as a destination.

6. Limitation and Future Research

In this research, the issue of luxury tourism was examined from the point of view of supply, exploring the views and perceptions of the executives of the 5-star hotels of the region. Thus, in the future, luxury tourism in Elounda could be examined from the point of view of demand and research could be carried out on its visitors, in order to explore their motivations, the reasons why they chose Elounda for their vacation and the degree of their satisfaction. Furthermore, a corresponding survey could be conducted in other luxury destinations in Greece and abroad in order to compare the results with those of the present survey. Luxury tourism in Elounda could also be examined by other tourism service providers, such as luxury taxi companies, restaurants and other businesses such as jewelry stores. Finally, this research was conducted before the outbreak of the Coronavirus pandemic. It would be interesting for a newer study to look at the effects of this crisis on luxury tourism.

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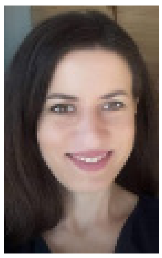

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AUGMENTED PRODUCT PERCEPTION AND ATTRIBUTION THEORY IN TOURISM[1]

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ABSTRACT

This study investigates the functioning of augmented product perception and attribution theory in the tourism sector conceptually and operationally. The reason for this is that these two concepts, which are extremely important in terms of consumer behavior, have not been examined sufficiently. Since the research is essentially exploratory, it aims to test the factual relationships in theory and to examine and test the relationships in the model rather than generalize the findings. For this reason; it was preferred to collect data from different groups at different times via convenience sampling technique and high reliability and validity were obtained in each of field studies. The results indicated that augmented product perception was comprised of two dimensions as staff and atmosphere perceptions, and the impact of staff perception on attribution was found to be higher compared to the impact of atmosphere perception. In addition, it was found that the proposition put forward in the attribution theory cannot be generalized in tourism within the context of this study. The study revealed that consumers made external, permanent and controllable attributions.

1. Introduction

As long as we live, we examine events, facts, people and their behavior and create temporary and/or permanent mental perceptions about them. Although these perceptions that we have are shaped in harmony with each other, they also affect our attitudes and behavior towards events and people. For these reasons, it has been one of the most important areas of social psychology studies to investigate our behavior towards events, facts, and people. Some inferences drawn as a result of these studies have been tried to be explained by a theoretical approach called Attribution Theory (Gurses, 2008: p. 361).

Attribution theory has been the focus of marketing, especially since the early 1990s. This is because it is argued that marketing is to understand the attitudes and behaviors of people before, during and after purchasing a product and the reasons for these and to guide these attitudes and behaviors (Odabasi and Baris, 2003: p. 19; Yagci and Cabuk, 2014: p. 128). For this purpose, it is possible to come across studies examining the relationship between attribution theory and production, price, distribution, satisfaction and loyalty, which are important issues of marketing. Studies like Bitner, Booms and Mohr (1994), Novlis and Simson (1997), Ellen, Mohr and Webb (2000), Fang, Evens and Landry (2005), Dutta, Bijwas and Grewald (2007) and Chung and Petrick (2012) can be given as an example to such studies.

Although not as widespread as marketing studies, there are also studies in the field of tourism that investigate the relationships between attribution theory and consumer behavior such as satisfaction, experience, loyalty and emotional reaction. Studies by Jackson, White and Schmierer (1996), Fucsh and Weiermaier (2004), Chan, McMohan, Cheing, Rosental and Bezyak (2005), Chung and Petrick (2012), and Browning, Fungso and Sparks (2013) can be given as examples to these kinds of studies.

As stated above, the relationships between attribution theory and consumer behavior have been the focus of interest in both marketing and tourism, especially since the 1990s. However, in the systematic literature review, it has been observed that the relationship between attribution theory and augmented product perception, which is important in terms of consumer behavior, or the way the attributions of tourism consumers for the augmented product are shaped has not received sufficient attention either in marketing or

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tourism. However, as in the other service sectors, the environment in which the service is provided, the interaction between the service provider and the service receiver, and the interaction between the customers who receive the same service are essential in terms of service receivers in the tourism sector. It is argued that this interaction significantly affects the consumer's consumption, satisfaction, repurchase intention and trust in the business (Chaudhuri & Holbrook, 2001; Karatepe and Avci, 2002; Kim and Brown, 2012). For this reason, it is considered an important inadequacy not to know to what, to whom and at what level the consumer is making attributions during and after the service period.

Likewise, there is not a sufficient number of studies on how attribution theory works in the service sector where the service receiver/service provider/ environment cannot be separated. According to the theory, for example, a student who passed an exam could say "I passed" by making an internal attribution while a student who failed could say "teacher failed me" by making an external attribution. However, attributions in the tourism sector, which is a service sector, may not be so simple. Due to the inseparability trait of the service in the tourism sector, external attribution may have its distinctions. Namely, does a consumer attribute his positive or negative perception of the augmented product during and/ or at the end of the consumption process to the personal attitudes and/or behavior of the staff with whom he interacts, to the establishment or other customers? Or are these attributions at the same level? In addition, is the attribution of the consumer about augmented product perception temporary or permanent? Or is the attribution controllable or not?

According to attribution theory, the mental perceptions that people develop as a result of events, facts and behavior play a determining role in their subsequent behavior. Therefore, the fact that it is not known to whom, to what, in what way and at what level consumers make their attributions for the augmented product during the service procurement process means that the attitudes and behavior they will develop after these attributions are unknown, too. In this case, the promotion efforts that are still implemented and that will be implemented in the future towards creating a positive service perception among consumers lack sufficient support. Namely, the attitude and behavior that the tourism consumer will develop may differ depending on whether their judgments about the augmented product are internal or external during and after the consumption process. Promotion efforts to be developed against this situation should also differ. Similarly, the attitude and behavior of consumers towards the augmented product may be different depending on whether their judgments about the product are permanent or temporary or controllable or uncontrollable, and the promotion efforts to be developed for this situation are expected to be different. Otherwise, it is believed that the success chance of a standard promotion effort to be developed for each situation will decrease.

From this point of view, the main purpose of this study is determined to be a conceptual and operational investigation of functioning of augmented product perception and attribution theory in the tourism sector. As a result of the study, the attribution attitudes of tourism consumers towards augmented product perception will be determined through the sample of a restaurant, and also the functioning of the attribution theory in the tourism sector will be detected. In this way, both the information gap about the theory regarding the inseparability will be filled, and inferences and suggestions will be presented to the researchers working in the field and the managers and practitioners who have developed promotion efforts to create a positive service perception in tourism.

2. Conceptual Framework

2.1. Attribution Theory

People develop mental perceptions of events, facts, and behavior in order to survive and adapt to their environment. These perceptions have an important effect on their future behavior. These mental perceptions, called attribution, have been the subject of research since the 1950s. Heider (1958), who laid the foundations of the attribution theory, named the theory that he developed as a result of his studies on the subject Naive Psychology (Mizerski, Golden and Kernan 1979: p. 124). This is because Heider argues that people are social psychologists who develop causal theories of social behavior. According to Heider, people are naive psychologists because such theories have the same form as systematic-scientific social psychology theories (Hogg and Vaughan, 2005: p. 104).

Based on Heider's theory of attribution, Jones and Davis (1965) developed a theory they called Correspondent Inference. In this theory, they try to explain how people make attributions of other people's personality traits. In their study, Jones and Davis (1965) assumed that people are different from objects in terms of their intent and capacity, and therefore they seek both permanent and informative meaningful explanations regarding events, facts and behavior (Bilgin, 2006: p. 168).

Another study on attribution theory was carried out by Harold Kelley. Kelley (1967), in his study on attribution theory, analyzed the process of making internal and external attributions and proposed the Causal Attribution model. Kelley also shared Heider's view that people are rational beings and argued that as naive (inexperienced) scientists, people constantly test hypotheses about the behavior of others (Kagitcibasi, 1999: p. 231).

The foundations of the attribution theory were laid by Heider (1958) and it was developed by Jones and Davis (1965) and Kelley (1967) over time. The most comprehensive and most widely adopted form of the theory in marketing literature was achieved by Weiner (1985) (Hogg and Vaughan, 2005: p. 111). In his theory, called Achievement Motivation, Weiner suggests that people attribute their success and failures mostly to internal or external causes and think that they will achieve the same results when they encounter the same situations in the future (Bilgin, 2006: p. 171). In addition, Weiner argues that three performance dimensions are taken into account in explaining individuals' successes or failures. These are locus, stability and controllability as described below (Hogg and Vaughan, 2005: p. 111).

Locus: Is the performance caused by the actor (internal) or by the situation (external)?

Stability: Is the internal and/or external cause permanent or temporary?

Controllability: Can the individual show the same performance for the same situation in the future?

Each of these three dimensions reveals one's attributions to success and/or failure. According to the theory, these dimensions indicate the predictions about how the attributions that will influence the future behaviors of people will be.

Weiner maintains that when behavior is controllable, people tend to make internal attributions, whether permanent or temporary. On the other hand, in cases where the behavior is uncontrollable, they tend to make external attribution, whether permanent or temporary (Weiner, 1985: p. 551; Tomlinson and Mayer, 2009: p. 98).

It is possible to list the basic propositions of the attribution theory developed by Weiner as follows:

- People make attributions on the causes of events, facts and behavior.
- These attributions are addressed in three dimensions as locus (internal / external), stability (permanent/temporary) and controllability (controllable/uncontrollable).
- People tend to attribute positive outputs to internal, controllable and permanent causes, and negative outputs to external, uncontrollable, and temporary causes (Hogg and Vaughan, 2005: p. 114).

2.2. Product Perception

Product is defined as "anything offered to the market for consumption, use, acquisition and attention in order to satisfy a demand or need" (Kotler et al., 2003: p. 302). A product that meets the perceptions and expectations of consumers is considered as a whole with its service bundle as well as its physical, functional, design and aesthetic qualities (Meydan Uygur, 2007: p. 233). From this point of view, tourism product is defined as a package that are made up of different goods and services such as accommodation, food and beverage, entertainment, transportation, shopping, and security that tourists use during their holidays or as the experiences they have (Kozak, 2006: p. 125; Meydan Uygur, 2007: p. 236).

As in other service sectors, products in tourism are described in four levels as a core product, facilitating product, supporting product and augmented product (Kotler et al., 2003: p. 302; Meydan Uygur, 2007: p. 240). While the core product here is defined as the main reason for being on the market, the facilitating product is described as products that facilitate the use of the core product. In terms of tourism, accommodation, food and beverages, and entertainment services offered by a hotel are considered as the core products. The facilitating products are defined as the geographical location of the area, size, view and physical assets of the hotel (Kozak, 2006: p. 135). The supporting product is defined as the products that add value to the core product. In terms of tourism, assistance services, and health and/or SPA services provided to its customers by a hotel are considered in this context (Kotler et al., 2003: p. 303).

The augmented product that constitutes the final ring of the components includes the atmosphere, which is the environment in which the service is provided, customer interaction with the service staff, the interaction between customers, and the participation of customers in the production process. In other words, while the core product, the facilitating product, and the supporting product indicate what the consumer is offered, the augmented product indicates how the consumer receives the product (Middleton and Clarke, 2001: p. 129; Kotler, et al., 2003: p. 306). In terms of service, the answer to the question of how can be associated with the environment in which the service is provided (atmosphere), the person who provides the service (service staff), and the positive and/or negative perception that occurs in consumers' minds regarding the attitudes and behavior of other customers receiving the same service (customer interaction).

3. Literature Review

Attribution theory, which has been in the interest of social psychology, sociology, psychology, and anthropology, which have been studying human behavior, since the 1950s, started to be used since 1970s when consumer behavior gained importance in marketing (Mizerski et al., 1979: p. 131). In order to determine how attribution theory is used in marketing studies, the journals that are at the top in the most-cited journals in the field (Steward and Lewis, 2010: p. 86) were superficially reviewed. Information about the articles obtained in the review is given in Table 1.

One of the remarkable points in the articles presented in Table 1 is that attribution theory is mainly addressed as a process or output in marketing studies. The fact that the theory is addressed in this way in the field of marketing is in line with the definition that people interpret events, facts and behavior and act in this direction. Another point that attracts attention is that the

Table 1. Marketing Literature on Attribution Theory

Author(s) and Year	Variables associated with Attribution Theory
Bitner, 1990	Satisfaction, quality perception, behavioral intention
Badovick, 1990	Effort, stability, expectation, self-blame, regret, satisfaction
Jonston and Kim 1994	Sales effort, performance, expectation
Bitner, Booms and Mohr, 1994	Consumer Satisfaction
Green and Krieger, 1995	Brand preference, purchasing tendency, pricing
Nowlis and Simonson, 1997	Pricing, distribution, consumer choice
Weiner, 2000	Satisfaction, consumer behavior
Janiszewski and Meyvis, 2001	Brand, processing fluency, repetition frequency
Herpen and Pieters, 2002	Product variety, product management, product choice
Tsiros, Mittal and Ross, 2004	Responsibility, stability, customer satisfaction
Miller and Khan, 2005	Colour, flavour (feature), consumer choice
Sinha et al.2005	Loyalty, consumer choice, product management, diversification
Fang et al., 2005	Sales control, capability, performance, satisfaction
Khan and Dhar, 2006	Consumer choice
Janakiraman, Meyer and Morales, 2006	Customer experience, spending tendency
Dutta et al., 2007	Pricing, repurchase intention
Pham at al., 2010	Personal awareness, satisfaction
Troye and Supphellen, 2012	Co-production, personal production, personal integration
Bower and Maxham, 2012	Product returns, customer perception, regret, spending intention
Habel et al., 2016	Benefit, price increase, price justice, loyalty
Guha et al., 2018	Price, perceived value, buying tendency
Leung, Paolacci and Puntoni, 2018	Identity, willingness to borrow

variables associated with attribution are dependent variables such as satisfaction, loyalty, purchase intent, consumer choice, spending tendency, and repurchase intention. This indicates that consumers make positive and/or negative attributions mainly based on events, facts and behavior, and as a result, they exhibit an attitude and/or behavior. From this point of view, it can be suggested that attribution theory is extremely important in terms of marketing, especially consumer behavior.

No studies have been found in the comprehensive review of the literature on the use of the augmented product perception and the attribution theory in tourism research. Based on this result, this time a comprehensive review was carried out for the use of the attribution theory in tourism research. Details of the studies found as a result of the comprehensive review are presented in Table 2. The first point that draws attention in the studies the details of which are presented in Table 2 is that attribution theory in the studies in the field of tourism, in parallel with the marketing studies, is associated with dependent variables such as experience (Jackson, White and Schmierer, 1996; Jackson, 2019), satisfaction (Tsang, Prideaux and Lee, 2015; Choi and Cai, 2016), trust and revisit intention (Su, Lian and Huang, 2020) and satisfaction (Fuchs and Weiermaır, 2004) and loyalty (Choi and Cai, 2016). Based on this result, it can be put forward that attribution theory is important in the field of tourism as it is in the field of marketing.

The second remarkable point is that although attribution theory is frequently examined with variables such as satisfaction, loyalty, experience, service quality perception and trust, which are among consumer behavior, the issue of how the attribution attitudes are shaped towards the augmented product perception, which is important in terms of consumer behavior, has not received sufficient attention.

The third noticeable point in the table is that attribution theory is not addressed with all its dimensions, so there is no certain conclusion about how attribution theory works in the tourism sector (People tend to attribute positive outcomes to internal, controllable and permanent causes, and negative outcomes to external, uncontrollable, temporary causes). Based on these facts, it becomes more evident that it is important to conceptually and operationally examine how the augmented product perception and the attribution theory work in the tourism sector.

4. Methodology

4.1. Research Model

This is a review study, and in the study, the cross-sectional survey model is used to determine the dimensions of the augmented product perception and the dimensions of attribution theory and the relational survey model is used to examine the relationship between the augmented product

Table 2. Tourism Literature on Attribution Theory

Author (s) Year	Sample	Data collection method	Findings on attribution theory	Limitations
Jackson, White and Schmierer, 1996	Tourists	Questionnaire	- Internal and permanent attribution is made towards positive experience, - External and permanent attribution is made towards negative experience.	Controllability dimension wasn't examined.
Fuchs and Weiermaır, 2004	Tourism communities	Questionnaire	- Destination attributes affect tourist satisfaction; Tourists make external attributions towards satisfaction.	Only locus dimension was examined.
Chung and Petrick, 2012	Airline passengers	Literature review and Questionnaire	- There is a positive relationship between causality and price fairness, - There is a positive relationship between controllability and price fairness, -There is a positive relationship between stability and price fairness.	Only controllability and stability dimensions were examined.
Browning, Fung-So and Sparks, 2013	Tourists	Scenario and Questionnaire	-Tourists make controllable attributions for service quality.	Only controllability dimension was examined.
Tsang, Prideaux and Lee, 2015	Theme park visitors	Literature review and Questionnaire	-There is a positive relationship between satisfaction and stability, -There is a positive relationship between satisfaction and controllability.	Only controllability and stability dimensions were examined.
Choi and Cai, 2016	University students	Questionnaire	-External attribution is made for loyalty and satisfaction, -Permanent attribution is made for loyalty and satisfaction.	Only The locus and stability dimensions were examined.
Jackson 2019	Tourists	Questionnaire	-Internal and permanent attribution is made towards positive experience, -External and temporary attribution is made for a negative experience.	Only The locus and stability dimensions were examined.
Su, Lian and Huang, 2020	Tourists	Literature review and Questionnaire	-Internal attribution is made for destination trust and revisit intention.	Only The locus dimension was examined.

perception and the dimensions of the attribution theory (Karasar, 2003: p. 81).

As independent variables in the relationships examined in the studies in the literature listed above, perceptions about experience (Jackson, White and Schmierer, 1996; Jackson, 2019) quality of service (Browning, FungSo and Sparks, 2013) and/or destination trust (Su, Lian and Huang, 2020) are taken into account. In this study, the independent variable was determined to be the product perception, in parallel with the literature. While considering the product perception, the augmented product dimension, which is one of the sub-dimensions of the product, was taken into consideration, and other dimensions (core/ main product, facilitator product and supporting product) were excluded. This is because these dimensions reveal what the consumer receives, while the augmented product dimension indicates how the consumer receives the product (Middleton and Clarke, 2001: p. 129; Kotler, et al., 2003: p. 306).

When considered in terms of service, the components of the augmented product include the environment in which the service is provided, the interaction with the staff providing the service, the attitudes and behavior of other customers receiving the same service and the participation of the customers in the process (Kotler, et al., 2003: p. 306). The customer participation was not included in the model because the attribution for the customer participation in the process would be internal and the internal attribution, one of the attribution dimensions, was excluded from this study.

When the model is examined, it is seen that it coincides with the decision-making process advocated in the Cognitive man model in terms of consumer behavior (Khan, 2006: p. 130). In addition, the model is also in line with the perception process, which is among consumer behavior (Koc, 2008: p. 75). This is because the consumer behavior process consists of input, process and output stages, and the consumer is exposed to some stimuli during the input stage, pays attention to these stimuli and comments on them during the process stage, and acts in line with these comments during the output stage (Koc, 2008: p. 75).

4.2. Research Questions and Hypotheses

The main purpose of this study is to examine the functioning of the augmented product perception and the attribution theory in the tourism sector. With this aim in mind, the following two main research questions are posed in order to question the relationships between the dependent and independent variables that are the subject of the study:

RQ1: How many dimensions is the augmented product perception divided into?

RQ2: How many dimensions is the attribution attitudes towards the augmented product divided into?

The research questions listed above will contribute to the determination of the relationships between the variables examined in the study. The hypotheses developed based on the research questions are described below.

As emphasized in the literature review section, there are no studies that investigate the relationship between the dimensions of the augmented product perception and the attribution theory. However, as discussed in the introduction part of the research, it is argued that people create mental perceptions about events, facts and behavior and that these perceptions have a significant impact on their future behavior (Gürses, 2008: p. 361).

On the other hand, as discussed in the conceptual framework section of the research, when considered in terms of service, the augmented product perception indicating how the consumer receives the product is associated with the positive and/or negative perception that occurs in the consumers' mind regarding the environment in which the service is provided, the service provider and the attitudes and behaviors of other customers receiving the same service. (Middleton and Clarke, 2001: p. 129; Kotler, et al., 2003: p. 306). Based on this idea, there may be a positive relationship between the dimensions of the augmented product perception and the dimensions of the attribution theory. In addition, considering that attribution is the mental perception that people create for events, facts and behavior, there may be a cause and effect relationship between the augmented product dimensions and the dimensions of the attribution theory. The hypotheses were created to examine these relationships are presented below;

H1: Atmosphere perception has a positive impact on stability.

H2: Staff perception has a positive impact on stability.

H3: Customer interaction has a positive impact on stability.

H4: Atmosphere perception has a positive impact on controllability.

H5: Staff perception has a positive impact on controllability.

H6: Customer interaction has a positive impact on controllability.

4.3. Data Collection Method and Tool

In order to collect the research data, a questionnaire was used as a data collection tool. The reasons for using a questionnaire include the fact that it provides the opportunity to collect a great number of data from a large number of participants easily and economically in a short time, and that uniformity is achieved by asking the same questions to all participants. In addition, a questionnaire was used because privacy guarantee is convincing, it can be digitized, the results can be compared with other studies conducted on the subject, and it allows for generalization (Karasar, 2003: p. 182).

Scale items created through the adaptation of the scales used in the literature were arranged according to the 5-point Likert type scale consisting of five response categories as "1. strongly disagree, 2. disagree, 3. partially agree, 4. agree, and 5. strongly agree" (Babbie, 1989: p. 153) and two different scales were developed. In order to ensure that the attitudes to be measured respond to the extremes, the response category named 3. partially agree was

Table 3. The Scales Used and the Scale Items

	Adapted version of the scale items	Resources
The augmented product perception scale	I enjoyed being in the same environment with other customers around.	Added by the researcher
	I felt uneasy due to some customers.	
	I liked the atmosphere of this restaurant.	Cronin and Taylor, 1992
	The system was functioning properly in the restaurant.	
	The attitude of the restaurant staff was good.	
	The staff was concerned.	
	I felt good at this restaurant.	Kim et al., 2013
	I waited unnecessarily to order.	
	It took unnecessarily long for the meal to be delivered.	
The attribution theory scale	Restaurant management is responsible for the current atmosphere in this restaurant.	Tsiros et al., 2004
	The atmosphere of this restaurant will always remain the same.	
	Restaurant management is responsible for the customers' disturbing behavior.	
	The customer profile of this restaurant will always remain the same.	
	Restaurant management is responsible for the staff's attitude to the customers.	
	The attitude of the staff to the customers will always remain the same.	

used instead of the response category named 3. undecided (Erkus, 2014: p. 79). The scales are given below with their reasons and development process, and the scales are presented as the augmented product perception scale and the attribution theory scale, respectively.

In the literature review conducted during the development of the augmented product perception scale, it was found that product perception was widely measured as the perception of service quality, and SERVQUAL and SERVPERF scales were also widely used in this measurement process (Cronin and Taylor, 1994; Parasuraman, Zeithaml and Berry, 1994; Khan, 2003; Saez, Fuentes and Montes, 2007; Kim, Blancher Desarbo and Fong, 2013). When the scales were examined, it was observed that the items of the augmented product scale for the dimensions of atmosphere and interaction with the staff were parallel to each other in both scales, and that the scale items for the dimension of customer interaction were not used in both scales, though. Based on this finding, as revealed in Table 3, the scale items for the dimensions of atmosphere and interaction with the staff were developed by using the relevant scales, and the scale items for the dimension of customer interaction were added by the researcher.

During the development of the attribution theory scale, the scale structures of the studies investigating the attribution attitudes especially towards consumer behavior in the field of marketing and tourism were examined. As a result of the examination, it was determined that Bower and Maxham (2012) used scale items only for the dimension of locus and that Jonston and Kim (1994) and Tsiros et al. (2004) included scale items only for the locus and stability dimensions. Based on this finding, the items of the attribution theory scale developed using the related studies are arranged as in Table 3.

4.4. Sampling and Data Collection Process

Since the research is essentially an exploratory research, it aims to test the factual relationships in theory and to examine and test the relationships in the model rather than generalize the findings (Yıldırım & Simsek, 2000: p. 64). For this reason, it was preferred to collect data from different groups (heterogeneous) at different times via convenience sampling technique (Erkus, 2009: p. 97).

In the first two of the studies (First Field Study (FS1) and Second Field Study (FS2)), it was aimed to establish a scale item pool and to test reliability and validity. In the last two studies (Third Field Study (FS3) and Fourth Field Study (FS4)), research questions and hypotheses were examined based on the data obtained from the scales consisting of the items whose reliability and validity were tested.

The first field study, which was conducted to create the scale item pool and to test the reliability and validity of the scale, was applied to the customers of a luxury restaurant operating in Mersin during the service procurement process, and a total of 160 participants (n) were reached. The second field study, which was also carried out for the same purpose, was applied to the customers of a restaurant operating in Mersin University right after the first field study, and a total of 171 participants were reached. The purpose of using the survey, in the same way, was to determine whether the problematic items observed in the scale item pool at the end of the first field study resulted from the scale item structure or the differences between participants.

The questionnaire was finalized by removing the same problematic scale items determined in the first and second field studies, and the third and fourth field study data were collected via this questionnaire. The third field study was applied to the customers of a luxury restaurant operating in Antalya during the service procurement process and a total of 176 participants were reached. The fourth field study, which was the last stage of the process, was applied to the customers of a restaurant operating in a region which had a large number of university students and faculty members during the service procurement process and a total of 168 participants were reached. The main purpose of the third and fourth field studies was to test research questions and research hypotheses. Thus, the reliability and consistency of the findings would be tested as well.

As is noted in the studies, the data of the research were collected from 675 restaurant customers in different places at different times. The purpose of collecting data from restaurant customers is the assumption that the augmented product perception is more pronounced in restaurants compared to accommodation establishments or tours. The reason for this is that since there are multiple departments in accommodation establishments, it is believed to be difficult to determine for which department and/or for which employee in which department the perception is. Similarly, it can be assumed that the product perception of a tourist on a tour differs because the tourist encounters independent and different service environments, service types and service staff during the tour.

5. Data Analysis and Findings

During data analysis, firstly, missing and/or sloppily filled questionnaires were eliminated, and the remaining survey data were transferred to the computer environment. Mean and standard deviation values were checked to examine the accuracy of all field study data. As a result of the elimination and analyses, a total of 142 survey data were included in the analysis of the first field study, 157 in the analysis of the second field study, 164 in the analysis of the third field study and 157 in the analysis of the fourth field study.

At first, reliability and validity analyses were performed on all field study data in order to test the reliability and validity of the study. Cronbach's Alpha coefficient was used for reliability (Kalaycı, 2010: p. 405), and for validity analysis, expert opinion was

Table 4. Reliability and Validity Results of the Augmented Product Perception Scale

Augmented Product Perception Scale (6 items)	F. Loadings				Variance (%)				Eigenvalue				Cronbach's Alfa			
Factor 1: Staff Perception	**FS1***	**FS2***	**FS3***	**FS4***	**FS1**	**FS2**	**FS3**	**FS4**	**FS1**	**FS2**	**FS3**	**FS4**	**FS1**	**FS2**	**FS3**	**FS4**
The system was functioning properly in the restaurant.	0.792	0.864	0.615	0.772												
The attitude of the restaurant staff was good.	0.912	0.904	0.892	0.903	53.7	56.0	46.4	53.0	3.22	3.36	2.78	3.18	0.840	0.894	0.762	0.838
The staff was concerned.	0.817	0.896	0.849	0.873												
Factor 2: Atmosphere Perception																
I enjoyed being in the same environment with other customers around.	0.763	0.774	0.790	0.830												
I liked the atmosphere of this restaurant.	0.820	0.810	0.742	0.790	18.5	20.0	19.5	21.3	1.11	1.20	1.11	1.28	0.729	0.712	0.640	0.737
I felt good at this restaurant.	0.778	0.755	0.647	0.673												

Values for the Overall Scale	**FS1**	**FS2**	**FS3**	**FS4**
KMO (%)	0.737	0.753	0.737	0.748
Total variance	72.297	76.140	66.061	74.423
Bartlett Test	X^2: 359.553 s.d.: 15 p<0.001	X^2: 509.091 s.d.: 15 p<0.001	X^2: 279.985 s.d.: 15 p<0.001	X^2: 424.723 s.d.: 15 p<0.001
Cronbach's Alpha for Overall Scale	0.819	0.822	0.754	0.805
Overall Mean	4.208	4.107	3.881	4.309

FS1*: Field study1 FS2*: Field study2 FS3*: Field study3 FS4*: Field study4

sought to ensure scope validity, and explanatory factor analysis was used to ensure construct validity (Erkuş, 2009: p. 135). During the explanatory factor analysis, the three items on the product perception scale were found to be problematic in the first and second field study data and excluded from the analysis, and the analysis was continued with the remaining items on the scale.

Although the data of the study were obtained at different times and in different places, the results of the four different field studies are presented in the same table for each scale in order to show the parallelism of the analysis results with each other (Tables 4 and 5).

Reliability and validity analysis results for the augmented product perception are illustrated in Table 4. In the analysis results presented as five columns, the first column contains the factor structures formed as a result of the analysis. As can be seen in the column, in four of the field studies

Table 5. Reliability and Validity Results of the Attribution Theory Scale

Attribution Theory Scale (6 Items)	F. Loadings				Variance (%)				Eigenvalue				Cronbach's Alfa			
Factor 1 Stability	**FS1***	**FS2***	**FS3***	**FS4***	**FS1**	**FS2**	**FS3**	**FS4**	**FS1**	**FS2**	**FS3**	**FS4**	**FS1**	**FS2**	**FS3**	**FS4**
The atmosphere of this restaurant will always remain the same.	0.881	0.883	0.822	0.870												
The customer profile of this restaurant will always remain the same.	0.894	0.846	0.860	0.914	51.9	49.2	42.3	53.0	3.11	2.95	2.53	3.80	0.903	0.856	0.747	0.889
The attitude of the staff to the customers will always remain the same.	0.879	0.864	0.718	0.862												
Factor 2 Controllability																
Restaurant management is responsible for the current atmosphere in this restaurant.	0.794	0.808	0.775	0.800												
Restaurant management is responsible for the customer profile.	0.465	0.683	0.690	0.745	17.0	21.5	22.4	20.6	1.02	1.29	1.34	1.23	0.521	0.669	0.671	0.719
Restaurant management is responsible for the staff's attitude to the customers.	0.817	0.850	0.825	0.808												

Values for the Overall Scale	**Field study 1**	**Field study 2**	**Field study 3**	**Field study 4**
KMO	0.795	0.732	0.727	0.785
Total variance (%)	69.008	70.815	64.774	73.659
Bartlett Test	X^2: 347.279 s.d.: 15 p<0.001	X^2: 348.713 s.d.: 15 p<0.001	X^2: 222.691 s.d.: 15 p<0.001	X^2: 404.927 s.d.: 15 p<0.001
Cronbach's Alpha for Overall Scale	0.798	0.776	0.726	0.818
Overall Mean	3.842	3.818	3.832	3.910

FS1*: Field study1 FS2*: Field study2 FS3*: Field study3 FS4*: Field study4

(FS1, FS2, FS3, FS4), the augmented product perception scale consists of two factors as staff perception and atmosphere perception. In addition, when the values for the overall scale are examined, it is seen that the two factors explain the augmented product perception between 66% and 76%, and that the KMO values are between 0.737 and 0.753.

In addition, the fact that the participants regard customer interaction as part of the environment is considered as an important output. In the next three columns of the table, factor loading values, explained variance ratio and eigenvalues are presented, respectively. Both the values in these three columns and the reliability coefficients in the last column are parallel to each other, as in the other analysis results.

The results of the reliability and validity analysis for the attribution theory scale are illustrated in Table 5. The data in the table are arranged in a way that the data of the four different field studies are included in the same table as in Table 4. As pointed out, the attribution theory scale consists of two factors as stability and controllability in all four field studies. Another noteworthy situation is that both the reliability and validity analysis results are within acceptable values and the results of the four different field studies are parallel to each other.

Considering the results of the four field studies given above for the two scales, it is noteworthy that both the reliability and validity results are parallel to each other. It can be argued that this contributes significantly to the generalizability of the findings within the scope of this study. In addition, according to the results of the factor analysis, the two main research questions of the research are answered, too. Accordingly, it was determined that the augmented product perception scale was divided into two dimensions as staff perception and atmosphere perception. Hypotheses (H3 and H6) suggested for customer interaction were eliminated due to the fact that the scale items for customer interaction included in the augmented product perception scale were in the dimension of atmosphere perception. In addition, it was found that the attribution theory scale was divided into two dimensions as stability and controllability within the scope of this study.

After the reliability and validity analysis of the study, regression analysis was performed for the data of the third and fourth field studies. The purpose of this analysis is to test the linear relationship between the variables (H1, H2, H4, H5). The simple linear regression analysis results are demonstrated in Table 6.

The results of the simple linear regression analysis conducted to test the linear relationship between the variables are presented in Table 6. As can be seen in the table, the results of the analysis performed on the data of the third and fourth field studies are given in summary and in the same table.

The first point that draws attention in the table is that all the hypotheses proposed were supported in the analysis of the results of both field studies. Another noteworthy situation is that the effect of staff perception on the attribution theory was higher than the atmosphere perception.

6. Conclusion and Recommendation

As revealed in the conceptual framework section of the study, augmented product consists of atmosphere that is the environment in which the service is provided, customer interaction with service staff, interaction between customers and participation of customers in the production process. In this study, attribution attitudes of the restaurant customers towards the perception of augmented products were examined, and it was determined that product perception was observed in two dimensions as staff perception and atmosphere perception. Since no findings have been obtained in the literature review about how many dimensions the augmented product perception is divided into, this finding is believed to be important for researchers and will be taken into consideration in future research. This is because it is believed that since the study was carried out on a restaurant having inseparability trait, it can give an important perspective to the studies to be conducted on samples such as accommodation, transportation, entertainment, shopping, health, etc., which are other tourism products with the same trait.

In the research questions and hypotheses section of the study, it is stated that there is no research investigating the direct relationship between the augmented product perception and the dimensions of the attribution theory in the literature, but people make attributions in line with the mental perceptions they create towards events, facts and behavior; and from this point of view it is argued that there may be a relationship between the augmented product perception and the dimensions of the attribution

Table 6. Simple Linear Regression Analysis Results Performed on the Data of the Third and Fourth Field Studies

Hypothesis	Beta		ΔR2		Significance of the model (p)		Support	
	FS3*	FS4*	FS3	FS4	FS3	FS4	FS3	FS4
H1: Atmosphere Perception → Stability	0.367	0.359	0.136	0.129	p<.01	p<.01	Supported	Supported
H2: Staff Perception → Stability	0.430	0.348	0.185	0.121	p<.01	p<.01	Supported	Supported
H4: Atmosphere Perception → Controllability	0.164	0.279	0.027	0.078	p<.05	p<.01	Supported	Supported
H5: Staff Perception → Controllability	0.237	0.381	0.056	0.145	p<.01	p<.01	Supported	Supported

FS3*: Field Study3 FS4*: Field Study4

theory. In the present study, conducted on a restaurant sample, the existence of the relationship and the finding that the impact of staff perception is higher than atmosphere perception is presented in the analysis and findings section. The fact that the relationship between the dimensions of the augmented product perception and the dimensions of the attribution theory is presented as is believed to offer a perspective to the researchers who are planning to study on consumer behavior and the dimensions of the attribution theory.

In the conceptual framework section, it is stated that Weiner's success motivation theory, which is taken into consideration in the study, addresses attribution with the dimensions of locus, stability and controllability, and in the studies carried out in this context, generally internal, controllable and permanent attributions are made for positive outputs, and external, temporary and uncontrollable attributions are made for negative outputs. However, in the tourism sector, which is a service sector, the attributions may not be as simple and may have their distinctions due to the inseparability of the service.

As can be seen in the analysis and findings section of the study, the mean of the restaurant customers both for the augmented product perceptions and the attribution attitudes in the four different field studies is 4 and/or close to 4, and this result corresponds to the "Agree" category of the five response categories in the scale. Based on this finding, it can be argued that restaurant customers make external, controllable and permanent attributions for positive augmented product perceptions within the scope of this study. This finding does not coincide with the results of studies based on Weiner's theory. This difference may result from the nature of the tourism product or the fact that the theory is not addressed with all dimensions in the field of marketing and tourism, as in this study. It is believed that this situation revealed by the study may be a guide for researchers in paving the way for different studies in this field.

As revealed in the analysis and findings section of the study, it was found that the perceptions of consumers towards the augmented product were composed of two dimensions as staff perception and atmosphere perception. It was also found that staff perception and atmosphere perception had a positive effect on attribution attitudes, and the effect of staff perception was higher than atmosphere perception. As reported in the method section of the study, it is stated that the consumer behavior process consists of input, process and output stages, the consumer is exposed to some stimuli during the input stage, pays attention to these stimuli and comment on them during the process stage, and acts in line with these comments during the output stage. When the stages of consumer behavior process are evaluated in terms of research variables, it is noticeable that they overlap each other, that is the consumer creates a perception towards the staff and the atmosphere during the input stage, makes attributions for the perceptions during the process stage, and develops a positive and/or negative behavior in line with these attributions.

The findings of the research reported above are believed to play a significant role in providing information and guidance to the practitioners who are thinking about planning promotion activities aimed at improving customers' positive service perceptions towards the establishment. Based on the findings, it can be argued that the practitioners who are planning to positively affect the attitudes and behaviors of customers towards the establishment should first plan to positively affect their perceptions towards the staff and the atmosphere. In addition, considering the findings within the scope of the study, it can be put forward that it will be more effective to concentrate more on the staff perception compared to the atmosphere perception, because the impact of the staff perception on the attribution theory is greater than the impact of the atmosphere perception.

7. Limitation and Future Research

As highlighted in the introduction section of the study, the study examines the attribution attitudes of consumers towards the augmented product perception through a restaurant sample. In the study, the augmented product dimension, one of the product dimensions, was taken into account because it explains how consumers receive the product, and other dimensions related to the product were excluded. In addition, while atmosphere, interaction with the staff, and the interaction between customers were taken into consideration in the study, the dimension of the customers' participation in the process is excluded from the scope of the study since it may not be possible to manipulate a process that develops in line with the involvement of consumers themselves and therefore no inference can be made in this sense. Based on this, it is suggested that perceptions about the other dimensions of the product and the attribution attitudes towards these perceptions can be investigated in future research.

In order to collect the data of the research, four different field studies were conducted at different times and in different places. Throughout this process, local participants were contacted. For this reason, the findings revealed in the analysis and findings section are for local participants and exclude foreign participants. Based on this, it is suggested that future studies can also be conducted for foreign tourists in order to reveal and compare product perceptions and the attribution attitudes of consumers from different cultures.

Since the study was conducted on a restaurant sample, other areas that constituted the tourism product (accommodation, entertainment, shopping, health, transportation, etc.) were excluded. For this reason, the augmented product perceptions for these areas and the attribution attitudes towards these perceptions are out of the scope of this research. Conducting future studies on the other elements of tourism products and even including other service sectors in the scope of these studies may contribute to the generalizability of the findings of the present study.

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ISLAMIC AND HALAL TOURISM IN MUSLIM COUNTRIES: THE CASE OF IRAN

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ABSTRACT

This study aimed to explore various dimensions of Halal tourism among Muslim countries using the example of Iran. The research method is descriptive-analytical. The data were collected by referring to books, articles, and electronic resources. According to the results, although a statistical study of the current status shows the favourable situation of Muslim countries in the Halal tourism market due to their special geographical location, historical background, and cultural structure, it should not be forgotten that this is not the real position and share of these countries in this market. The tourism industry in general and Halal tourism in particular in these countries is always exposed to internal and external threats, and Iran is no exception as an Islamic destination.

1. Introduction

Islam has an independent view of the concept of tourism and considers tourism as a bearer of lofty affairs and moral values and has encouraged Muslims to visit different lands and experience cultural exchanges (Jafari Samimi & Khebreh, 2015). The World's Muslim population, and consequently the number of international Muslim tourists, is growing and expanding at an incredible rate around the world every year. According to the latest statistics, the total number of Muslim tourists who travelled around the world during 2015 was 117 million, and the current forecast indicates that with an increase in 2020 to about 168 Millions of Muslim international tourists, revenue from this lucrative and emerging segment of the tourism industry will also increase tenfold from a total of US$20 billion in 2000 to US$200 billion in 2020 (MasterCard & Crescent Rating, 2015, 2016; COMCEC, 2016a).

The emergence of Halal tourism is a promising factor for the Muslim countries in their tourism sector and an increasing majority of the people in Muslim countries prefer to use Muslim friendly services and facilities during their travel experience (SESRIC, 2017; SESRIC, 2015). Although in many ways Halal tourism is lagging behind more conventional forms of international tourism and has yet to realize its fuller potentials, with a total economic impact of US$139 billion in GDP and 4.5 million jobs worldwide in 2015, it is clear that Halal tourism is an important sector within the global tourism industry, delivering wealth and prosperity to key nations and regions. Indeed, a closer look at each influential segment shows clearly that the Halal tourism market is growing in size, influence, and importance (Kamali, 2012; Salam Standard, 2016).

As Scott and Jafari (2010) have reported, the development path of the tourism industry in different countries cannot always follow the same pattern. However; it can be underlined that even when some countries appear to share some commonalities, they experience different patterns in most cases in terms of tourism development (Heydari Chianeh, Del Chiappa, & Ghasemi, 2018).

While the formation and development of the nature, framework, and foundations of the tourism industry in Iran based on Islamic and Halal principles, as well as the prohibition of non-Halal options in the tourism industry in recent years has create ambiguities in the scientific community about the necessity and importance of the understudied subject in the present study, it seems that referring to the latest international statistics about the current

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situation of Halal tourism in the Islamic Republic of Iran will be a good answer to a high percentage of such ambiguities (Kian, Heydari Chianeh, & Babaei Aghdam, 2017).

In fact, a quick look at the statistical sources shows that despite the formation of the Iranian society of 99.4% of the Muslim population (Statistics Center of Iran, 2012), having a government based on Islamic principles and the possibility of using the advantages in the form of Halal tourism, this country has witnessed not so positive experiences in recent years, so that Iran has not been able to be among the world's top ten countries in the field of Halal tourism. With this backdrop, the present research is concerned with the main opportunities and challenges of the development of Halal tourism in Islamic countries by analysing the latest available statistics using the example of Iran in particular as one of The most striking Islamic destinations with its unique place in the world tourism map as well as its diverse cultures and ancient history.

2. Literature Review

According to a study by Crescent Rating (2015), Halal is an Arabic word meaning permissible and acceptable, and in Islamic terms, it means permissible according to Islamic law. Halal is a concept related to Islamic values, beliefs, and norms that actually includes something beyond food or drink and includes various types of goods and services that are provided and offered to Muslim tourists (Samori, Salleh, & Khalid, 2016).

Although the correct definition of the concept of Halal tourism is one of the main challenges of the research in the field of Halal tourism, at the same time, the most widely used concepts in the literature and theoretical foundations of various studies for this purpose are Halal tourism and Islamic tourism that due to the existing overlaps between these two concepts, sometimes in some cases and mistakenly we see the use of these two concepts by some researchers and scholars in common or instead of each other, while the difference between Islamic and Halal tourism is as follows; Islamic tourism is mainly done for religious and pilgrimage purposes and the focus of this type of tourism is on actions that are based on the principles of Islam (Henderson, 2016). But Halal tourism is a type of tourism that is used for various purposes, including social or recreational purposes (Ryan, 2016).

Duman (2011) believes that if we can combine Islamic and Halal tourism with the definition of tourism by the World Tourism Organization, this type of tourism includes all the activities that Muslim tourists do during their travels and their stay in an environment outside their usual environment and in less than a consecutive year, and all of these activities are originated from Islamic values. Ala-Hamarneh (2011) also considers the concept of Halal tourism from an economic point of view, a developmental and expanded concept that emphasizes the importance of tourism in Muslim communities as a new market and destination. He also believes that this concept from a cultural perspective includes the ideas that emphasize the need to include cultural-religious and Islamic views in the tourism development programs.

According to Hassan, Halal tourism is one of the new ethical dimensions in the tourism industry, which in the partial sense means religious tourism and includes visiting Islamic holy places throughout the Islamic world, and in the general sense also includes a type of tourism that respects Islamic values and laws as its priority (Hassan, 2004; 2007).

As Akyol & Kilinc (2014) argued, Halal tourism includes details such as; Halal hotels, Halal flight services and airports, restaurants with Halal food and beverages, and Halal tour packages, and he also believes that this type of tourism includes different parts that are in close contact and interaction with each other.

According to Henderson (2010), Halal tourism is a new concept in the international market of the tourism industry that the production and presentation of more and better Halal goods and services is one of the basic requirements to meet the needs of this emerging and dynamic market, and he believes that this type of tourism includes all marketing activities and the development of tourism goods and services that are produced and offered directly and exclusively to Muslim tourists. According to Shakiry (2006), the concept of Halal tourism can't be summarized only in the form of religious tourism and this concept can be extended to all forms of tourism except forms that are contrary to Islam and Islamic principles.

Halal tourism, in fact, tries to emphasize the importance of the Islamic lifestyle by emphasizing religious and Islamic motives and prioritizing the needs arising from these motives during the trip, and its incompatibility with the lifestyle and common behaviors in Western tourism that has dominated modern and contemporary tourism industry (Sriprasert, Chanin & Abd Rahman, 2014). Considering the common points of different definitions provided in this regard, it can be said that this type of tourism is a type of tourism that in providing goods and services to applicants, is required to comply with Islamic principles and tries to refrain from providing foods, drinks and any services and facilities that are contrary to the religious beliefs of Muslim tourists, and while being attractive to Muslim tourists, causes satisfaction and meets their minimum material and spiritual needs during the trip in a desirable and acceptable manner (Kian, 2017).

3. Methodology

This study adopts a desk-based case study approach using the example of Iran. The research method is descriptive-analytical and the data were collected by referring to books, articles, and electronic resources. During the research, first, the relevant literature was extracted from various sources and previous researches in this regard, and then the trends of Halal tourism and its current situation were examined at three levels (global, Islamic countries, and Iran).

4. Discussion

4.1. Global Halal tourism market

The growth of the Muslim population and the increase in their income has increased their desire to travel for leisure, business, medical and religious purposes (COMCEC, 2016a), and today Muslim consumers in the tourism market are usually younger, more educated and with higher income, and they have a high tendency to spend money on travel, which means that tourism and its various branches are now one of the largest target markets in the Muslim consumer space (MasterCard & Crescent Rating, 2015).

Halal is a well-known brand in the world business today, which has a high share of financial transactions in various fields (Barari, 2018). In this way, today Halal tourism is an important industry in the global economy, and with the boom of this industry in different parts of the world, non-Islamic countries have also provided the necessary infrastructure to attract Muslim tourists (Ghoudarzi, 2019). A few years ago, Muslim international tourists focused on only a few specific destinations, and this continued until other destinations did not understand the specific needs of Muslim tourists. But in recent years, many businesses and destinations have begun to adapt the goods and services they offer to the special needs of Muslim tourists (MasterCard & Crescent Rating, 2016), and accordingly, today many destination management organizations and hotel managers around the world to host the growing number of Muslim tourists, especially from the Middle East, have added information related to some of the essential needs of Muslim tourists to their websites that the most important of this information are the times of pray and the location information of mosques and places from which Halal food and drink can be prepared (Timothy & Iverson, 2006).

All in all, the Halal tourism market is becoming one of the most important segments of the international tourism market with its increasing growth, and according to the statistics, the total number of Muslim tourists who traveled around the world in 2015 was equal to 117 million people. Looking back, this has risen from a total of 25 million Muslim international tourists and revenue of US$20 billion in 2000 to 108 million Muslim international tourists and revenue of about US$145 billion in 2014, and also accounting for about 10% of the whole tourism economy. Plans are set to increase that to 168 million Muslim international tourists by 2020, and the total spending on the global Halal tourism market is expected to increase to US$200 billion, accounting for about 11% of the total tourism economy (MasterCard & Crescent Rating, 2015; 2016).

4.2. Halal tourism in Muslim countries

Today, however, Western countries and pioneers of the tourism industry with a high understanding of this industry, along with appropriate physical infrastructure and quality products and services, have an acceptable position in the international Halal tourism market, Muslim countries have a comparative advantage in Halal tourism due to their knowledge of Islam that implies an understanding of Muslim consumers' needs. While OIC countries offer a variety of Muslim-friendly products and services, the development of those products varies from one country to another (COMCEC, 2016b). The main arrival destinations in the OIC are Morocco and Tunisia in the north of Africa, Malaysia, and Indonesia in East Asia, Turkey in Europe, Saudi Arabia, Egypt, UAE, and Bahrain in the Middle East, and Iran and Pakistan in South Asia. This group receives between 75% to 80% of the OIC's total arrivals but only between 7% to7.5% of the world's total volume of arrivals (SESRIC, 2000).

Muslim tourist arrivals to the OIC destinations were estimated to be 116 million in 2014, and are projected to grow to 178 million by 2020. This constitutes around 11.4% of the total tourist arrivals projected by 2020 (COMCEC, 2016b). On the other hand, according to research by Mastercard and Crescent Rating, 230 million Muslim tourists are expected to embark on travel, locally and abroad by 2026. By that time, Muslim tourists are expected to inject US$300 billion into the global economy. As shown in the table below, the latest GMTI (Global Muslim Travel Index) results say, of the top 10 Muslim-friendly destinations in 2019, all of them- except Singapore- are OIC member countries and for the first time since the launch of the index, Malaysia has shared the top position with another destination, Indonesia. Indonesia's lift in ranking reflects its efforts to educate the industry on the opportunities presented by the Muslim travel market. Furthermore, as another major highlight, Turkey has also risen to the third position in comparison with the previous year (Mastercard & Crescent Rating, 2019).

Contrary to what is seen, although a brief statistical study of the current status shows the favorable situation of Muslim countries in the Halal tourism market due to their special geographical location, historical background, and cultural structure, it should not be forgotten that this is not the real position and share of these countries in this market. Because the tourism industry in general and naturally Halal tourism in particular in these countries is always exposed to internal and external threats. Logistical problems along with the lack of transparency and weakness in policy-making, management, education, and planning can be considered as the most important internal threats, which, unfortunately, negative propaganda and hatred against Muslims at the international level by some Western media and policymakers causes these problems to increase day by day.

Table 1. Top 10 Halal tourism destinations in 2019 (Mastercard & Crescent Rating, 2019)

OIC Rank	Total Rank	Destinations	Score (100)
1	1	Malaysia	78
1	1	Indonesia	78
3	3	Turkey	75
4	4	Saudi Arabia	72
5	5	United Arab Emirates	71
6	6	Qatar	68
7	7	Morocco	67
8	8	Bahrain	66
8	8	Oman	66
10	10	Brunei	65
-	10	Singapore	65

4.3. Halal tourism in Iran

Being the largest Shia majority Muslim country, Iran is located in the Middle East region; it has an area of 1,745,150 square kilometers, a GDP of US$460,976 billion and a population of around 82 million (81,800,269). Iran's location at the intersection of major Asian, Middle Eastern, and European countries and trade routes has shaped its diverse cultures and history and it holds a unique place in the world tourism map (Heydari Chianeh et al., 2018a; SESRIC, 2019). Iran's tourism assets come from various eras, ranging from Persian Zoroastrianism (3000 BCE), the Achaemenid Empire (559 BCE), and the Sassanid Empire (224 CE) to the post-Islamic Samanid (864 CE), Ghaznavid (977 CE) and Safavid (1501 CE) dynasties. To visit Iran is a unique experience, the experience of being in the cradle of civilization and culture that has had, and continues to have, its impact on the world for more than 2,500 years of written history, where antiquity blends in harmony with modern society (Heydari Chianeh, 2017).

Iran has a long history of tourism planning that is characterized by a high degree of state intervention (Zamani-Farahani & Henderson, 2010). The official tourism policymaking organization in Iran is the Ministry of Cultural Heritage, Tourism and Handicrafts (MCTH), and its involvement with other governmental and semi-governmental institutions has resulted in the management of tourism infrastructure and facilities (Heydari Chianeh & Zargham, 2016). Iran hosts one of the most diverse and richest compilations of cultural heritage found in contemporary societies today. Registry of the Ministry of Cultural Heritage, Tourism and Handicrafts for immovable national heritage now includes 27,500 properties of significant cultural heritage around the country. Nevertheless, discoveries of heritage, ranging from prehistoric (e.g. rock art), ancient, and medieval to the Islamic period are being constantly made or recognized (Rodrigues, Ghasemi, Correia, & Kozak, 2018). Also, Iran with 24 world heritage sites and 13 elements in the world intangible cultural heritage list has a unique superiority over its neighbors and this country focused on meeting cultural objectives on attracting tourists who are familiar with and have an interest in Iran's rich history and culture and who respect Iranian people as well as Iranian cultural-religious tradition (UNESCO, 2019a; UNESCO, 2019b; Zamani-Farahani & Eid, 2016).

Iran's tourism industry has been constrained by political and economic factors in the past but with the recent change in the geopolitical landscape, a better future is envisaged (Heydari Chianeh, 2017). In recent years, because of international economic sanctions and their impacts on Iran's oil and gas industry, Iranian government officials have begun to recognize the importance of the tourism sector segment for economic development. As such, with more emphasis on this industry, there has been a slight growth in both the number of tourist arrivals as well as international tourism receipts (Zamani-Farahani & Musa, 2012). The latest statistics indicate that Iran received about 7,295,000 tourists in 2018, with an International impact of US$4.1 billion. Also, the total contribution of travel and tourism to GDP and employment was around US$28 billion (6.5% of the total economy) and 1.3 million jobs (5.4% of total employment) in the same year. This growth is of special significance in the light of the problems faced by Iran due to its image (UNWTO, 2019; WTTC, 2019; Heydari Chianeh, 2017). Table 2 shows the key trends of tourism in Iran from 2015 up to 2018.

Tourism policies in Iran are rarely based on tourism nature and its current patterns and these policies are mostly affected by cultural, social, and especially Iran's political economy (Heydari Chianeh & Rezatab Azgomi, 2012). The values and norms ruling in Iran as an Islamic country have shaped and evolved the nature, structure, and foundation of this country's tourism industry based on Islamic and Halal principles (Kian, et al., 2017). Halal tourism is one area in which Iran has been active in terms of planning for more developments and aiming to attract more tourists (Heydari Chianeh, Soleimanirad, Fekri, Ahmadi, Ghanbari, & Ranjbarzadeh Tamaj, 2018). The government has said that it desires to earn revenue only from Halal sources (permissible to use or engage in, according to Islamic law) and not to depend on the sale of any Haram sources (prohibited). As cited from the tourism authorities of Iran, many principles of Halal tourism, including serving Halal meat in airplanes, hotels, and restaurants, and the prohibition of serving alcoholic beverages in such places, are already observed in Iran. According to officials, this is "part of an educational program to ensure tourists respected the local tradition and culture necessary in the interests of Muslims and required of Islam" (SESRIC, 2016; Heydari Chianeh et al., 2018a).

Given the enormous interest among tourists for visiting the special parts of Iran that have a religious significance, Iran has the potential to leverage its own culture to expand the tourism industry. Of the 24

Table 2. Tourism Trends of Iran in 2015-2018 (UNWTO, 2017; 2018; 2019)

International Tourist Arrivals (1000)				International Tourism Receipts (US$ million)			
2015	2016	2017	2018	2015	2016	2017	2018
5,237	4,942	4,867	7,295	3,868	3,713	4,402	…

UNESCO world heritage sites located in Iran, which include both the natural and the cultural sites, six of them have Islamic cultural roots. Being the largest Shia Muslim country in the world, Iran has a wealth of monuments, mosques, sites (both historical and modern), and religious rituals and rites associated with this branch of Islam that makes the country unique amongst the Halal tourism destinations in the world. There are more than 1,100 Shiite shrines varying in importance throughout Iran. The most visited shrines in Iran are those housing the tombs of the eighth Imam in Mashhad and his sister Fatima in Qom. Other shrines – Imamzade, which commemorates descendants of Imams – receive lesser pilgrims, and sometimes due to their locations either in the deserts or in very remote areas they are of importance mainly to the local populations (Heydari Chianeh et al., 2018a; Heydari Chianeh, 2017).

As Kian et al. (2017) argued, Halal foods and beverages, prayer facilities, water usage friendly toilets, Ramadan services and facilities, facilities with no non-Halal activities, recreational facilities with privacy and family-friendly activities such as; shopping, sightseeing, and theme parks, are the main and fundamental needs of Muslim tourists during their travel and it is worth noting that providing these services and facilities is the primary priority of tourism service suppliers in Iran. Furthermore, the two main religious festivals associated with Islam, namely the Eid-al-Fitr (marking the end of Ramadan) and the Eid-al-Adha (feast of the sacrifice or the Hajj festival) are celebrated throughout the country and constitute holiday periods during which there is much movement of people who return to their families and hence constitute a sizeable portion of domestic tourism. However, certain traditions and customs proper to the Shia faith are a feature of Iran, and of these the most important about the month of Muharram (the first month of the year in the Islamic calendar) in which the martyrdom of Imam Hussein, the grandson of the Prophet is commemorated. In addition, the month also marks other important religious events that have national significance. The anniversaries of various religious figures are also celebrated locally and draw a large number of fervent followers and visitors and thereby give a special flavor to the festivals and the customs associated therewith (Heydari Chianeh, 2017).

All in all, Iran plans to turn into the world's hub for Halal tourism, which could draw 20 million tourist arrivals by 2025 and more than 15 million Muslims a year from around the world in a near future (SESRIC, 2016; Tajzadeh-Namin, 2012). Recently in GMTI 2019 report, Iran is ranked as the 12th in the world and 11th among the OIC member countries in the list of the most popular Halal tourism destinations. Also according to this report, Iran is one of the top 20 outbound markets and the 8th top inbound market for Halal tourism among the OIC member destinations in 2019. In addition, this country is known as one of the top 10 destinations in terms of providing Islamic and Halal services for Muslim tourists in the same report (Mastercard & Crescent Rating, 2019).

In fact, Iran has a great potential as a Halal tourism destination but it is as yet little known in the world. accordingly, the unfavorable position of Iran in the Halal tourism market as one of the most important Islamic countries, its low share of this highly profitable market in spite of possessing a maximum Muslim population and an Islamic government with high compatibility of this type of tourism with its socio-cultural and religious values and norms, depicts the importance of this newfound type of tourism as one of the most appropriate options for tourism industry development in Iran and the necessity of paying attention to this sector in this country's tourism planning and policymaking process (Kian et al., 2017).

5. Conclusion and Implications

Despite the existing advantages and positive trends, some of the constraints and challenges also facing the growth of Halal tourism in Muslim countries such as; the lack of Halal tourism component in the national tourism strategies, limited marketing, branding and promotion of Halal tourism services, and products, lack of allocated budget item or human resources, lack of the sufficient infrastructures necessary, Islamophobia and negative sentiments toward Muslim countries, and Iran is no exception as an Islamic destination. Although the economic, social, and cultural components of many developing and Muslim countries have emerged as an important challenge to tourism development in these countries; but most of them have different experiences in the field of tourism. For example, Saudi Arabia, Egypt, Malaysia, Turkey, Tunisia, Jordan, and Indonesia are among these countries that have successful experiences in this field, despite having many similarities with Iran (Heydari Chianeh, Rezatab Azgomi, Soltani, & Motamedi Mehr, 2013).

In fact, what the tourism industry of Iran and other Islamic countries suffers from is the lack of a comprehensive national tourism development plan in line with important trends in information globalization; so that the Opportunities, threats, strengths, and weaknesses are often not properly analyzed and evaluated and in the absence of a comprehensive program, advertising programs without scientific and expert support are carried out by organizations in charge of tourism and other tourism institutions, without having the necessary effectiveness (Soltanifar & Nour Abadi, 2003). In addition to political, cultural, and economic challenges, the most important reasons for this can be the lack of a clear long-term development strategy, the multiplicity of decision-making centers in the field of tourism, the inefficiency of government management, weak organizational structure, and the lack of independent civic institutions and real monitoring mechanisms (Heydari Chianeh et al., 2013).

Meanwhile, one of the most important tourism capacities and potentials in Iran is Halal tourism, and according to Iran's vision document, one of the goals is to attract 20 million tourists in 2020, and due to Iran's cultural affinity with Muslim countries, it is necessary to pay attention to the position of the Halal tourism pattern in the planning process for the prosperity and development of various sectors of the Iranian tourism industry. Although in recent years Muslim tourists have always been a significant part of incoming tourists to Iran, but not enough of Iran's high capacity in this area has been used. According to the officials, the issue of Halal tourism has been considered in Iran's tourism planning and policy-making system since 2011, but in practice, no planning, branding or marketing have been done in this direction (Rahghoshay, 2016; Hajinejhad, Paydar, Bagheri, & Abdi, 2016).

It seems that one of the most important reasons for Iran's insignificant share of tourism markets is to adopt an approach during which, for various reasons, which are mainly socio-cultural, changes appropriate to the global tourism conditions are avoided. In other words, the development policies of the tourism industry in Iran, instead of harmonizing the domestic conditions, destinations, and attractions and tourism products with the global conditions of this industry, try to combine international tourism with its domestic conditions (Heydari Chianeh et al., 2013).

As a socio-cultural barrier, a look at the views of individuals in Iranian society regarding the arrival of tourists to Iran shows that many people still evaluate tourism flows negatively and think that tourism causes destruction and damage to local cultures in the country. If a society has a rich culture, in light of this rich culture, it should treat tourists appropriately and should not be afraid of tourism flows. Rather, all of the host societies should consider the arrival of tourists as a kind of export of culture and cultural values and influence tourists with their cultural elements through proper plans. In this regard, Iran can mention how to provide touristic places, how to introduce them, how to promote standards and the quality of cultural patterns and elements; a quality that can provide a good platform for the spread of Iranian culture and values while providing appropriate welfare services (Moslemi, Kian, & Pishdast, 2016).

As mentioned, Iran is one of the few countries where all Islamic principles are observed in its tourism industry, and according to the constitution and indigenous culture of this country, it is expected that Iran should be one of the world's strongest hubs for Halal tourism due to its potentials and economic, cultural, religious and political advantages. Halal tourism should not be reduced to those tourists who travel to Iran to visit religious areas such as Mashhad and Qom. In fact, any Muslim tourist who travels for leisure in order to take advantage of tourism services, in accordance with Islamic rules, is looking for Halal tourism. For example, the Iranian beach resorts, which are governed according to religious beliefs, have a high capacity to attract Muslim tourists. In particular, the islands of Kish, Qeshm, and Chabahar, which also have a suitable climate, can receive a large number of tourists who are looking for a place for Halal entertainment. Another advantage of Iran compared to other leading countries in attracting Muslim tourists is the lower cost of travel as well as proximity to Muslim countries and having multiple religious sites. Therefore, the atmosphere in the country's touristic areas, if properly managed, can be a strong point for Iran in attracting Muslim tourists and by turning Iran into a Halal tourism hub, provide the development of the country's tourism sector. For this purpose, it is necessary, firstly, to increase the level of service to the Muslim tourists entering Iran so that it can compete with other countries, and secondly, an extensive advertisement should be carried out in the religious strata of people in other countries of the world, especially in neighbouring countries, and the possibility of Halal entertainment in Iran should be introduced to them (Ebrahimi,Yavari Ghohar, & Hassan Kashi , 2019; Yaghfouri, Alizadeh, Eslam Fard, & Alam al-Huda, 2012; Rahghoshay, 2016).

Also, Iran's abundant tourism potentials and attractions in natural, historical, cultural, and religious dimensions with the expansion of the Halal tourism industry can cause a strong cultural integration between Islamic countries (Yaghfouri et al., 2012), and the tourism industry decision-makers in Iran should positively influence the minds of international tourists to reduce Iranophobia and actualize this country's Halal tourism potential. Furthermore, they can increase their low share of this highly profitable market by offering short-term and long-term plans and policies in addition to a well-researched strategy in the form of a proper branding and marketing process. In addition to the benefits of attracting Muslim tourists, Islamic and Halal tourism is also one of the most appropriate ways to overcome international sanctions against the Iranian economy and it can be considered as the global discourse of the Islamic Republic of Iran in the world tourism industry and in this regard show Iran as a leading and discourse-building country in the

Muslim world (Rahghoshay, 2016).

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INSTA-HOLIDAYS AND INSTAGRAMMABILITY

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KEYWORDS

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Instagram
Travel Motivation

ABSTRACT

This article is dedicated to the investigation of underlying motivation to use the social media platform Instagram for travel planning purposes and to identify the possible impact of Insta-Spots with regards to the travel destination choice. Furthermore, possible generational differences between Generation Y and Z have been analysed and justified by comparing their responses with existing literature and characteristics of deviating generational cohorts. To give a first insight into the topic of interest, an in-depth literature review was conducted to describe the theoretical background of the study. Moreover, an online questionnaire served with the purpose to collect primary data and to answer the respective research questions. As it has been identified, the social media platform Instagram plays a crucial role in the holiday planning process, especially for members of Generation Z. Furthermore, the existence of Insta-Spots has been acknowledged as an additional motivation for choosing a destination but not as a primary driving factor with regards to travel planning purposes. Additionally, it has been figured out that various types of Insta-Spots have a different extent of influence on Generation Y and Z, which can be underlined by the reason for having different priorities for activities during a holiday. Consequently, various tourism players are urged to include the promotion of Insta-Spots in their marketing strategy and also add places like these to a destination in order to attract Generation Z's travellers.

1. Introduction

Less than a decade was needed for Instagram to grow with over 1 billion users worldwide. To display this visually, Figure 1 shows the number of monthly active Instagram users from January 2013 to June 2018 and the growth that Instagram has experienced over the last years.

Since Instagram's foundation in 2010, the social media platform has gained more and more importance in people's lives and has become inevitable in terms of marketing strategies (Lee, Lee, Moon, & Sung, 2015, p. 552). Hence, three main factors regarding the relevance of Instagram as a marketing tool can be clarified, including the likelihood of people owning a smartphone or tablet, the increase in users over the last years and the company's growing awareness to use Instagram as a marketing channel (Faßmann, & Moss, 2016, pp. 19-21).

Nevertheless, Instagram is not only an attractive tool for companies but also for individuals who aim for social interaction, self-expression, and escapism, amongst other things (Lee et al., 2015, p. 522). Especially for members of Generation Y and Z, social media platforms like Instagram are very popular and a daily companion on their smartphones. Based on previously published research, it has been identified that the internet, computers, and cell phones faced a grave change in usage frequency, especially amongst Generation Z and younger representatives of Generation Y. In 2018, 45% of Generation Z stated that they are "almost constantly online," whereas, in 2014-15, only 24% agreed to this statement (Taylor, 2018). With the constantly rising importance of social media and the internet, it is therefore inevitable for tourism researchers to identify, what motivates members of the target group and which interests lie behind a holiday decision (Haddouche & Salomone, 2018, p. 69).

Consequently, a lot of research has already been conducted and important researchers, including Sigmund Freud and Abraham Maslow, have published their theories regarding the roots behind people's motivation and triggers behind the "Why" in an individual's decision-making process (Kotler, 2016, pp. 228-229).

Regarding the motivation for using Instagram and including it in the holiday planning process, various studies (Haddouche & Salomone, 2018; Lee et al.,

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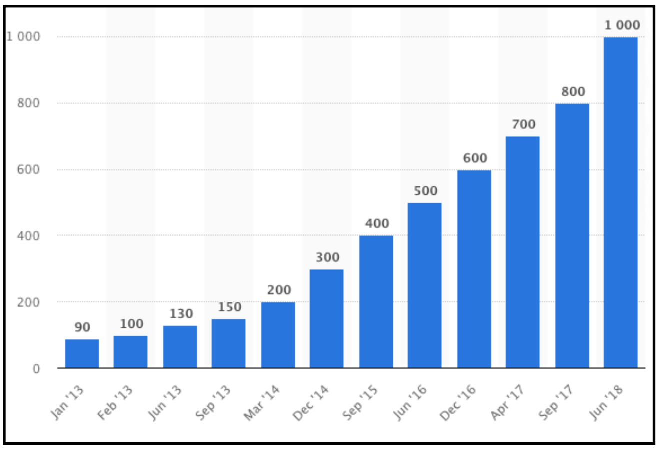
Figure 1. Number of Active Instagram Users Until 2018



2015; Abrantes, Fonseca Amaro, Ribeiro, & Seabra, 2014) targeting Generation Y and Z have already been conducted. Nevertheless, there is still a gap when it comes to Insta-Spots, which will be defined and explained in more detail at a later stage, and their influence on travel motivation. Consequently, it is essential to understand the connection between Instagram and travel motivation and to what degree influence through published content on Instagram is taking place.

Taking the previously described background into account, this research was conducted in order to investigate the connection between the motivations for using Instagram and to what extent this social media platform influences Generation Y and Z regarding their travel decision-making process. As the main focus, a special interest is centred on Insta-Spots and their possible influence when it comes to the holiday planning process.

Generation Y and Z have grown up with technology, seeing social media and the usage of the internet as natural. These generations are proven to be seen as likely to share information by themselves on various social media platforms or taking online platforms into account when it comes to their travel decision-making process (Bolton et al., 2013, p. 29). Furthermore, user-generated content has highly impacted the way travellers search for information as customers are no longer dependent on companies but even rely more on entities they follow on social media. As it is stated by Abrantes et al. (2014, pp. 245-246) those influencers have the potential to drive sales by posting content about their holidays on Instagram.

At this stage, the gap in research has been identified. As Insta-Spots can be seen as a new field of investigation, no prior studies which aim at figuring out the connection between travel motivation, traveller's choice of destination, and Insta-Spots are available yet. Therefore, this study wants to investigate the connection between Generation Y's and Z's travel motivation, driven and influenced by being confronted with Insta-Spots on Instagram. Moreover, it is intended to find out to what extent Instagram serves as an information source for the chosen generational cohorts and to what degree it is used for travel planning purposes.

2. Literature Review

The social media platform Instagram can be best described as a free smartphone or tablet application that allows users to share their lives with others through photos and videos (Faßmann & Moss, 2016, p. 13). Introduced in 2010, Instagram itself engages people to share their experience by marketing the platform as "a medium that allows users to transform an image into a memory to keep around forever" (Lee et al., 2015, p. 552). As opposed to other social media platforms, Instagram not only offers its users to post text-only content but photos and videos that are shown in chronological order on an individual's profile (ibid.). Kobilke (2019, p. 10) goes one step further and highlights that Instagram is much more than only a photo and video sharing platform but comprises mobile, social, and visual communication at once, representing the media usage and communication behaviour of individuals.

Therefore, it is inevitable to mention that users of various social media platforms do not only use Instagram for personal purposes but have become an important contributor to social media marketing and new product development as they are getting involved in the development process and influence "value-in-exchange" and "value-in-use" by regularly sharing their lives through posts or stories and indicating, how important word of mouth is today (Bettiga, Lamberti, & Noci, 2017, pp. 155-156).

Nevertheless, the platform does not only give individuals the possibility to create content online but also enhances celebrities and commercial brands to share their campaigns and products via social media (Lee et al., 2015, p. 552). Furthermore, Choudhury and Mohanty (2018, p. 42) state that marketing through social media increases the liability of individuals and organizations and points out that reviews or posts on social media platforms are an excellent tool to create electronic word of mouth.

To be part of the Instagram community, an individual firstly needs to create an account. Since 2016, users can opt for either a regular profile or a business account, giving companies the possibility to present them directly as such and to facilitate monitoring online performance (Lapp, n.d.). On the outside, the only difference between these two types of profiles is additional buttons that allow regular users or other business profiles to get in touch with each other. Furthermore, a business profile allows its owner to get statistical data about the business by reporting user traffic on the Instagram page (Kobilke, 2019, pp. 25-26). Regardless of the respective profile type, any individual with an account can share photos or videos on Instagram.

In summer 2016, Instagram has expanded its versatility and introduced a new service for all Instagram users – Instagram Stories. This new feature allows every user to post as many photos or videos as desired, displayed in a slideshow format at the top of everyone's feed. As opposed to content that has been shared before, people do not have the option to directly like people's stories. The goal of this innovation was not only to share moments, people want to remember but to allow content producers to share everything in between as well. Moreover, it is stated that stories are a great chance to add a personal touch to an Instagram profile (Instagram, 2016). Another core element besides Instagram stories is Instagram Live, where users can start live streams with a duration up to one hour, which will then be displayed like regular stories on the top of everyone's feed (Kobilke, 2019, p. 34).

To explore new profiles on Instagram and to expand one's diversity on the start page, the application as well allows users to seek for either account, hashtags or places by making use of the Instagram Explorer. This innovation serves with the purpose to search for new and interesting Instagram profiles by providing visual inspiration, created by an Instagram algorithm (ibid., pp. 36-37).

With these possibilities to share and to look for inspirational content on Instagram, all types of posts and shared experiences can be found online. From a company's perspective, it is focused more and more on online marketing and increasingly, companies adapt their marketing strategies by focusing on a good online presence. Therefore, a new job has been evolved, which will be discussed in more detail now.

What seems like a relatively new job started to evolve already in the 17th century. Josiah Wedgewood, a British businessman and manufacturer, experienced quickly that his ceramic goods, originally produced for the privileged population and Queen Charlotte amongst other things, have gained popularity. With the consent of Her Majesty, the most influential individual during these times, Wedgewood renamed his products to "Queen's Ware," which served as the foundation for the production of the world's first affordable luxury brand. Understanding the demand, reducing the price and using consumer marketing, Josiah Wedgewood began to market his inventory under this name and gained enormously on popularity, especially with Queen Charlotte as an important influencer at that time (Levin, 2020, pp. 1-3).

Evolving and gaining more and more attention over time, influencer marketing is nowadays more popular than ever. A new branch of business has emerged, which had highly affected and still influences online marketing due to the rising importance of online communication. This kind of marketing managers called influencers can be best defined as digital opinion leaders who publish content on their initiative on a topic at a high and regular frequency and hence initiate a social interaction (Deges, 2018; Wimmer, 2018).

However, what appeals to a lot of companies, which make use of this popular marketing strategy, is the importance and convenience of the word of mouth and the likelihood of consumers having at least one social media account (Bizibl Group Limited). Popularity in this new field of self-employment can also be reasoned by the fact that shared content on social media sites like Instagram is an important information source that amongst others may help travellers planning their next vacation or even influence their decision-making process further (Gerritsen & Zeng, 2014, p. 29).

Another major factor that needs to be discussed is the attributes that are most important to start a career as an influencer. Relevance in posts and advertisements is a key factor regarding opinion leaders online, especially for increasing the image and relationship between a customer and a brand or company. As the goal of influencer marketing is to transform as many people into customers as possible, the reach of an influencer, namely the number of followers and his activity on social media, are as well decisive for a good online marketing strategy. Lastly, it needs to be pointed out that it needs not only the key factors mentioned before but also qualitative posts to optimise online presence (Bizibl Group Limited).

As mentioned before, Instagram and sharing experience online is gaining more and more importance in people's lives. With the evolution of selfies, especially the Generations Y and Z want to post perfect pictures on social media, no matter how. Going with this trend, a lot of small and medium-sized companies have adapted their marketing strategies towards this innovation and another field in marketing has been developed – Insta-Spots. These can be best described as public places like restaurants, museums, paintings, etc. aiming at visitors to share their experience via Instagram and opting to attract people who want to take a perfectly "instagrammable" photo (Eisenbrand, 2018).

Rachel Hosie (2017) even claims that "instagrammability" is one of the most important influences for the millennial generation when choosing a holiday destination, referring to a study that resulted in two-fifths of Generation Y and Z choosing a travel spot because of the likelihood to get great pictures for Instagram.

Within this article, four main categories of Insta-Spots and their influence on Generation Y and Z will be analysed and interpreted. These categories include the investigation on how likely people would assess themselves visiting Angel-Wings-Insta-Spots, Instagram museums, restaurants, which are seen as "instagrammable" and natural Insta-Spots.

3. Method

Regarding quantitative research techniques, Dwyer (2012, p. 1) states that those have gained high importance in tourism over the last decades as more and more destinations rely on this industry as a fixed part of their economy. Furthermore, globalisation indicates an important factor for the worldwide expansion of tourism. As a result, researchers have been provided with more resources in order to collect quantitative data.

Coming to the definition of an online survey, Veal (2011, pp. 255-256) claims that questionnaires can be seen as one of the most common research techniques used in tourism. Regarding the implementation of this survey, it needs to be stated that the internet was used as a distribution channel, accompanied by the benefits of speed, cost efficiency, and response rate. Besides, an electronic version of a survey aims at being user-friendly and easy to handle and is therefore attractive for people who want to participate in the study. It is also stated that questionnaire-based surveys are used for getting a holistic understanding of a population that can be drawn from a chosen sample, which is the intention of this research (Veal, 2011, pp. 255-273).

The quantitative research method was chosen over a qualitative approach for various reasons. First of all, quantitative methods allow the researcher to deal with larger sample sizes, which, therefore, leads to more relevant results that can be applied to the whole population. Furthermore, it facilitates displaying the gained results as responses are already in the form of numbers and statistics, easily transferable to analytical tools such as SPSS (Formplus Blog).

As this study is aiming to investigate the motivations and interests of the population of Generation Y and Z, an online survey is seen as the most appropriate method because this target group has grown up with technology and is used to the treatment of this type of surveys. Apart from that, an online survey allows the researcher the opportunity to reach and allow people to participate, although they are spread out geographically (Veal, 2011, pp. 255-273).

Although a quantitative research approach boasts numerous advantages, the limitations must not be ignored. Though the majority of the population can access the internet, it is not possible to include everybody that would be relevant for this study. For this reason, a sample, which will be defined further below, has been determined that will represent the target group of this article. However, it is only a selection of people who cannot replicate the whole population. Furthermore, it is pointed out that online surveys may be seen as annoying, which will result in participants opting out before the completion of the questionnaire (Ritter & Sue, 2012, p. 20). Another limitation that may take place is a low number of respondents as emails with this nature are often seen as a waste of time when it comes to participation (Veal, 2011, p. 274).

The sample of this study consists of the members of Generation Y and Z, namely people born between 1980 and 2010 regardless of gender or nationality, as Instagram is an internationally spread mobile application and equally used between both genders. It was intended to reach at least 100 representatives of each generation to allow the author to compare these two generational cohorts. These generations have been chosen according to the likelihood of having such an account and the motivation to use this social media platform on a frequent level, as Kobilke (2019, p. 12) confirms that people between the age of 18 and 36 are visiting Instagram up to 19 times on average per day. As the study wants to investigate the motivations that lie behind the usage of Instagram for travel planning purposes, an active Instagram account was a pre-condition for taking part in the survey.

With regards to the sampling method, the online survey is based on a non-probability sampling approach, as although this survey is intended to be applied to the whole population, only people that have received the link for the online questionnaire had the chance to participate, due to limited resources. Furthermore, snowball sampling was applied, meaning that former contributors to the study were asked to also recruit new people by sharing the link with friends and other followers on various social media channels.

The survey was put online on January 19th, 2020 and stayed available for dispose for four weeks, ending on February 16th, 2020. With the help of the IBM published analytical tool SPSS (Statistical Package for the Social Sciences) and Microsoft Excel, all collected data has been analysed and the results are represented in different tables and graphs.

The data collection resulted in net participation of 419 respondents, of which 336 people completed the survey. As an active Instagram account was set as a precondition for evaluation, a filter was placed at the beginning of the survey in order to differentiate between active and nonactive Instagram users and to facilitate the evaluation process. Taking this predefined quota into account, only completed surveys from users that have an active Instagram account have been used as a basis for the analysis. As a result, 298 participants have completed the questionnaire and have been considered for evaluation and interpretation. Therefore, n = 298 can be generalised for the entire analysis.

4. Findings

The total reach exceeded the predefined quota of 200 people by 49%. Regarding the gender distribution of this survey, it can be observed that 82% of the participants were female, compared to male participation of 18%. Although the survey is heavily female-dominated, these outcomes do not influence the credibility of the study, as no predefined target regarding the gender was set.

When comparing the number of participants of Generation Y and Z, an inequality of the distribution within generational cohorts can be observed, as only 64 out of a total of 298 completed survey respondents represent members of Generation Y. In contrast, more than three times more, counting a total of 234 valid responses represent members of Generation Z. Unfortunately, the target of 100

Table 1. Distribution of Generations

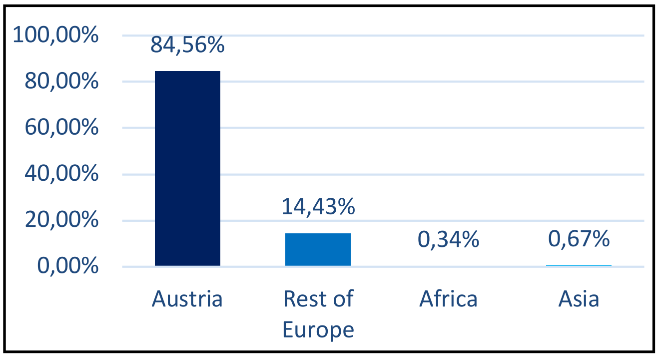
	Generation Y		Generation Z
	Born between 1980-1989	Born between 1990-1994	Born between 1995-2010
n	30	34	234
%	10%	11%	79%

participants of each generation could not be met. However, both generations will be compared with regards to the perceptual preferences within the age cohort. To visualise these inequalities, a table describing the distribution of age is included above (Table 1).

Although Kasasa (2019) defines members of Generation Y born between 1980 and 1994, a distinction between early and younger representatives of this generational cohort was made to conduct the survey, as Javelin Research highlights that "not all Millennials are currently in the same stage of life". As early representatives will probably turn 40 this year and have already settled down with their families, younger members might struggle with finding their rightful place in life and are, to an extent, not entirely financially stable. Moreover, the interest in technology and the frequency in the usage of social media platforms might differ as well, which is the reason why it was decided to differentiate between older representatives born between 1980 and 1989 and younger members of this generational cohort born between 1990 and 1994 in the course of this study.

Regarding the nationalities that have participated in the study, it needs to be pointed out that the survey was heavily Austrian orientated, with approximately 85% and a total number of 252 Austrian participants. 46 international respondents have been counted, and a graph describing the detailed distribution is included (Figure 2). As it would have been not efficient and hard to oversee every nationality that participated, all nationalities besides Austria have been categorised and clustered into continents.

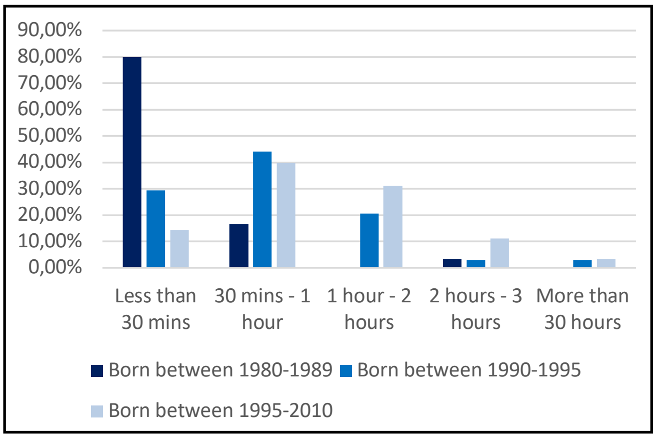
Figure 2. Distribution of Nationalities



In order to analyse the Instagram using behaviour and habits of all participants and to see whether this is connected to the influence of Instagram and its respective Insta-Spots, three questions aiming at investigating the participant's Instagram habits have been asked throughout the questionnaire:

- How much time on average are you spending on Instagram daily?
- How often do you post something on your Instagram feed?
- How many followers do you have on Instagram?

Figure 3. Average Time Spent on Instagram - Overview



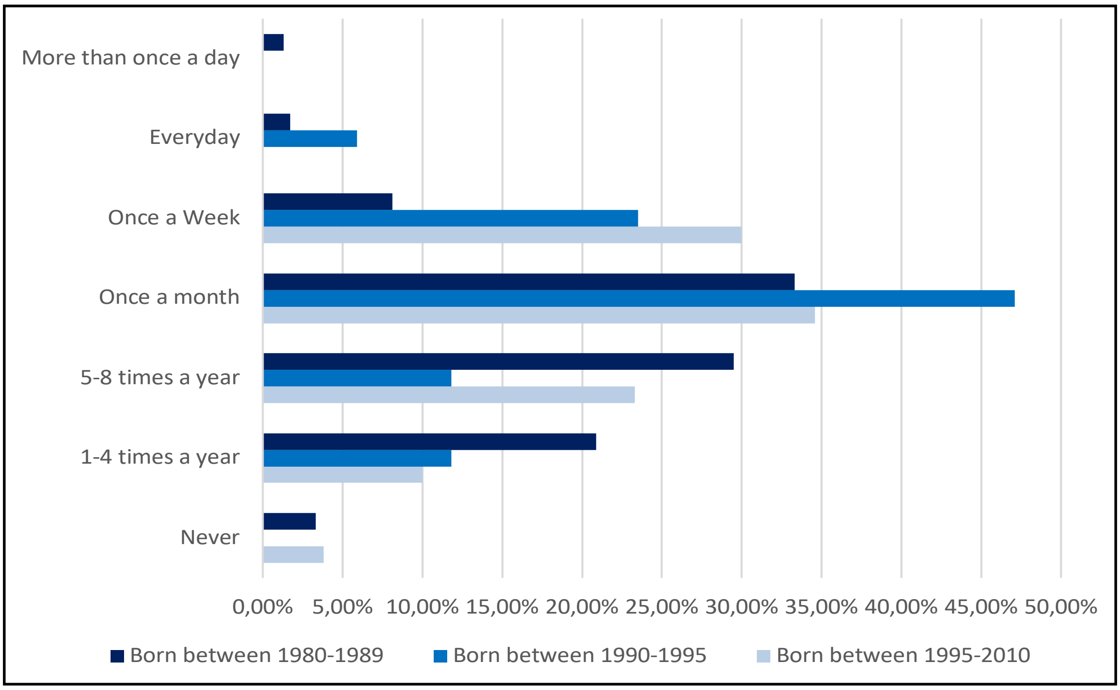
As presented in Figure 3, the majority of the older Generation Y, namely people born between 1980 and 1989, do not add high importance to Instagram. Therefore, 80% of the participants of Gen Y have indicated to spend less than 30 minutes daily on this social media platform. A behavioural change can be recognised by increasing the age range of respondents as approximately half of the younger members of Generation Y do spend half an hour more on Instagram per day, compared to older members of this generational cohort. Comparing these results with the answers of Generation Z, a more significant shift regarding daily time spent on Instagram can be observed, and it has been identified that members of Generation Z dedicate a significantly longer time amount daily to explore the latest news on Instagram.

When it comes to the post frequency of the respondents of the survey, Figure 4 intends to give an overview of the regularity of the sample to share a post on Instagram. Like these results demonstrate, slightly but not significantly distinctive results between the two generations of investigation can be identified. Nevertheless, the majority of participants shows a tendency to monthly posts. When comparing both generations, a higher post frequency and involvement in interactivity can be attributed to Generation Z. As opposed to this, no surprises can be observed when focusing on the Millennials.

When comparing the average time spent on Instagram and the post frequency of the sample, it has been identified that people who spend more time on Instagram are publishing content more frequently. However, as only 3% of the investigated participants post one or several times a day, this cannot be generalised and applied to the whole population.

Another focus was set to find out whether an individual's reach and follower amount (Table 2)

Figure 4. Post Frequency



goes hand in hand with the influence of Instagram regarding travel planning and the consideration of visiting Insta-Spots.

Table 2. Follower Amount

Amount of Followers	n	%
0 - 500 followers	183	61
500 - 999 followers	77	26
1,000 - 4,999 followers	35	12
5,000 - 100,000 followers	3	1
More than 100,000 follwers	0	0

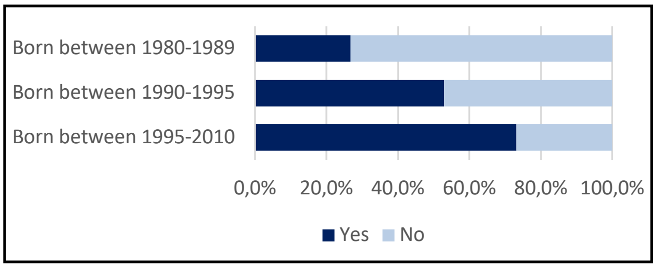
As identified by Workmacro (2018), the average follower amount of a private Instagram account is about 150 followers. Based on this assumption, it can be stated that 61% of the participants summarised that both generations meet this target, followed by 26% of respondents who reported to have 500-999 followers on Instagram and resulting in a total number of 260 people who have between 0 and 999 followers.

When comparing the follower amount and post frequency, it has been identified that people with a larger number of followers post more frequently compared to those with fewer followers. However, this cannot be generalised and hence not concluded over the whole population as the majority stated to have less than 500 followers.

After clarifying all demographics and identifying participants' Instagram using behaviour, it was intended to figure out their main reasons to have an Instagram account and to what extent it is used for planning a holiday. With regards to the whole sample asked, approximately 2/3 of the entire sample would consider Instagram as a relevant source for gathering information about a particular destination, activities, hotspots, etc. with regards to the holiday planning process compared to 1/3 not using Instagram for these purposes.

Comparing Generation Y and Z, significant differences can be observed. For a better understanding, a graph displaying the answers to this question is included in Figure 5.

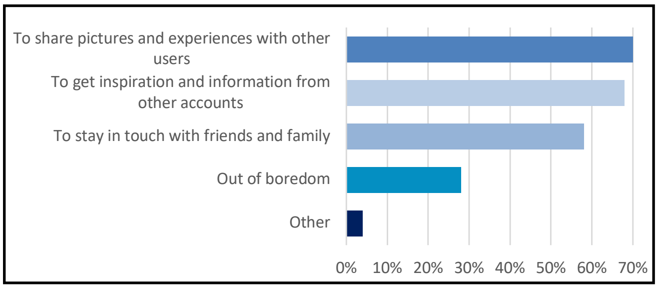
Figure 5. Instagram as a Relevant Information Source



As it can be extracted from the figure, Instagram is being used more and more with decreasing age for travel planning purposes, meaning that Generation Z attaches significantly more importance to this social media platform. Whereas only 27% of older representatives of Generation Y use Instagram for travel planning, it is three times more likely to use it as a member of Generation Z, showing an enormous shift in the information gathering process and again proving, that generational cohorts do have an impact on the usage and influence of technology in people's lives.

Regarding the main influential and motivational factors to use Instagram as an information source, broad accordance between both generations of investigation can be observed. Overall, the main motivational factor is to share pictures and experiences with other users (70%), directly followed by getting inspiration and information from other accounts (68%) and staying in touch with friends and family (58%). Only 28% of all respondents stated that they would use Instagram out of boredom, followed by 4% stating other reasons why they are using Instagram. When analysing the individual responses, it can be said that nearly all of them can be categorised into one of the above-stated categories but have just been explained in more detail (Figure 6).

Figure 6. Main Motivational Factors on Instagram



As 70% of the respondents use Instagram to get inspiration from other accounts, it is also assumed to be likely for them to use Instagram for travel planning purposes. With the shift from an offline to a rather online society and with the constant development of the world wide web and the changing behaviour of its users, it has been proven that this has also influenced tourism, especially the behaviour of tourists and their information-seeking process (Minazzi, 2015, pp. 2-3).

When considering these motivational factors, the conducted online survey intended to furthermore identify the point in time where customers would seek for and need sufficient information that may or may not convince them to visit a destination.

Furthermore, the questionnaire intended, amongst others, to investigate the primary motivational sources of Instagram for travel planning processes. Therefore, participants were asked, to what extent they would describe themselves being influenced by either friends, family, bloggers and influencers, destination accounts, tour operators, hotel accounts as well as airline accounts. Within this course, they were provided with a 4-point scale, asked to indicate whether these players would influence them 1 = a lot, 2 = to a moderate extent, 3 = to a small extent and 4 = not at all. As the results do not significantly differ when comparing both generations, the mean of the whole sample has been calculated in order to identify a tendency of influence.

To visualise the extent of influence given by different players on Instagram, colour coding was used to design Table 3 in order to highlight the main as well as the least essential influencers. As it can be identified, most people examined would consider shared content from friends as their primary influence on Instagram with regards to travel planning, followed by the content produced from destination accounts. As a next level, the respondents claimed that family, bloggers and influencers would on average influence them either

Table 3. Influence of Different Players on Instagram

	Mean	Mode	Std. Deviation
Friends	2.28	2	0.914
Family	2.67	3	1.079
Blogger & influencer	2.57	3	0.983
Destination accounts	2.44	2	1.053
Tour operators	3.11	4	0.936
Hotel accounts	3.21	4	0.877
Airline accounts	3.32	4	0.85

"to a moderate extent" or "to a small extent". Lastly, it has been investigated that neither tour operators, nor hotel accounts, nor airline accounts would be considered as relevant and therefore are not used for travel planning purposes.

The last part of the questionnaire wanted to investigate the influence of Insta-Spots and how their existence would or would not have an impact on an individual's booking behaviour. As these are a rather new trend, the first question proposed tried to find out if participants are already aware of this trend. As the questionnaire did not require a pre-knowledge to be answered, a definition of Insta-Spots has been included in order to make sure that everybody has the same pre-conditions to answer the last section of the survey.

Figure 7. Stage of Awareness Regarding the Existence of Insta-Spots

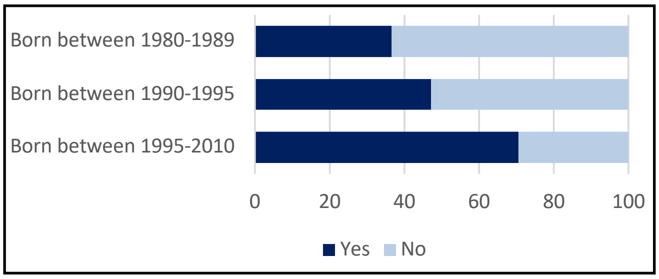
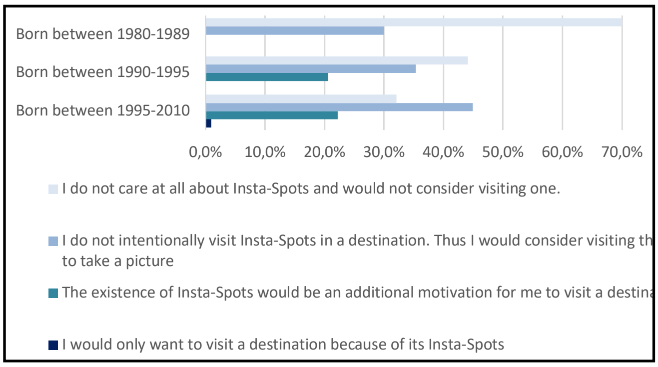


Figure 7 shows the answers to the question, whether the respondents have already heard about the existence of Insta-Spots. As it can be read out from the chart, the results differ when comparing Generation Y and Z. Moreover, it also displays differences between older and younger representatives of the Millennials, which can be the result of the different influences technology has on various generational cohorts. Furthermore, it again needs to be stated that the high awareness of Insta-Spots of Generation Z might be due to the fact that Generation Z "is a complete technology generation as they were born into technology rather than being accustomed to it" (Berkup, 2014, p. 224).

As the next question asked whether the participants have already visited an Instagram spot, is linked to the previous one, differences could again be identified. It has been found out that the majority (52%) of all participants have never visited an

Figure 8. Influence of Insta-Spots on Booking Behaviour



Insta-Spot before. Moreover, the participants tend not to visit an Insta-Spot intentionally and also not choosing the destination according to the existence of Insta-Spots but were motivated to integrate a visit in their holidays.

These results have also been confirmed in the next question where it was asked whether the existence of one or several Insta-Spots would influence on their booking behaviour. Therefore, Figure 8 visualises the influence Insta-Spots have on an individual's booking behaviour.

With regards to the members of the older Generation Y, no one of the investigated participants would intentionally visit a destination only because of the existence of Insta-Spots. However, approximately one third would consider visiting them to take a picture. Looking at the younger Generation Y, still 80% would not plan their holidays according to the existence of Insta-Spots. However, the remaining 20% see Insta-Spots as an additional motivation to visit a specific destination.

Coming to Generation Z as a whole, some outliers (0,85%) indicate that Insta-Spots are a crucial influence when it comes to their holiday planning process and that they would only want to visit a destination because of them. However, the majority states that they would not intentionally visit a destination only because of the existence of Insta-Spots.

The last goal of the online survey was to find out whether there would be influential differences when it comes to different types of Insta-Spots. Although there can be various types of Insta-Spots identified all over the world, it has been decided on four main categories, which will be described and analysed in more detail now. All questions regarding these spots were asked in the form of a 5-point Likert scale (1 = very likely, 2 = moderately likely, 3 = neither likely nor unlikely, 4 = moderately unlikely, 5 = very unlikely), asking to what extent they would consider visiting one of these places or including them in a holiday. Therefore, the mean and mode values were calculated in order to identify their likelihood to be visited and a table displaying these is included below. As no overall generational differences occurred during the analysis, both generations of the investigation will not be compared when talking about different types of Insta-Spots.

Table 4. Mean and Mode Values of Likelihood to Visit Different Insta-Spots

	Mean	Mode	Std. Deviation
Angel Wings	2.79	2	1.420
Selfie Museums	3.49	5	1.374
Instagram Restaurants	2.84	2	1.333
Natural Selfie Spots	2.10	1	1.153

4.1. Angel Wings

Especially in the United States of America, Insta-Spots are widespread and can be found on nearly every hotspot. More and more purposely painted artworks on walls can be found, including all kinds of different angel wings, which serve with the purpose to give visitors the possibility to take a selfie for their Instagram profile. As a pioneer, Colette Miller introduced the global angel wings project in 2012, not only to create selfie spots but to remind everybody of the fact that all humankind are the angels of this world. The most famous motive can be found in Melrose Avenue, Los Angeles. However, this project reached all continents with a total of over 50 installments (Miller, 2019).

When asking the participants of the survey about whether they would consider visiting an Angel-Wings-Spot throughout their holiday, the answers are not consistent amongst all respondents, and different preferences can be observed when it comes to visiting this type of Insta-Spot. As it is displayed in Table 4, most people would define it as "moderately likely" to integrate a visit to such an Insta-Spot, and a tendency of interest rather than disinterest can be detected.

4.2. Instagram Museums

Like the Angel-Wings-Spots, also Instagram-Museums have their original roots in the United States, as the first Instagram museum – The Museum of Ice Cream – opened in New York in 2016 (Pardes, 2017). Since then, these new types of museums are on the rise with more and more facilities opening up all around the world. This kind of innovative museum differs enormously from the traditional form, allowing its visitors to touch everything they see and to make use of the equipment for taking a perfectly "instagrammable" photo (Barringer, 2018). Within these facilities, visitors are provided with colourfully painted rooms, quotes on the wall, requisites to make pictures livelier and many more accessories to give a great variety of possible selfies. Starting to gain popularity in Europe, Vienna opened up its first Instagram museum, where visitors had the chance to experience 24 selfie rooms equipped with everything an individual desires to produce individual photos for Instagram (Kennedy, 2019). Moreover, also other European cities, including amongst others Amsterdam and Berlin, have opened various Instagram museums.

To give an example, possible selfie outcomes

Illustration 1. Example Pictures - Nofilter Museum Vienna

Illustration 2. Selfie by the Avocado Show, Amsterdam

shot in the Nofilter Museum in Vienna, which was installed as a pop-up museum for six months from October 2019 until March 2020, can be found in Illustraion 1.

Compared to the previous category, selfie museums do not stand on the respondent's bucket list when going on holiday. 43% of respondents indicate that it would either be "moderately unlikely" or "very unlikely" for them to visit an Instagram museum during a trip. However, approximately a quarter of the respondents would see it as (moderately) likely to do so.

4.3. Restaurants

Regarding restaurants being seen as Insta-Spots, it needs to be pointed out that nowadays, much more is required in order to be successful as a restaurant to only offer good food. As Company (2020) states, "food has become a huge part of social networking" and especially Generation Z attaches a lot of importance on good looking food on their Instagram profiles. To give an example, the restaurant Pez Playa, which is situated in Mallorca, mainly focuses on the "instagrammability" of the facility. Therefore, every staff member is trained to give customers helpful hints to take a good picture for their Instagram account, by advising how to position the camera and at what angle the light lets the food look the best (ibid.).

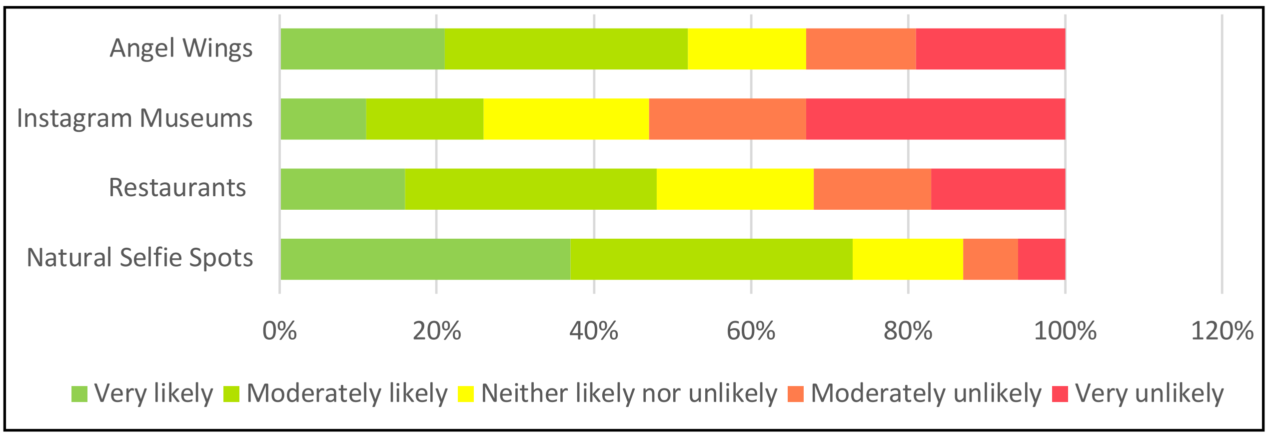
Moreover, some restaurants focus besides good looking food on the overall look and presence of the restaurant by adding some selfie spots within or outside the facility. As an example, The Avocado Show in Amsterdam installed a selfie spot directly in front of the building, aiming at visitors to stop after or before their visit to take a picture. An example of a possible selfie outcome can be found in Illustration 2.

Taking the previous theory into account and associating it with the answers of the participants, the responses are widespread, and no overall tendency can be observed regarding people's motivations to visit a restaurant only because of its "instagrammability" and not because of the excellent food. 48% of the respondents would consider themselves either "very likely" or "moderately likely" to do so, followed by 20% who do not have a preference and 32% who would be (moderately) unlikely to visit such a restaurant.

4.4. Natural Selfie Spots

Coming to the last category of Insta-Spots, the survey intended to investigate people's motivation to include natural selfie spots in their holiday itinerary. As a pioneer, the Indonesian holiday destination Bali directs its attention to the creation of Insta-Spots and therefore serves as an example for the questionnaire. Especially Wanagiri Hidden Hills, a selfie paradise

Figure 9. Participant's Preferences Regarding Different Types of Insta-Spots



for all who seek for a perfectly "instagrammable" memory, focuses on the popular trend of Insta-Spots by offering settings, such as swings, a wooden boat, a bamboo bird nest and many more to the public.

This type of selfie spot turned out to be the most popular amongst all the participants. 73% of all respondents would consider themselves either "very likely" or "moderately likely" to include a visit to this spot on their holiday.

To summarise the last section of the findings part, all selfie spot categories are summarised, and the respondent's preferences are displayed in Figure 9.

5. Conclusion

As it has been outlined at the beginning of this article, this research aimed at investigating the connection between content published on Instagram, the travel motivations of members of Generation Y and Z and how Insta-Spots influence their holiday planning process. Furthermore, potential generational differences were tried to be identified and the results have been analysed and compared to identify possible deviations between Generation Y and Z. Three research questions, including one sub-question, have been posed at the beginning of the research process and by analysing the collected quantitative data from the online questionnaire, these questions will be answered below.

First of all, it needs to be stated that the intensity to what extent Instagram is used for travel planning purposes differs when comparing both generational cohorts enormously. Moreover, it is essential to mention that it was highly beneficial to separate the older from younger members of Generation Y, as the interests diverge within this generational cohort.

It has to be pointed out that during the research process, generational differences could indeed be observed, especially between the older Generation Y and Generation Z. Generally, it can be said that it is two times more likely for an individual to use Instagram for travel planning purposes if being a member of Generation Z, compared to the previous generation.

When it comes to the main motivational factors for using Instagram, it can be claimed that these do not significantly differ when comparing both generations. Overall, it can be said that the main motivations for using Instagram are sharing experiences with others and in addition, getting inspiration from other accounts back. Regarding the types of accounts which are seen as most influential, it can be expected that friend's and destination's accounts are seen as most likely to be the main inspirational source amongst members of Generation Y and Z, directly followed by the influential content posted by family and bloggers as well as influencers.

When it comes to the influence of Insta-Spots on the investigated people of Generation Y and Z, it can be generalised that overall, Generation Z attaches a lot more importance to the existence of Insta-Spots compared to the previous generation. This has been identified as a result of the lacking awareness of their existence from Generation Y and might be due to the fact that Generation Y shows a lower involvement in social media and technology, compared to their name successors – Generation Z (Berkup, 2014, pp. 222-224).

Regarding the different categories of Insta-Spots as such, no generational comparisons have been conducted as no significant differences between the two investigated generations could be observed. Overall, natural landscapes and therefore connected Insta-Spots have been identified as the most popular sights to visit, which can be concluded in people's higher interest in the authenticity of a destination and naturally kept sights instead of completely purposely built attractions. As the second most likely Insta-Spot to visit, Angel-Wings-Spots have been identified, followed by restaurants that focus on their "instagrammability" and Instagram museums, which attendees of the survey have rated for feeling rather unlikely to visit them.

6. Limitation and Future Research

As far as the limitations of this research are concerned, it has to be mentioned that first of all, due to the limited resources and reach of the questionnaire, the study was heavily Austrian-orientated with approximately 85% of the respondents being from Austria. Furthermore, 14% stated to have their origin in another European country. As Instagram is an internationally spread online application, it would be highly beneficial for further research to conduct a similar study in different countries in order to make different nationalities comparable. Continuing with the demographics of the conducted online survey, a limitation regarding the age distribution had to be dealt with as only 21% of the participants represent Generation Y and therefore the generational comparisons that have been conducted may be seen as inconclusive. However, it has been tried to compare the percentual proportion within the generational cohort.

As mentioned previously, the above-stated limitations might also be due to the lacking reach of the author and the limited time of one month in which the survey staid available to access online.

Within the purpose of the survey, it has been identified that especially Generation Z uses Instagram amongst others for travel planning purposes. Therefore, it needs to be highlighted that various tourism players should also focus on their online presence and try to focus on the "instagrammability" of certain sights or destinations. As it has been figured out, the majority of investigated people would not purposely visit a destination just because of the existence of Insta-Spots. However, these would be an additional motivation to visit a destination. Therefore, it is recommended for destination management companies to focus on these points of attention and adapt their marketing strategies on social media platforms such as Instagram.

Regarding further research that may be conducted in the future, a qualitative research approach examining the professional opinions of influencers could be carried out. As the online survey reached mostly people with Instagram accounts up to 999 followers, the whole study could be conducted with a different angle of perspective and with a focus on experts in social media marketing and advertising.

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The Conference on Managing Tourism Across Continents, September 2-4, 2020 (MTCON'20)

The first Conference on Managing Tourism Across Continents (MTCON'20), which was organized by the Association of Turkish Tourism Academics (TUADER), was held virtually between September 2 and 4, 2020. The conference, which had been planned to be arranged face-to-face in Antalya/Turkey in April 2020, had to be postponed to September 2020 due to the COVID-19 Pandemic and was held online. The slogan of the conference has been determined as "Tourism for a Better World".

MTCON'20 was held with the contribution of many people. Conference chairs were Prof. Dr. Muzaffer UYSAL and Prof. Dr. Orhan ICOZ; conference coordinator was Prof. Dr. Ebru GUNLU KUCULALTAN; conference vice-coordinator and operations coordinator was Asst. Prof. Dr. Alaattin BASODA. Furthermore; an organizing board of 24, an advisory board of 23, a scientific board of 98, and an organization team of 56 took part in the conference. Besides, the technical infrastructure sponsor was Hotel Linkage, and thanks to the technological support they provided, the conference was held smoothly in the virtual environment.

The conference aims to bring tourism scientists, students, and professionals from all over the world together and to discuss new trends and developments in all tourism related-disciplines from different continents in a multicultural scientific environment. The second important aim of the conference is to contribute to the development of a more sustainable environment through responsible tourism development and to try to establish more peaceful international relations.

MTCON'20 was held with the support of 41 national and international universities. At the congress, a total of 210 papers from 24 countries were presented. Besides, experience interviews and sectoral panels were also arranged. With its strong technological infrastructure and over 4000 participants from 36 countries, it has attracted the attention of many other tourism academics and professionals around the world. The conference aroused the interest of many tourism academics and professionals around the world with its presentations, interviews, panels, and strong technological infrastructure. Accordingly, it has reached over 4000 participants from 36 countries.

The opening speeches of the conference were made by Prof. Dr. Orhan ICOZ, Prof. Dr. Muharrem TUNA, and Prof. Dr. Muzaffer UYSAL. At the conference, three experience conversations were held so that the leading academics of tourism can share their deep academic perspectives and experiences with participants. The moderator of the "Experience Conversation-I" was Assoc. Dr. Güney CETIN GURKAN and the guests were Prof. Dr. İbrahim BIRKAN, Prof. Dr. Celil ÇAKICI, and Prof. Dr. Derman KUCUKALTAN. In this conversation, experienced tourism academics shared their private sector and academy experiences abroad with young participants. Panellists mentioned about the challenges at the beginning of their careers and how they overcame them. They highlighted the possible difficulties that young people may experience in their academic lives and pointed out the importance of patience and work ethic.

The moderator of the "Experience Conversation-II" was Asst. Prof. Dr. Necibe SEN and the guests were Prof. Dr. Suavi AHIPASAOGLU, Prof. Dr. Meryem AKOGLAN KOZAK, and Prof. Dr. Ahmet AKTAS. In the 2nd conversation, the future of recreation and tourism guidance departments was discussed, and it was emphasized that tourism departments in the cities where tourism has not developed adequately yet could not reach the desired level of success. The moderator of the "Experience Conversation-III" was Asst. Prof. Dr. Demet TUZUNKAN and the guests were Prof. Dr. Muzaffer UYSAL and Prof. Dr. Fevzi OKUMUS. In the 3rd conversation, the situation of the tourism academy abroad -especially in the USA- was mentioned, the stories of the panellists themselves residing in the USA were shared, and recommendations were given to young academicians in this direction.

The plenary session convened on the first day of the conference. The plenary session was moderated by Prof. Dr. Ebru GUNLU KUCULAKTAN with the participation of Prof. Dr. Tanja MIHALIC, Prof. Dr. Joseph SIRGY, Prof. Dr. Nina Katrine PREBENSEN, Prof. Dr. Serena VOLO, and Prof. Dr. Cihan COBANOGLU. In the plenary session, opinions on current issues that will affect the tourism industry were shared. The main topics of these sessions were sustainable and responsible tourism, self-congruity theory, resilient tourism innovations, visual big data, and smart tourism.

In addition to all these, two panels were held at the conference. The first one was "Alumni Panel in the Future of Tourism" and the other was "Panel for Representatives of the Tourism Sector." Alumni Panel was moderated by Asst. Prof. Dr. Mehmet BAHAR. The guests of the panel were Soner INAL

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(chairman of ATMED), Erdogan OZKAN (chairman of ATIOYOMED), Feridun ERGUN (chairman of BTIOYOMD), Selver KORKUT (chairman of Trade and Tourism Graduates Association), Erdem DASCI (chairman of METIOD), and Ali Dede COSKUNER (chairman of NEVTIM). In the Alumni Panel, it was stated that tourism is not accepted as a profession and the necessity of the Law for Tourism Profession was highlighted. It was also underlined that job security for the graduates of tourism and tourism-related fields should be provided as well as the priority given to the graduates of these fields in the personnel recruitment of units such as the Ministry of Culture and Tourism, and provincial/district organizations. The Panel for Representatives of the Tourism Sector was organized to include all the stakeholders of the tourism sector at the conference. In the panel, whose moderator was Prof. Dr. Muharrem TUNA and the panellists were Firuz BAGLIKAYA (president of TURSAB), Kaya DEMIRER (president of TURYID), Oya NARIN (president of TTYD), and Sururi CORABATIR (chairman of TUROFED), it was underlined that people can take risks to meet their travel needs despite the COVID-19 pandemic.

In the conference, it was aimed to emphasize the issues such as nature, environmental awareness, and sustainability that have been frequently focal point in tourism during recent years, and to build a friendship bridge through tourism by getting to know each other better. The second Conference on Managing Tourism Across Continents (MTCON’21), will be held between March 1 and 3, 2021. If the congress will be held face to face or virtual will be determined depending on the course of the COVID-19 pandemic.

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TOURISM EDUCATION PROGRAMMES

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Tourism and Hotel Management Associate Degree Program, Eskişehir Vocational School, Anadolu University

Tourism and Hotel Management program offers a two-year associate degree education in Eskişehir Vocational School (EVS) in Anadolu University, which is a state university. By dating back to 1990, the program is one of the oldest tourism programs in Turkey, both in the bachelors and associate degree programs. After the rapid growth of the tourism sector in Turkey in the 1980s, a great need for qualified tourism professionals arose. Thus, Tourism and Hotel Management program has dedicated to training tourism professional candidates up to middle-managerial professionals.

Recently, there are more than 180 Tourism and Hotel Management associate degree programs in Turkey. The program at Anadolu University ranked in 22nd in 2019. This program evolved through different stages in 30 years. At the beginning of the 2000s, arrangements demanded by the Bologna Process and the European Higher Education Area have fulfilled.

In the 2010s, the program has collaborated with the Vocational and Technical Education General Directorate (MEGEP) which is a unit of Ministry of National Education of Turkey. This collaboration aimed to train the qualified human resources requirement of the tourism sector with the coordinated education between vocational high schools of tourism and tourism associate degree programs. Thus, first, the curriculum has harmonized with the vocational high schools of tourism, and secondly, the students' application arrangements have changed. However, since the last five years, the candidates graduating from any secondary school who have an adequate score from the Basic Proficiency Test (TYT) in the examination of Higher Education Institutions (YKS), can be able to apply for the program.

Until 2013, evening education continued. The growing number of similar programs in many other universities, evening education has ended. Between 2010-2014, a collaborated programme with Leeds Metropolitan University has implemented. This collaboration has based on a separate program consisting of an all-English curriculum.

In 2019-2020 academic year, the programme evolved into a field training-oriented one, which includes the theoretical education in the first-three semester and the field training in the last semester. The field training is being held in contracted tourism firms in Eskişehir and supervised by lecturers.

There are four lecturers officially employed in the program; one associate professor, one assistant professor and two instructors. However, other tourism and related field lecturers are supporting the program.

Although the curriculum has evolved during the long history of the program, the main courses are aiming to fulfil the professional qualifications. Those qualifications could be handled in two areas such as business management qualifications and tourism qualifications. The given courses in business management qualifications are introductory, such as business management, economy, marketing, human resources, accounting, labour health and work safety, communication et cetera. Tourism courses aim to fulfil fundamental sectoral qualifications as an introduction to tourism, housekeeping, front office, travel agency, food and beverage services. Housekeeping, front office and food and beverage education comprise both with the theoretical and practical courses. On the other side, several courses on specifical qualifications are also held such as first-aid, conference and event management, hygiene and sanitation, elocution, catering, ethical issues in tourism and physical environment in tourism. As for foreign language, English is compulsory, Spanish is elective.

As a part of vocational education, the students have also asked to fulfil an intern in qualified tourism firms (hospitality firms, travel agencies, restaurants). The graduation from the program is required to complete the courses which consist minimum of 120 ECTS credit and have a minimum GPA of 2.00/4.00 and no FF, DZ or YZ grades. Since the program has adapted to ECTS, the students may benefit from some international programs such as Erasmus Internship and Mevlana Programme. The graduated individuals also have the advantage of continuing to the "four-year" specified programs in business and administration, economy, or hospitality management programs in the Open Education System of Anadolu University. Thus those students can be able to receive a bachelors degree.

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Duygu Yetgin Akgün is an assistant professor in Tour Guiding Department in Faculty of Tourism in Anadolu University since 2011. She graduated BA in Gazi University, Faculty of Commerce and Tourism Education, Department of Teacher Training in Travel Management and Tour Guidance. She received her MBA in Tourism Management in 2009 from Dokuz Eylul University. She received her Ph.D. in Tourism and Hotel Management from Anadolu University in 2017. Her teaching areas include tour guiding, civilizations of Anatolia, culture, and tourism in Turkey, cultural heritages of Turkey, Greek and Roman Mythology. Yetgin, is an academic researcher in areas related to tour guiding, oral history, tourism management and history of tourism. And also she is a professional tour guide in Turkey.

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İnci Oya Coşkun is an Assistant Professor in the Faculty of Tourism, Anadolu University, Turkey. She has a doctoral degree on economics and studies the macroeconomic effects of tourism and determinants of tourism demand. She is also interested in tour planning, global distribution systems, and cultural heritage.

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Authors should ensure that they have written and submitted fully original papers and they have cited any study and/or words of others in the manuscript appropriately. Publications that have been influential in determining the nature of the study reported in the manuscript should also be cited.

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Papers describing essentially the same research findings should not be published as more than an article or a primary publication. Hence, authors should not submit for consideration a manuscript that has already been published in another journal. Parallel submissions of the same manuscript to more than one journal at the same time is unethical and unacceptable. Unlike duplicate publication, 'salami-slicing' involves breaking up or segmenting a large study into two or more publications. As a general understanding, as long as the 'slices' of a study share the same hypotheses, population, and methods, "slicing" is not an acceptable practice.

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Authorship should be limited to those who have made a significant contribution to the submitted study. All those who have made significant contributions should be listed as co-authors. When there are others who make contributions in certain substantive aspects of the research project, they should be named in the "Acknowledgement" section. This is one of the primary responsibilities of the corresponding author.

3.6. Disadvantaged groups, children, animals as subjects

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When authors discover a significant error or inaccuracy in their published work, it is the authors' obligation to promptly notify the journal's Editor-in-Chief and cooperate with them to either retract the paper or to publish an appropriate erratum.

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Please make sure that the submitted article complies with the following style guidelines, all of which must be met before it can be lined up for publication. Careful attention to these points—item by item—will save the author/s and the editors much valuable time. Deviation from these guidelines can delay the process.

Publication Language: Primary publication language of the Journal of TOLEHO is English. However, the authors are free to place an additional alternative abstract and title of the study, in any other languages written in any script.

Length of articles: 5,000 to 11,000 words included references, tables, graphs and charts. And 3,000 to 5,000 words for essay or research notes. All papers have to be minimum 6 and maximum 20 pages long and they have to be submitted in doc format. Please note that it is not necessary to insert page numbers and intent paragraphs.

Font: Times New Roman 12 pt, justified, double spaced

1. The Title Page

1.1. Chapter Title

The chapter title needs be short. It can be two title lines (all in UPPER CASE), each containing a maximum of 26 characters (including blank spaces), with no word hyphenated from the first to the second line.

It is also possible to opt for the title: subtitle format. That is, THE TITLE ALL IN UPPER CASE: The Subtitle in Lower Case. In this instance, the subtitle line can contain 30 characters (including blank spaces).

1.2. Author's Name

Right under the chapter title, the name of the author appears in online, followed by the name of his/her institution and country on the next line. Same format for additional authors.

1.3. Abstract

The abstract should be between 120 and 150 words, including keywords. Please limit keywords to five or not more than seven, and avoid using obvious ones such as "tourism" or "leisure".

1.4. Biosketch

The biosketch should include the name(s), the postal/email address of the first author, and a very brief statement about the research interest(s) of the author(s). Its length, whether for single or for all co-authors, should be between 60 and 200 words.

1.5. Acknowledgments

To protect the anonymity of the review process, acknowledgments are included in the title page. If eventually accepted for publication, appropriate format will be suggested at that point.

Note: To insure anonymity, name(s) and biosketch(es) of the author(s) will be deleted by the editors if the article is selected to be sent to a panel of outside referees.

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2. The Manuscript

The article should be made up of six distinct parts: the introduction, literature review, method, findings and discussion, conclusion and recommendation and appendix (optional) followed by references, tables, and figures, as outlined below.

Subsections / Sub-Subsections can be used only for the sections 2, 3, 4 and 5.

Example;

3. Method
3.1. Sampling
3.2. Measure
3.3. Data Analysis

Framework of Paper:

Abstract*
1. Introduction*
2. Literature Review*
3. Method*
4. Findings and Discussion*
5. Conclusion and Recommendation\Implications
6. Appendix (optional)
References*

2.1. The Introduction Section

The heading for this section is simply INTRODUCTION (IN UPPER CASE).

The purpose of this section is to set the stage for the main discussion.

It is preferred that this section ends by stating the purpose of the chapter, but without outlining what sequentially will follow.

If the introduction is short, it appears as one undivided piece. A long introduction of more than 1,500 words can be subdivided.

2.2. The Main Section

This is the main body of the chapter, headed with a section heading capturing the theme/scope/nature of the chapter, ALL IN UPPER CASE. Often this heading is somewhat similar to the chapter title itself.

Its opening discussion begins immediately after the section heading. This should include a literature review on the topic so that the book becomes a documentation of work-to-date in the topic area. Please use present tense (not past tense) for the literature review.

The study methodology, if applicable, is then introduced. Then the chapter proceeds to discuss the study

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findings and their theoretical and practical applications. The discussion in this section is Subtitled as Appropriate (again in a Level 2 heading, in italics).

In general, this is how this discussion section is headed/sub headed.

2.3. The Conclusion Section

This section, headed simply CONCLUSION, can begin with a restatement of the research problem, followed by a summary of the research conducted and the findings.

It then proceeds to make concluding remarks, offering insightful comments on the research theme, commenting on the contributions that the study makes to the formation of knowledge in this field, even also suggesting research gaps and themes/challenges in years ahead.

To do justice to the chapter, this section should not be limited to one or two paragraphs. Its significance/ contribution deserves to be insightfully featured here, including remarks which they had been added to the earlier sections would have been premature.

If the CONCLUSION section is longer than 1,000 words (an average length), one may choose to subdivide it into appropriate Subheadings in Italics.

3. Tables and Figures

Each table (single space) or figure appears on a separate sheet at the end of the chapter, with all illustrations considered as Figures (not charts, diagrams, or exhibitions).The title for tables should be above whereas titles for figures should appear below the table.

Both tables and figures are identified with Arabic numerals, followed with a very brief one-line descriptive title (about 10 words). Example:

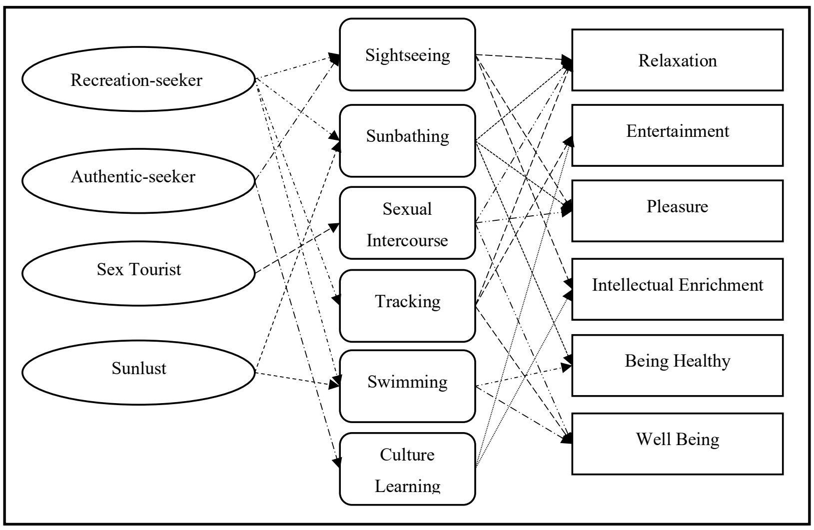

Figure 1: Figure Title (Times New Roman, Regular, 11pt, Centered)
(Reference – If necessary)

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Table 1: Table Title (Times New Roman, Regular, 11pt, Centered)

TABLE	TABLE	TABLE	TABLE
Table	Table	Table	Table
Table	Table	Table	Table
Table	Table	Table	Table

(Reference –If necessary)

The data in tables should be presented in columns with non-significant decimal places omitted. All table columns must have extremely brief headings.

Clean and uncrowded tables and figures are sought. Notes and comments, including references, are incorporated in the paper text, where the table or figure is first mentioned. If any remain, they are "telegraphically" footnoted, using alphabetic superscripts (not asterisks). References, if not already in the text, take this format: (Oncel, 2015:34). All such references are also included fully in the Reference list. Tables and figures generated by the author need not be sourced. Proof of permission to reproduce previously published material must be supplied with the paper.

Tables should not be boxed and girded. No vertical bars can be added and the use of horizontal bars should be limited to 3 or 4, to mark the table heading and its end. See recent issues of Annals for examples.

Figures should be in "camera ready" or "ready-to-go" format suitable for reproduction without retouching. No figures (or tables) can be larger than one page, preferably ½ pages or less in size. All lettering, graph lines, and points on graphs should be sufficiently large to permit reproduction.

When essential, it can be also published photographs (preferably black and white), to be submitted electronically at the end of the paper.

Only very few tables and figures (preferably, less than five in total) central to the discussion can be accommodated. The rest, including those with limited value/data, should be deleted and instead their essence incorporated into the body of the text. All tables and figures (including photos) must appear in "portrait", not "landscape", format.

4. In-text Citations

The format for making references in the text is as follows:

- Single reference: Emir (2013) states that . . . . Or it is emphasized that . . . . (Emir, 2013).
- Multiple references: (Aksöz 2017; Bayraktaroğlu 2016; Özel 2014; Yilmaz, 2013; Yüncü 2013). Please note that authors in this situation appear in alphabetical order (also note the use of punctuation and spacing).
- Using specific points from a paper, including direct quotations or referring to a given part of it: (Asmadili & Yüksek 2017, pp. 16-17).This reference appears at the end of the quotation. Please note that there is no space between the colon and the page numbers.
- Longer quotations (50 words or longer) appear indented on both margins, ending with the reference: . . . (2004, p. 37).
- Multi-author sources, when cited first in the paper, should name all co-authors, for example (Gunay Aktas, Boz, & Ilbas 2015); thereafter, the last name of the first author, followed with et al (Gunay Aktas et al. 2015). Please note that et al is not followed with a period.
- References to personal communication appear parenthetically: . . . (Interview with the minister of tourism in 2006) and are not included in the reference list.

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- Works by association, corporation, government policies: First citation: United Nations World Tourism Organization (UNWTO, 2014). For subsequent citation: (UNWTO, 2014). Please avoid introducing acronyms which are used less than about five times in the whole text.
- Unfamiliar terms, particularly those in foreign languages, need to appear in italics, followed with their meaning in parenthesis.
- The whole text must be written in the third person. The only exception is when the usage occurs in direct quotes.
- For the sake of uniformity and consistency, American spelling should be used throughout the paper. Please utilize the Spell Check feature of the computer (click on the American spelling option) to make sure that all deviations are corrected, even in direct quotations (unless the variation makes a difference in the discussion).
- The use of bullets and numbers to list itemized points or statements should be avoided. If it is necessary to delineate certain highlights or points, then this can be worked out in a paragraph format: .... One, tourism.... implemented. Two, a search goal .... is understood. Three, ...
- All amounts, both in the text and in tables/figures, must be given in American dollars; when important, their equivalents may be added in parentheses. If the chapter does not deal with the United States, please use "US$" in first instance, and only "$" subsequently.
- Numbers under 10 are spelled out, but all dollar amounts appear in Arabic numerals.
- Please use % after numbers (ie, 15%, not 15 percent).
- Frequent use of keywords or pet words must be avoided. If the chapter is dealing with "wellness tourism" it should be recognized that the reader knows that the chapter is dealing with this subject. Such uses/repetitions must be carefully avoided.
- Please use "tourist" when referring to the person (and please avoid using "traveler" and "visitor"—unless the article is defining and distinguishing among them) and use "tourism" when discussing the industry/phenomenon. "Travel" and "tourism" are not used synonymously.
- Very long or very short paragraphs should be avoided (average length: 15 lines or 150 words).

5. References

The heading for this bibliographic list is simply REFERENCES, and is centered. All entries under this heading appear in alphabetic order of authors. Only references cited in the text are listed and all references listed must be cited in the text. Reference lists of all chapters are eventually consolidated by the volume editor into one and placed at the end of the book.

5.1. Journal Articles

Aksöz, E. O. (2015). Perceived Image of Cittaslow By Tourism Students: The Case of Faculty of Tourism, Anadolu University-Turkey. *Annals of Faculty of Economics*, 1 (2), pp. 331-339.

Dogru T., Isik, C., & SirakayaTurk E. (2019). The Balance of Trade and Exchange Rates: Theory and Contemporary Evidence From Tourism. *Tourism Management*, 74 (4), pp. 12-23.

Sezgin, E., & Duz, B. (2018). Testing the proposed "GuidePerf" scale for tourism: performances of tour guides in relation to various tour guiding diplomas. *Asia Pacific Journal of Tourism Research*, 23 (2), pp. 170-182.

5.2. Online Journal Articles

Yuksek, G. (2013). Role of Information Technologies In Travel Business And Case Of Global Distribution System: AMADEUS, *AJIT-e: OnlineAcademic Journal ofInformation Technology*, 4(12), pp. 17-28, Retrieved from //.....

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5.3. Conference Prooceedings

Yilmaz, A., & Yetgin, D. (2017). Assessment on Thermal Tourism Potential in Eskisehir through the Tour Guides' Perspective. *5th International Research Forum on Guided Tours*, (5th IRFGT), University of Roskilde, Denmark, pp.70-84.

5.4. Book

Kozak, N. (2014). *Academic Journal Guides of Turkey* (1st Ed.). Ankara: Detay Publishing

5.5. Article or Chapter in Edited Book

Kaya-Sayarı, B., & Yolal, M. (2019). The Postmodern Turn in Tourism Ethnography: Writing against Culture. In *Tourism Ethnographies, Ethics, Methods, Application and Reflexivity* (Eds: H. Andrews, T. Jimura, & L. Dixon), pp. 157-173. New York, NY: Routledge.

5.6. More than one Contribution by the Same Author

Coşkun, I.O., & Ozer, M. (2014). Reexamination of the Tourism Led Growth Hypothesis under Growth and Tourism Uncertainties in Turkey. *European Journal of Business and Social Sciences*, 3(8), pp. 256-272.

Coşkun, I.O., & Ozer, M. (2011). MGARCH Modeling of Inbound Tourism Demand Volatility in Turkey. *Management of International Business and Economic Systems (MIBES) Transactions International Journal*, 5(1), pp. 24-40.

If an author has two or more publications in the same year, they are distinguished by placing a, b, etc. after the year. For example, 1998a or 1998b, and they are referred to accordingly in the text.

5.7. Thesis/Dissertation

Toker, A. (2011). *The Role of Tourist Guides at Sustainability of Cultural Tourism: Ankara Sample* (Unpublished Master's Thesis). Anadolu University, Eskisehir, Turkey.

Bayraktaroğlu, E. (2019). *Establishing Theoretical Background of Destination Value* (Unpublished Doctoral Dissertation). Anadolu University, Eskişehir, Turkey.

5.8. Trade Publications/Newspapers

Same as journal articles (with article title, volume number, etc., as above).

5.9. Internet

Name of the Site, Date, Title of the Article/Publication Sourced .

If the date the site was visited is important: 2004 Title of the Article/Publication Sourced < //www.....> (18 November 2005).

5.10. Personal Communications/Interviews

NB In all above instances, the author's name lines up with the left margin, the publication date

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The editorial board of Journal of Tourism, Leisure and Hospitality (TOLEHO) would like to thank the reviewers who have contributed to the success of the journal. We recognize the researchers who have completed reviews in the two issues which has published in 2020. We are gratefull for their valuable time, efforts, supports, suggestions and contributions.

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