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The Projected Image of Turkey in Travel Blogs

by Adil Bical and N. Canan Ozturk

The Effect of Servicescape on Revisit Intention in Restaurants: The Mediating Effect of Brand Familiarity

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Reviewing the Production and Development of 'Place' Knowledge in a Recreational Context

by Deniz Karagoz and Selin Kama



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I am excited and happy to be presenting the first issue of Anadolu University's Journal of Tourism, Leisure and Hospitality in 2021. UNESCO has announced the year 2021 among the commemoration and celebration anniversaries on the 700th anniversary of the passing away of Yunus Emre, one of the most important figures in Turkish literature and culture. Yunus Emre, as a figure, has a special meaning for all members of Anadolu University. In this respect, I would like to state that we would do our best to carry the tradition of tolerance embodied in the personality of Yunus Emre to the future generations. I would like to sincerely thank those who have contributed to the publication of our journal, which could be counted as one of the steps taken to achieve the aforementioned goals. I wish you dear readers peace, serenity and tranquillity in the year of Yunus Emre and the Turkish language.

Fuat Erdal, Ph.D.

Rector of Anadolu University

UNESCO has announced the year 2021 in the commemoration anniversaries as it marks the 700th anniversary of Yunus Emre's passing away. It is also a great honour for us to commemorate Yunus Emre, one of the most important figures in the history of Turkish culture, through this issue of our journal. I would like to thank the editorial board of the journal for their precious efforts. I hope the commemorations of Yunus Emre, as the representative of tolerance, to be beneficial in this period when the world needs it most. In addition, I wish the articles published in this issue of Anadolu University's Journal of Tourism, Leisure and Hospitality to contribute to the field researchers, the sector and students.

Oktay Emir, Ph.D.

Dean of the Faculty of Tourism, Anadolu University

Turkey and UNESCO declared 2021 as the year of Anatolian love messenger and the poet, Yunus Emre. He lived in the 13th century and his message for loving humans still goes around in the 21st century. Journal of Tourism, Leisure and Hospitality (TOLEHO) pays tribute to Yunus Emre and his philosophy. TOLEHO works hard to contribute to tourism literature and the journal has achieved a remarkable progress thanks to all academics having supported the journal so far. Covid-19 pandemic still remains around but the hope to overcome the unprecedented challenges is stronger than ever. As TOLEHO, we repeat our desire to come together in healthy days and wish the best for everyone in tourism academy and the industry.

Cem Işık, Ph.D.

Editor-In-Chief

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.

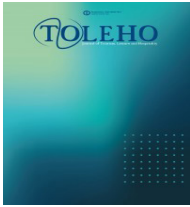
After the editor's approval, one of the associate editors is appointed as the handling editor during the peer-reviewing process. At this stage, two reviewers are appointed to evaluate the study. There are five possible decisions in this round of peer-reviewing;

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. **The Projected Image of Turkey in Travel Blogs** by Adil Bical and N. Canan Öztürk,
2. **The Effect of Servicescape on Revisit Intention in Restaurants: The Mediating Effect of Brand Familiarity** by Seray Gulertekin Genc and Volkan Genc,
3. **Enforcement of Territoriality Principle in the Crimes Committed by Foreign Tourists in Turkey** by Eylem Baş,
4. **Space Tourism: An Initiative Pushing Limits** by Ayşe Meriç Yazıcı and Satyam Tiwari,
5. **Reviewing the Production and Development of 'Place' Knowledge in a Recreational Context** by Deniz Karagöz and Selin Kama.



THE PROJECTED IMAGE OF TURKEY IN TRAVEL BLOGS

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KEYWORDS

Turkey
Destination image
Photo
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ABSTRACT

Travel and destination information is mostly provided by textual and storytelling communication practices. With the spread of mobile phones, digital tools and Web 2.0, photographs have become an important medium for reflecting destinations. This study analyses how Turkey is visualized and reflected as a destination through photos by the top 100 most-visited travel bloggers. As a result of the research, predictable findings (e.g. the most visited city: Istanbul or the most interesting historical monuments: Sultan Ahmet, Hagia Sophia) were obtained, and unexpected results were also gathered by the researchers. Among these, street cats (31) attract the same level of curiosity as the Topkapi Palace (34), and bloggers shared Cappadocia's (21%) photos more than all coastal regions involved in intense of tourism (17%). These results imply clues on which destinations or attractions of Turkey should be emphasized and provide some information about Turkey's image as a destination.

1. Introduction

Professionals and researchers have been interested in creating, supporting or changing the image of tourism in tourism marketing for many years. In these studies, the main objectives are to bring the images that exist and the images that are targeted together and equalize them if possible (MacKay & Fesenmaier, 1997). In this context, photographs have been used in many areas such as postcards, advertisements, tourism brochures and magazines to promote tourism activities and support the images of destinations (Baloglu & Mangalolu, 2001; Baloglu & McCleary, 2016; Garrod, 2008). Travel photos provide evidence for researchers in several aspects. On the one hand, they serve as additional data to understand the views of the tourist experience and the associated travel environment (Albers and James 1988), while, on the other hand, they provide clues about the image of the destination. Therefore, researchers have studied, especially before the spread of the internet, postcards and brochures to find how destination images are presented visually (Gaman & Răcășan, 2015; Markwick, 2001; Yüksel & Akgül, 2007).

On the other hand, photographs were used to understand how travellers perceive a region or tourist activity (Albers & James, 1988; Markwell, 1997). In recent years, with the widespread use of the internet and taking into account that travellers are headed to travel sites, blogs or social media, studies have started to focus on the use of tourism-

related visual materials in these areas (Choi, Lehto, & Morrison, 2007; Ren, Vu, Li, & Law, 2020; Stepchenkova & Mills, 2010; Zhang, Chen, & Li, 2019; Zhang, Xu, Leung, & Cai, 2015). The focus of these studies is, based on the content, revealing the basic image components of the relevant destinations.

Both governmental institutions and agencies conduct communication campaigns through advertising, brochures and other marketing communication tools to create a positive destination image. Yet, as current research shows, the information that is out of control and word-of-mouth (WOM) are more effective in shaping the image of a destination (Connell, 2005; Currie, Wesley, & Sutherland, 2008). With the development of Web 2.0, blogs have had a significant place in non-controlled communication activities. Travel blogs, along with these developments, are used by many tourists and travel preferences, albeit on different levels (Akehurst, 2008; Cox, Burgess, Sellitto, & Buultjens, 2009; Ma, Xiang, Du, & Fan, 2018).

People writing on travel blogs may be considered both amateur and professional travellers. They are usually travelling for a hobby and entertainment purposes without being connected to an institution.

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However, unlike ordinary tourists, they often do this and travel in a particular field such as nature, food and beverage or historical sites, and this expresses their professional aspect. They also act as an “opinion leader” owing to their followers (Song, Chi, Hino, & Tseng, 2007). These features transform them into a specialist travel guide. For this reason, when many tourists plan their vacations, they benefit from the information provided by these blogs and make travel decisions according to this information (Ma et al., 2018; Phau, Shanka, & Dhayan, 2010; Zehrer, Crotts, & Magnini, 2011). In this sense, the main purpose of this study is to understand how travel bloggers perceived Turkey as a destination through the photos they share.

2. Literature Review

2.1. Country, Destination Image and Turkey

The image represents the sum of beliefs, attitudes and impressions that a person or group has for an object. The object may be a company, product, brand, place or person. The effects may be true or false, real or imaginary, but images guide and shape individuals’ attitudes and behaviours (Barich & Kotler, 1991, p. 95). The image of a country expresses all beliefs and associations related to a country (Mossberg & Kleppe, 2005). Similarly, the image of a destination is defined as the sum of the accumulated impressions, beliefs, ideas, expectations and feelings about a place (Kim & Richardson, 2003, p. 218).

Much of the current literature on place or destination images has directions. The first is the product-country image (Country Origin Image, CoI), which has been researched in the field of international marketing for many years and focused on the relationship of country origin products to the image of a country. The other is the tourism destination image (Tourism Destination Image -TDI), which is mostly interested in the tourism literature. Although the evolution of these research areas is usually facilitated separately, both areas focused on how complex images related to a place are ensured and how these images affect individuals (Nadeau, Heslop, O’Reilly, & Luk, 2008, p. 85).

According to Han (1989), the country image has a halo effect on products. Consumers consider the country image as a reference point to make inferences about an unknown product. Many studies about product and country image support this claim (Baldauf, Cravens, Diamantopoulos, & Zeugner-Roth, 2009; Hsieh, Pan, & Setiono, 2004; Li, Lu Wang, Jiang, R. Barnes, & Zhang, 2014; Pharr, 2015). In other words, the country image acts as an umbrella on the related images of a country and affects these images (e.g. effect of Germany’s country image on its design of automobile and machinery products). Some authors claimed that destinations are also a part of a country and, therefore, marketable as a product. Therefore, they stated that the image of a country also serves as an umbrella on destinations (Zhang et al., 2015). Yet, some studies are claiming

that the destination image has very different dimensions in comparison to products. Accordingly, destination image, similar to the country image, acts as an umbrella structure over products and services. Unlike the country image, it is considered to be both generic and special product (Echtner & Ritchie, 1993; Mossberg & Kleppe, 2005). This is because destinations can be marketed like a special place, region, etc., and they also affect the image of the products and services related to those places.

On the other hand, despite the similarity in the identification of country and destination images in the literature, recent research suggests that these two images should be considered separately for developing countries (Lee & Lockshin, 2012). Some authors argue that the two concepts are independent of each other, and the country image does not have a full umbrella of “halo” effect on the destination. In some studies, it is revealed that the tourism destination image of some countries differs from their general country image (Nadeau et al. 2008). For example, studies on Nepal (Nadeau et al., 2008), Russia (Stepchenkova & Morrison, 2006), Turkey (Martínez & Alvarez, 2010) and Israel (Campo & Alvarez, 2014) found that even though some countries are perceived as undesirable countries because of their economic or political issues, tourists perceived them as attractive tourism destinations.

2.2. The Relationship between Blog, Photo and Destination Image

Although the negative image of a country harms the purchase of a country’s products or intention to visit the country, studies revealed that the image of the destination is dynamic. As individuals visit the country or differentiate the information received from external sources, their country’s image and intentions may change (Campo & Alvarez, 2014). On the other hand, if consumers do not have enough information when they want to buy a service or product, they try to eliminate this lack of external resources. In the literature, information sources for external information research are discussed in three categories:

- word-of-mouth (WOM),
- independent resources (consumer reports) and
- market-oriented resources (advertising).

Among these, the effect of WOM was found to be more effective in comparison to other sources in decision making (Cosenza, Solomon, & Kwon, 2015). Bloggers who create content about a destination and share them with their followers naturally act as an opinion leader and influence their environment (Joyner, 2008; Song et al., 2007). In many studies, it was determined that bloggers influenced their followers in purchasing decisions (Cosenza et al., 2015; Phau et al., 2010; Zehrer et al., 2011). In addition to this, bloggers publish content on their pages, and they are referring to the pages where they

share this content from their social media accounts. In this context, it is possible to say that bloggers, like a newspaper or a communication medium, carry out an uncontrolled communication activity on the promotion of tourism destinations via social media.

Although information about travel and destination is mostly through textual and narrative communication practices (e.g., blogs and written reviews), sharing of experience is mainly achieved through online audio-visual communication tools (Munar & Jacobsen, 2014). According to MacKay and Fesenmaier (1997), visuals allow individuals to compare specific experiences in different places and associated tourism potentials. Photographs, which are a visual reflection of the experiences of tourists and their perspective on destinations, play an important role in shaping the image of a destination. Considering the WOM effect, it is thought that bloggers' experiences about a destination and tourism services into visual information and share, make potential tourists assess a place or region image.

On the other hand, regarding the discussion of destination and country image, it is stated that some authors tend to consider and present the destination as a product. The product image created here can have meanings beyond the actual features of the existing product. Similarly, in the context of tourism, product structure has more meaning than the experience of the destination itself (Nadeau et al., 2008). The products presented in destination marketing do not have to be directly related to the destination (such as "Gone with the Wind" and Casablanca / Morocco relationship). The products related to the destination are an image or imagery beyond a place or region. This image may be real or produced. For example, although Romania does not come across as a result of planned tourism activity, it is an example of linking the Transylvanian region of Romania with vampires and supernatural stories in popular culture (Light, 2007).

Thus, from a CoI perspective, it is possible to claim that, as a country is associated with a product destination are offered with some of the products (place, region, experience, entertainment, etc.) that are prominent while being marketed as a product. From this perspective, the visuals shared by tourists reveal the products with which the destination is more prominent and how the destination is perceived. Considering the scope of this study, the determination of the shares of tourists who spend time in these areas may provide the opportunity to determine which products or services are associated with these regions. In previous studies, research has often focused on how destinations are presented in various materials (brochures, films, magazines, etc.). Nevertheless, there is a lack of assessments of how tourists perceive a destination.

In this context, it should be kept in mind that photographs from these sources will have a significant impact on shaping the image of a

destination. However, in a limited number of studies, the relationship between photography and destination image was handled in terms of tourism marketing. Some studies found significant results for understanding destination image (Choi et al., 2007; Stepchenkova & Zhan, 2013; Tudor, 2012). They revealed the tourism potentials of the countries examined in these studies.

In the light of such information, the main objective of this study is to determine Turkey's tourism image in the eyes of bloggers. The differences between the images of tourism agencies and bloggers may be determined from the images (photos, videos, maps) shared by the bloggers. Similarly, it is aimed to determine which tourism regions come to the forefront from the sharing of bloggers and areas that are not popular but in which bloggers are interested. The data to be obtained are expected to shed light on with which aspects of tourism in Turkey should be improved and marketed for marketing practitioners.

3. Method

This study aims to determine how Turkey is presented in travel blogs. To achieve this aim, photographs taken by bloggers were analysed by the quantitative content analysis method. The main purpose of content analysis is to bring together similar data and interpret them in the context of specific concepts and themes (Şimşek & Yıldırım, 2016, p. 242). For this study, content analysis was considered to be an appropriate method. To achieve these objectives, the following questions were addressed:

- Which themes have come to the fore the most in the photographs related to Turkey in travel blogs?
- Which regions of Turkey are included more in the photos?
- With which issues are the touristic regions and cities of Turkey mentioned in the photos?
- Do the travel interests of bloggers towards Turkey vary based on their nationalities?

3.1. Bloggers Selection

To decide which travel blogs to be examined within the sample, we reviewed the tourism literature and analysed former studies. But there have not been sufficient studies in the literature. Instead of the academic literature, we considered and used the www.rise.global/travel1k list. It is a ranking website around the world tracking many tourism blogs based on the level of interaction with their followers on social media. The rankings of travel bloggers on this site change every 15 days. This study was based on the list obtained on July 28, 2017 (<https://www.rise.global/travel1k/r/2519929?public=n>). The first 120 blog sites were chosen as the sample. The list was created regardless of the nationality of bloggers, but within the first 120, there was no blogger from Turkey.

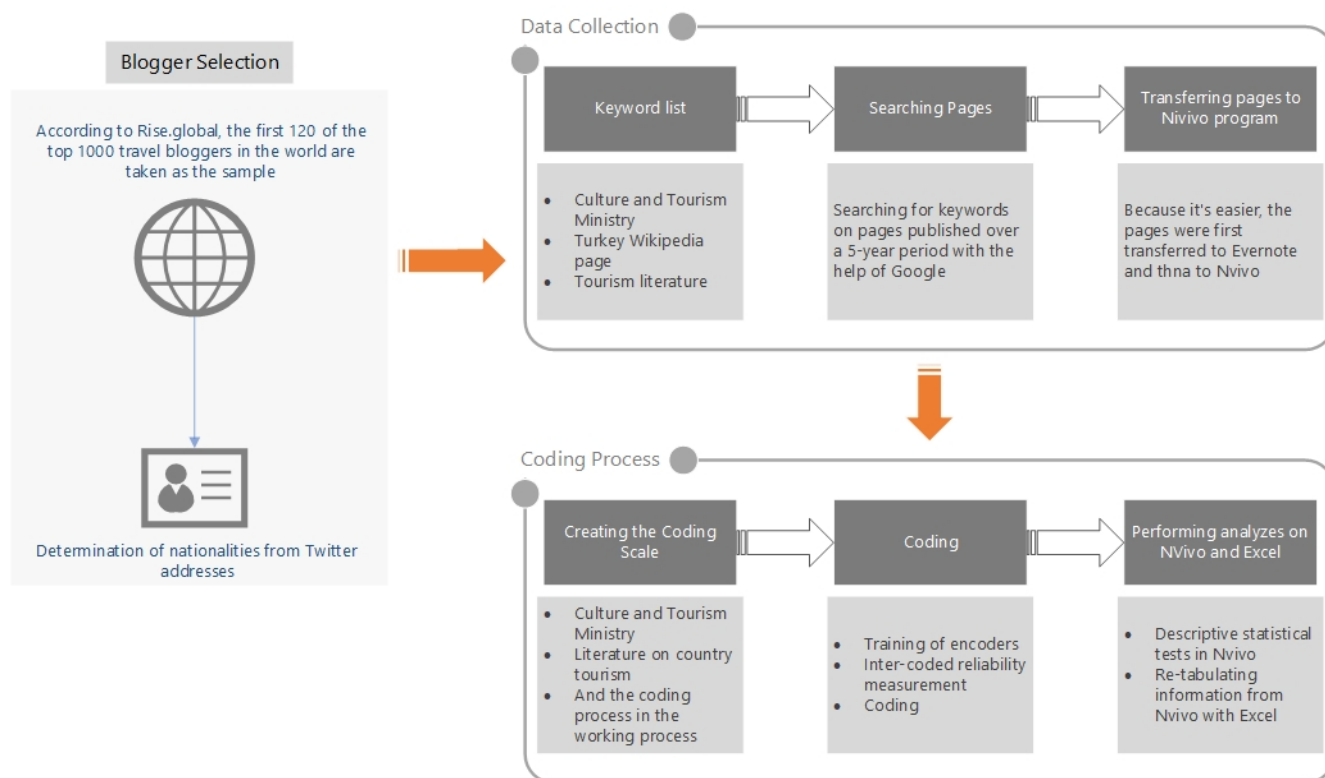


Figure 1. Content analysis process

3.2. Data Collection

Şimşek and Yıldırım (2016) recommended that, if a content analysis study is not started from a theory, then, firstly a coding scale should be created, and after that, themes should be found based on the relationship statuses of these codes. When coding is completed, it is necessary to analyse the data and interpret them accordingly. Figure 1 shows the content analysis process based on this information. There is a detailed description of this process below.

Creating Keywords: To access bloggers' shared information about Turkey, we defined which words could define Turkey. According to this, keywords concerning Turkey were created. Keywords were created as a result of searches on Wikipedia.org, the website of the Turkish Ministry of Culture and Tourism and thanks to a review of the relevant literature. On the other hand, the first 5 websites were examined, and according to the data obtained, the keywords were formed as follows:

"Cappadocia Gallipoli Turkey Turk Turkish Istanbul Hagia Sophia Topkapi Dolmabahce Galata Nemrut Antalya Bodrum Marmaris Olympos Ephesus Troy Pamukkale Trabzon Konya Antioch Mardin Diyarbakir Ankara Atatürk Edirne Trabzon"

Identification of blog sites' pages related to Turkey and transferring contents to Nvivo: The Google search engine was used for the blog sites to identify the data to be examined within the scope of the study. In these blogs via the Google Search Engine, the keywords were searched, and the pages which were found were transferred to Nvivo. This search covered the pages published in the 5 years between 01 January 2012 and 08 April 2017. After being

transferred to Nvivo, the photos were reviewed, and they were coded according to their content.

3.3. Creation of Coding Scale

How to code the photos shared by bloggers was an important problem. To overcome this problem, firstly, the categories published by the Turkish Ministry of Culture and Tourism were taken as a basis. Secondly, within this list and using studies on the tourism of the countries (Choi et al., 2007; Çakmak & Isaac, 2012; Gaman & Răcăşan, 2015; Li & Wang, 2011; Stepchenkova & Morrison, 2006), the coding scale was created. In the data collection process, the coding scale was continuously developed and according to the similarities of the data, specific codes were created for this study (Table 1).

3.3. Coders and Reliability

After the data obtained from the websites were transferred to the Nvivo software, they were coded by three research assistants from the Department of Public Relations and Advertising. For proper content analysis, research assistants who coded the photographs were individually trained. The training was provided on how to encode each photo and to which categories these should have been added. The researchers of the study completed their training by observing how the coders encoded the data and answering their questions. Then, randomly selected (537) photographs corresponding to approximately 10% of the sample were coded to measure the intercoder reliability. The Cohen Kappa test was used to measure the conformity between the coders in the coding process of the photographs.

Table 1. Coding Table and Descriptions

Categories	Explanations
Food & Beverage	The images related to food and beverages are coded in this category. Places such as photos of the bloggers while eating, images of places where food or beverages are served, or places where these products are sold are coded in this category. Accordingly, sub-categories such as teacups, Turkish coffee, wine, Turkish delight or Café - Restaurant were created.
Life and Culture	The images showing the social situation in Turkey, which transmits images to a region's cultural and business life were evaluated in this category. In this category, although some images are describing how people live and where they are engaged, street life (Tradesmen), animals (cats), social events (Gezi Park protests) and cultural objects (Flag) are also considered.
Historical places	In this category, photos about Turkey's historical places are encoded. In addition to historical sites, historical antique cities were also considered in this context. These works are re-coded as sub-categories by their names. For example, Hagia Sophia, Topkapi Palace or other ancient cities.
Environment and Nature attraction	Nature photographs from Turkey were evaluated in this context. Mountains, seas or beaches are covered in this context. Moreover, the natural attractions which are unique to Turkey such as fairy chimneys or Pamukkale travertine are also included as the sub-categories in this context.
City Architecture and Transportation	This category seems like "Life and Culture"; nevertheless, the categories in this section are more related to the infrastructure, transportation and architecture of a city. The photographs that the bloggers shared, the panoramic image of a city or the transportation structure of the region are evaluated in this category. Likewise, photos of air transportation (THY) are discussed in this scope.
Activities	The activities of bloggers in their travels are coded in this category. For example, photos such as balloon travel, baths and nightlife are evaluated in this context.

Kappa values greater than 0.81 are considered to be almost perfect (Landis & Koch, 1977, p. 165). In this study, the Kappa values were 0.87. The reason why congruity between the coders was high was that the photographs showed meanings that were not open to interpretation. For example, encoding Galata Tower not "Galata Tower" but to another category had a low probability. This was because it was only possible if the encoders did not know this place. The coders were familiar with Turkey, and when it was necessary, the researchers helped with the coding process.

4. Results

After collecting the data, following the steps of the content analysis process (Şimşek and Yıldırım, 2016), the results were interpreted based on themes. In the next pages, the relationships between the themes and the main issues are presented with tables and graphs.

4.1. Frequencies of Regions

Table 2 shows which tourism regions' photos were mostly shared by travel bloggers. As in Table 2, Istanbul was the most frequently visited city in Turkey. Istanbul, with its population, economic size and other parameters, is Turkey's largest city. In addition to these features, it has a rich history. However, beyond these characteristics, it is also a gateway to foreign countries in terms of transportation. Therefore, the first destination for tourists coming to Turkey is usually Istanbul. More than half of the photos shared by bloggers as shown in Table 2 (55%) were related to Istanbul. Table 2 also shows that, while Turkey's most visited regions were coastal regions such as Antalya, Mugla and

Izmir (Culture and Tourism Ministry, 2016) in this study, the second most visited region was seen as Nevsehir (Cappadocia). The photographs of the Cappadocia region that were shared were close to the sum of the coastal regions in number.

Photos of coastal areas had a share of 17%. These results indicated that bloggers preferred unique and authentic tourism regions of Turkey, rather than marine tourism. Bloggers provided data that could support this claim by the percentage of photos they shared. Photographs related to sea tourism (sea, sea swimming, beach) had a share of 2% in total. In this context, it is possible to say that unique regions such as Cappadocia attract the attention of all bloggers. Another noteworthy unit of data in Table 1 was that bloggers visited Sanliurfa as an important centre for faith tourism, but they did not share any information about the Mevlana (Rumi) tomb in Konya. Yet, in Turkey's promotional films for tourism, usually Mevlana or whirling dervishes are presented ("Turkey: Home Tanitim Kampanyası").

These results related to the regions were in parallel with the shared pages. A linear increase was observed between the shared photos and numbers of pages. These results indicated that bloggers had different interests than ordinary tourists. They perceived Turkey's most important tourist destinations and the priority order of these differently. One may state they were interested in attractions that mostly only belonged to Turkey such as Cappadocia or Turkish Tea.

4.2. Featured tourism potentials of cities

The results related to the photos shared by bloggers also showed the most popular attractions in the cities (Table 3). In the top 5 most visited cities, Istanbul was

Table 2. Cities with the most shared photos

Rank	Destination	Photos		Pages	
		n	%	n	%
1	Istanbul	1062	54.7	148	40.5
2	Nevsehir (Cappadocia)	406	20.9	78	21.4
3	Mugla (Marmaris. Fethiye. Bodrum. Datca. Dalaman)	151	7.8	27	7.4
4	Izmir (Sirince. Çeşme. Ephesus)	94	4.8	34	9.3
5	Antalya (Kas. Alanya)	72	3.7	19	5.2
6	Denizli (Pamukkale)	57	2.9	18	4.9
7	Ankara	15	0.8	5	1.4
8	Adiyaman	12	0.6	3	0.8
9	Sanliurfa	10	0.5	4	1.1
10	Rize	10	0.5	4	1.1
11	Kars	8	0.4	3	0.8
12	Van	8	0.4	2	0.5
13	Canakkale	7	0.4	4	1.1
14	Gaziantep	6	0.3	3	0.8
15	Edirne	6	0.3	1	0.3
16	Diyarbakir	5	0.3	2	0.5
17	Bursa+Uludag	3	0.2	2	0.5
18	Kirklareli	3	0.2	1	0.3
19	Aydin+Kusadasi	2	0.1	2	0.5
20	Others (Aksaray+Erzurum+Mardin+Mersin)	5	0.3	5	1.4

especially prominent with its historical monuments. The Blue Mosque (111) and Hagia Sophia (88) were the first ones. After the historical monuments, most of the photos in Istanbul were shared about hotels and accommodation. These results indicated that Istanbul was the most prominent city in Turkey in terms of accommodation. Similarly, Antalya was also mostly photographed about its accommodation-related (12) features. Although there are many

historical and natural beauties in this region, bloggers published photographs of mostly hotels and accommodation-related issues.

Perhaps the most prominent image of the Cappadocia region seems to be balloon travel. All bloggers visiting this area shared images of balloon travel (107) as well as photos of the Fairy Chimneys (95). Mugla and Izmir were generally popular with their rural areas or their districts rather than centres.

**Figure 2.** Most shared photos by cities

No photographs of the centre of Mugla were even included in the findings. In Izmir, the most ancient city of Ephesus (59) came to the fore. Another point of interest was the Sirince village, which has been mentioned in recent years (21). In Mugla, the most commonly mentioned destinations were Fethiye (90) and Bodrum (48). These were followed by sea activities (27). In this context, it is possible to state that this region was more prominent with sea tourism. On the other hand, a situation similar to the interest in balloon travel in Cappadocia was also valid for this region. Parachute jumping in Fethiye (23) stood out as the most prominent tourist activity.

Apart from these data, the most common photos were about food and beverages. Especially in Istanbul, cafes, restaurants and food were frequently shared. The results reveal that bloggers were interested in Istanbul especially in terms of gastronomy tourism. Another feature that made Istanbul interesting was street cats' photos that bloggers shared. Cats' (31) photos had a close rate of interest to the Topkapı Palace (34). It is also possible to consider not only bloggers but also many other people to

be interested in Istanbul's cats, considering there is a documentary about them (Torun, 2016). Many bloggers who visited Istanbul shared cats as well as street photographs. Some authors even shared separate pages about Istanbul cats (www.bkpk.me www.pointsandtravel.com).

4.3. Featured tourism potentials of cities

In the study, the nationalities of bloggers were organized according to the countries they indicated in their Twitter addresses. But some authors defined their country as the World instead of writing countries, while others left their countries blank. Especially those who stated themselves as travellers did not prefer to belong to a particular country. The countries of the first 120 bloggers in the Rise Travel list are listed in Table 4. The list mostly included English-speaking countries. Among these, the United States came first, followed by the United Kingdom and Canada. However, more than half of American bloggers shared-nothing related to Turkey. Therefore, British bloggers posting pages and sharing photos about Turkey were more frequently

Table 3. Topics of shared photos of the top 5 most visited regions/cities

	Istanbul	Antalya	Izmir	Cappadocia (Nevsehir)	Mugla
	(n: 1062)	(n: 72)	(n:94)	(n: 406)	(n: 151)*
Hagia Sophia	88				
Balloon Tours				107	
Bodrum					48
Cafe - Restaurant	40		2		6
Cityscape	66	8	4	26	20
Mountain or valleys					14
Coast, Beach or Dock		10			27
Ephesus			59		
Fethiye					90
Gezi Park protests	47				
Graffiti	43				
Grand Bazaar	49				
Portrait of People	50	4	3	34	9
Cats	31				
Architectural and decorative works	34				
Hotels' rooms	41	11	8	13	7
Hotels - Resort	32	3	5	12	
Parachuting					23
Fairy Chimneys				95	
Sirince			21		
Street (General)	29		2	3	
People or crowd photos in streets	63		6		
Blue Mosque	111				
Topkapi Palace	38				
Food & Beverage (General)	76		5	7	

Table 4. Distribution of photos shared by nationality

Country	Blogger shared photos of Turkey (n)	Top 5 photos shared by bloggers
USA	46/60	Istanbul (205), Cappadocia (69), Hagia Sophia (29), Fairy Chimneys (29), Food & Beverage (28)
Great Britain	14/19	Istanbul (361), Cappadocia (76), Food & Beverage (73), Hotels' rooms (69), Fethiye (65)
Canada	13/16	Cappadocia (68), Istanbul (63), Portrait of People (34), Balloon Tours (34), Pamukkale (30)
World	12/17	Istanbul (168), Gezi Park protests (49), Cappadocia (37), Graffiti (28), People or crowd photos in streets (27)
Australia	9/10	Istanbul (72), Cappadocia (37), Bodrum (20), Fairy Chimneys (19)
Unspecified	7	Istanbul (106), Cityscape (16), Blue Mosque (13), Other Mosques (10), Food & Beverage (10)
India	5/8	Istanbul (31), Cats (14), Dolmabahce Palace (9), Topkapi Palace (6), Cappadocia (3)
Italy	3/5	Cappadocia (10), Fairy Chimneys (7), Other Churches (7), Life of Village (1), Underground City (1)
Others	15/23	Cappadocia (73), Portrait of People (61), Istanbul (56), Other Ancient Cities (31), Coast, Beach or Dock (17)

observed than those from the United States.

According to their nationality, many bloggers' tourism-interest for Turkey was Istanbul. On the other hand, some bloggers of different nationalities had more interest in Cappadocia than Istanbul. Except for regions the US and the UK, bloggers also shared many photos about the food culture in Turkey. The preferences of bloggers, who could not be identified with a country and who claimed to be a citizen of the world differed in comparison to others. In this category, it seems that Istanbul and Cappadocia, as well as Gezi protests, graffiti and people attracted more interest. It could be stated that bloggers who described themselves as permanent travellers were interested mostly in life in Turkey. Additionally, the preferences of bloggers from India were different from those of others. Their interest was more directed towards old palaces, as well as cats.

4.4. Featured tourism potentials of cities

The results obtained from the data were categorized into eight categories. These results demonstrated how bloggers perceived Turkey as a tourism destination. In a sense, it reflects the characteristics of Turkey's image perceived by bloggers. The results indicated that bloggers are often interested in the activities that can be experienced only in Turkey but not in another country (Table 5). Natural and historical places were the first ones among these. For example, after Istanbul, the Cappadocia region's activities were among the second most frequently shared photos about Turkey. Bloggers shared many photos of both the history and nature of Cappadocia. In these photos, it was determined that bloggers were particularly interested in balloon tours and fairy chimneys. Likewise, the Pamukkale region and the travertines located here were one of the most frequently visited areas for bloggers.

Apart from these, the mountains and beaches in the Mediterranean region were also the attractions in which bloggers were interested.

After nature and environment attractions, bloggers mostly shared photos of Turkey's cultural and social life. Portrait photographs with specific people took first place. Similarly, people who were seen randomly or in general street views were the second most shared photos in this category. Furthermore, not only people outside but animals like street cats were also frequently shared on pages. While cats were never shared in other cities, in a sense, they were an icon that defines Istanbul after the historical monuments of the city. All cat photographs that were shared belonged to this city (Table 3). Bloggers also shared photos of shopping activities frequently. The Grand Bazaar and the Spice Bazaar, which are both historical places and shopping places, were among the photos taken by bloggers. The results showed that bloggers also shared modern store photos. In this sense, we may say bloggers considered Turkey not only a travel destination but also an attraction of shopping.

Another category that is frequently seen among the photos shared by bloggers was the food culture. Among these photos, the most frequently shared food photos were cafe and restaurant images. It might be inferred from the shared photos that experiencing food and beverages in Turkey was popular among bloggers. In addition to the food photos in general, the names of some foods and beverages were mentioned, and their photographs were shared. Among them, Turkish tea took first place. Turkish tea in all of the visuals in the photos was shown in Turkish tradition tea glasses or samovars. In addition to these food and beverage photos, wines which are produced in Turkey ranked the second most frequently shared photos. Furthermore, Turkish coffee photos were also frequently shared.

Table 5. Most Topics of Photos Shared by Category

Food & Beverage	Life and Culture	Historical Artifacts	Natural Attractions	City Architecture and Transportation	Activities	Shopping	Others
(n:285)	(n:422)	(n:586)	(n:765)	(n:503)	(n:204)	(n:144)	(n:328)*
Food & Beverage (126)	Portrait of People (152)	Blue Mosque (112)	Cappadocia (371)	Cityscape (135)	Balloon Tours (111)	Grand Bazaar (51)	Hotels' rooms (93)
Cafe - Restaurant (56)	People or crowd photos in streets (80)	Hagia Sophia (89)	Fairy Chimneys (97)	Graffiti (47)	Parachuting (24)	Stores (26)	Hotels and Resorts (72) (72)
Spices - Dried Nuts (21)	Gezi Park protests (49)	Ephesus (59)	Coast, Beach or Dock (66)	Street (General) (39)	Ferry activities (15)	Mixed tourist objects (jewellery, vases, scarves, etc.) (14)	Other section of Hotels (71)
Tea and Turkish Tea Glass (15)	Cats (38)	Mosque (others) (52)	Pamukkale (51)	Turkish Airlines (37)	Outdoor Sports (12)	Spice Bazaar (11)	Personal Photos (48)
Turkish delight and cakes (13)	Flags (22)	Other Ancient Cities (46)	Mountain or valleys (43)	Architectural and decorative works (35)	Bath (11)	Tallyman (7)	Istanbul Tourism Forum (22)
Vine (13)	Ottoman tile (11)	Topkapi Palace (39)	Travertines of Pamukkale (25)	Historic houses (34)	Swimming (6)	Historic Lamps (6)	Museums and Galleries (16)
Turkish coffee (12)	Islamic calligraphy	Natural Attractions (16)	Ferry and Ships (29)	Nightlife (5)	Pottery (6)	Maps (4)	
Kebab (11)	Crafts (10)	Basilica Cistern Cistern (27)	Olympos (15)	Bosporus (24)	Traditional Folk Dances (4)	Traditional clothing (8)	Visa Stamps (2)
Baklava (8)	Fishermen (6)	Dolmabahce Palace(22)	Forest (13)	Travel by Bus (14)	Rafting (4)	Evil eye talisman (6)	
Ice cream (7)	Ramadan photos (6)	Other historic sites (21)	Underground City (13)	Advertising & Signs (15)	Trekking-Camp (3)	Carpets (5)	
Doner (6)	Other pets (6)	Hammam (19)	Sunset and Sunrise (12)	The Bosphorus Bridge (8)	Rock climbing (3)	Water pipe (3)	
Bagel (6)	Doors and accessories (5)	Castles (16)	Goreme (12)	Airports (7)	Anzac commemoration (3)	Greengrocer (3)	
Pancake (5)	Seagulls (5)	Galata Tower (15)	Streams & Waterfalls (10)	Subway and Tram (5)	Rafting (4)	Chandeliers (2)	
Honey (4)	Pigeons (3)	Historic ruins (Unknown) (15)	Uchisar (7)	Modern House-workplace (4)	Belly dancer (2)	Street market (2)	
Fish bread (3)	Whirling dervishes (3)	Mount Nemrut statues (10)	General views of nature (2)	Minibus (Dolmush) (3)	Backgammon (1)		

Turkey has a rich historical past. For this reason, the included photographs were often found in the blogs in a variety of ways. Historical mosques were one of the most frequently shared historical sites. Especially the mosques and churches in Istanbul are among the most photographic places. After the mosques, most of the places of interest are ancient settlements. The first place was the Ephesus ancient city. Although a small number of photos were shared outside of Ephesus, many different regions of Turkey were shared by bloggers. Most of the historical artefacts shared outside the ancient cities are the places in Istanbul. Only Nemrut is outside Istanbul. Yet, the photos shared here were very few, and the ratio in the total historical works was 1%. On the other hand, there are many historical places in Cappadocia, and many photographs of bloggers were identified. However, a few of these photos were related to historical sites. This region has become more prominent with its natural beauties such as fairy chimneys and balloon travel.

The first results obtained from the data revealed that bloggers presented a lot of information reflecting the urban architecture and transportation of the regions they visited. So, we took this as a separate category in this context. In this category, photos that reflected a panoramic view of a city or region were shared most commonly. There were such images in the first five most visited cities (Table 3). Additionally, street photographs and architectural details of the city were also shared in the photographs, reflecting the structure and life of a city. Apart from these, wall paintings and graffiti on the streets were taken on bloggers websites only in Istanbul. As Istanbul's cats, some authors and graffiti on walls were also shared. At the first place in terms of transportation were photos related to Turkish Airlines (THY). The photographs which were shared usually belonged to the THY lounge at the airports for passengers rather than THY's aeroplanes. Transportation was shared also at the same time to reflect the structure of Turkey, whereas so many transportation photos were about bus travel. Similarly, shared taxi (dolmush) rides were shared more frequently than taxi travel.

Apart from the categories above, the topics with very few sub-categories but the topics of interest of bloggers were derived from the data. Among these, places, where writers stayed, were the first places. The authors introduced photographs in hotels and holiday resorts, while also providing hints about the quality of accommodation companies. For this reason, historical places and natural beauties as well as rooms, activity venues, were shared from many places of hotels. On the other hand, we had the chance to determine what kind of tourism activities bloggers were interested in the shared photographs. Accordingly, the most popular activities of bloggers were nature sports. These included parachuting and sea sports. Apart from these, although there are many museums in Turkey, bloggers were found to be interested in such places by very little. 16

photographs of all museums visited by bloggers were determined. These photos belonged to only 4 museums.

5. Conclusion and Discussion

In this study, we aimed to present travel bloggers' perceptions of Turkey. Rather than how Turkey self-perceives its identity, we tried to describe how someone from "outside" of Turkey considered it, which features were observed at the top, and in terms of tourism potential, we investigated in what travel bloggers were interested in Turkey over photographs they took.

The results showed that the most frequently visited city was Istanbul and also historical places such as the Blue Mosque, Hagia Sophia. These results were predictable. In contrast, we achieved some unexpected new findings that could offer clues about the tourism potential of Turkey. For example, bloggers were more interested in Turkey's history and natural attractions, as well as places bearing traces of daily life rather than sea tourism. This means that bloggers were constantly travelling beyond ordinary tourists, and therefore, they did not choose a package of services offered by tourism agencies, but they created their travel route to learn about a country or destination. On the other hand, this situation was also perceived as revealing the unseen richness of Turkey. Because bloggers are a popular audience, it may also be stated that bloggers' preferences encouraged readers to be interested in these areas (Song et al., 2007). In this context, we believe it would be useful to consider this information for Turkey's tourism marketing efforts to reach targeted potential consumers and transmit the correct message. The findings obtained in this study might be guiding for reaching targeted potential customers and efforts for the right marketing communication campaign in Turkey's tourism marketing.

Tourist who visited it perceived Turkey about its historical artefacts, ancient ruins and "historical" concepts. At the same time, visitors identified Turkey with adjectives as exciting, exotic and colourful (Baloglu, 2001). In this study, abundant data were obtained to support these findings. Blogger shared many photos of Turkey's social life and gastronomy (See. Table 5). The findings of the study allowed some specific issues to emerge. In this context, it was possible to access some information on which issue of Turkey's promotion should be brought to the fore or used in marketing campaigns. When we examined the past and present campaigns, we saw that some basic themes such as sea, tulip, and whirling dervish or Istanbul mosques were brought to the forefront. However, this study revealed that most bloggers in tourism were not interested in many of these themes. For example, photographs from Cappadocia were more in numbers than those from all the Mediterranean and Aegean coasts of Turkey. Similarly, street cats of Istanbul attracted attention

as much as the Topkapi Palace. On the other hand, some of the features highlighted in these campaigns were never seen (Mevlana tomb, whirling dervishes, etc.). These results suggested that there may be evidence that these messages do not correctly reach the relevant targets in existing communication campaigns or the target audience for Turkey is not analyzed correctly. Therefore, it may be concluded that a proper message strategy has not been created.

One of the results of this study is the big gap between the identity of Turkey which is seen by Turkey itself and seen by outsiders. According to the results of the research, bloggers are more interested in Turkey's unique features and exotic aspects. It is understood from this case, bloggers only find these values in Turkey. Tourism destinations with high added value in Turkey for tourists; are its social, cultural and historical values rather than the sea or the hotel tourism in many countries. Yet, when we look at the regional result of Turkey's visitors, sea tourism is still higher in all areas (Republic of Turkey Ministry of Culture and Tourism, 2020). It is understood from this case, Turkey's important places which are more important for bloggers are still not promoted enough.

On the other hand, as has been shown in previous studies, tourists' view of destinations differs from the general image of countries. For instance, although the perception of tourists towards a country is negative, they can view some attractions in that country positively. (Campo & Alvarez, 2014; Martínez & Alvarez, 2010; Nadeau et al., 2008; Stepchenkova & Morrison, 2006). As the results of this study point out, the characteristics of tourist attractions are more interesting for bloggers than the general image of a country. Some of earlier studies have shown that Turkey's negative image of the overall brand. (Anholt, 2010, p. 108). However, when we look at the results of research in terms of Turkey's tourism image, the number of states reporting the favourable opinion of Turkey is higher than the negative opinion. (Baloglu, 2001; Campo & Alvarez, 2014). The results in this regard support previous research. Yet, Approaches that the image of the country has a halo effect (Han, 1989) on the image of the destination were not observed in this study.

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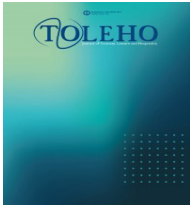
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THE EFFECT OF SERVICESCAPE ON REVISIT INTENTION IN RESTAURANTS: THE MEDIATING EFFECT OF BRAND FAMILIARITY¹

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KEYWORDS

Servicescape
Brand familiarity
Revisit intention
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ABSTRACT

The purpose of this study is to examine the multidimensional structure of servicescape (substantive and communicative) in restaurants to understand the effect of brand familiarity on customer revisit intention. The data were collected from the branches of a restaurant in Istanbul. Quantitative research methods were used in this study. Data were collected from 672 visitors using the convenience sampling technique. Data were analyzed by Bootstrap technique using SPSS Process Macro. The findings show that both the substantive and communicative servicescape does not affect the restaurant customers' brand familiarity; however, brand familiarity has been found to have a mediating role in revisit intention. Also, substantive and communicative servicescape affect the revisit intention. The study extends the Gestalt Theory as also major considerations.

1. Introduction

In restaurants, customers prefer restaurants to gain experience rather than meet their eating needs. Restaurants have both physical and non-physical elements that can affect service experiences. In restaurants, customer satisfaction consists of a harmony that includes the food's quality, employee behavior and attitude, and the environment (Genc, 2018). In this industry, more research is needed to examine the effects of servicescape on customers' experiences. Thus, the servicescape can be used as a tool to facilitate customers' experience evaluations (Durna, Dedeoglu & Balikcioglu, 2015).

Restaurants are businesses where consumers spend a lot of time. Therefore, customers are likely to be affected by the restaurant's service arrangement (Ellen & Zhang, 2014; Genc & Akoglan Kozak, 2020; Wang & Mattila, 2015). However, although the concepts of servicescape and familiarity are important for restaurants (Park, Back, Bufquin & Shapoval, 2019), there is still a gap in our knowledge of this relationship. Until today, studies such as restaurant type (Kim & Moon, 2009), pleasure (Lin & Mattila, 2010), emotional states (Ellen & Zhang, 2014), image (Jang, Ro & Kim, 2015), authenticity (Wang & Mattila, 2015), service climate (Chang,

2016), density (Hanks, Line & Kim, 2017), quality of life (Meng & Choi, 2017), restaurant attitude (Hanks & Line, 2018), loyalty (Turker, Gokkaya & Acar, 2019) in the servicescape field attract attention in restaurants. More research is still needed to examine the underlying mechanism of how different elements of the servicescape affect customer behavior. However, while physical servicescape and communicative servicescape research are becoming common, relatively few studies have simultaneously evaluated this phenomenon.

Gestalt theory (Kim & Moon, 2009; Lin & Mattila, 2010) provides a theoretical basis for the effects of servicescape. The theory implies that everyone perceives the whole and makes sense of it (Wertheimer, 1938). That is, when a customer enters a restaurant, the employee perceives the components such as food, heat, light, smell, table, and music as a whole rather than separately and interprets that restaurant as a whole (Genc, 2018). Different components of the servicescape can be used as important instruments to influence customer behavior.

As familiarity increases, so can customer expertise, which can significantly affect customers'

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responses. This is mainly because familiarity leads to a more detailed cognitive structure that can affect customers' emotional responses (Mitchell & Dacin, 1996). Brand familiarity has been determined to play a role in the behavioral intentions of customers in restaurants (Tam, 2008). Brand familiarity in hotels has been found to play a moderating role between servicescape and behavioral intention (Park et al., 2019). There is limited research into the mediating effect of familiarity, with a comprehensive staging of servicescape in restaurants. In light of the gaps mentioned above, this study explores the mediating effect of the servicescape on customers' revisit intention. It also examines the two main dimensions of servicescape, namely the substantive and communicative direct impact of customers on the revisit intention. The findings expand the existing literature including the communicative dimension as well as the specific dimension of servicescape. Moreover, it sheds some more light on servicescape studies with the mediating effect of familiarity.

2. Literature Review

2.1. Servicescape

Kotler (1973) expressed the visual, auditory, touch, and smell elements that appealed to the senses as the atmosphere in service businesses and specified the consumer as motivating factors. This study by Kotler has been used in service businesses for many years. Baker (1987), argued that the physical environment affects the way customers evaluate services. Booms and Bitner (1981) first coined the term servicescape as the environment where the service is brought together for the customers and the buyer and seller interact with each other. Bitner (1992), classified servicescape into signs, symbols, and artifacts, ambient conditions, spatial order, and functionality. Ryu and Jang (2008) created a dining space scale (DINESCAPE) as physical evidence in restaurants, such as facility aesthetics, lighting, positioning, food-related equipment, staff, and ambience. Han and Ryu (2009), focused on decor and artwork, spatial order, and ambient conditions to examine physical environmental factors in a restaurant context. Over the years, tourism researchers have focused on the servicescape's physical creations, attributing various elements to the servicescape (Dedeoglu, Bilgihan, Ye, Buonincontri, and Okumus, 2018). As previous research suggests, only physical components of the environment are often used in broader or narrower contexts and are often related to important servicescape stages (SSoS).

Bagozzi (1975), suggested that most marketplace exchanges are mixed, including tangible and intangible entities where consumers meet social and psychological needs. Therefore, in addition to physical and social stimuli such as interaction with employees also affect customer experiences (Park et al., 2019). Despite the importance of physical evidence for restaurant customers, few studies have focused on the servicescape's social aspects (Park

et al., 2019). Such components often referred to as "communicative staging", are seen as an important channel for service employees to communicate with customers (Gwinner, Gremler & Bitner, 1998). Communicative staging includes not only the individual of an organization but also its cultural components (Dong & Siu, 2013). Harris & Ezeh (2008), emphasized that interactions with other people should be included in addition to physical characteristics when conducting experiments based on customer service. Pizam and Tasci (2019) introduced the "experientscape" term, which was developed by including an organizational hospitality culture that includes stakeholders. However, despite the restaurant industry's social nature, the lack of empirical research on communicative staging remains a concern.

2.2. Effects of Substantive Servicescape on Restaurant Customers' Revisit Intention

Mehrabian and Russel (1974), observed that the physical stimuli of an environment can directly affect people's behavior. The effect of atmosphere or physical design and decor components on consumers has been studied by much marketing researchers (Bitner, 1992). Servicescape is of crucial importance to customers' value perceptions (Dedeoglu et al., 2018). Studies dealing with different servicescape dimensions, including the substantive and communicative staging of the servicescape.

Harris and Ezeh (2008) found that perceptions of substantive affect loyalty. Kim and Moon (2009) servicescape (substantive) have determined that the perceived service quality is affected. In another study, Lin and Mattila (2010) determined that restaurants' servicescape and service encounters affect pleasure and satisfaction. Ellen and Zhang (2014) found that customers' substantive perceptions in the restaurant influenced their emotional state (pleasure and arousal), and through these emotions, their behavioral intentions. Dedeoglu, Kucukergin and Balikcioglu (2015) found that the substantive perceptions of tourists visiting hotels positively and significantly affect value, image, and taste. Meng and Choi (2018)'s study results found that the servicescape affects the planned behavior model. In their studies, Turker et al. (2019) found that both the direct/indirect external servicescape and the physical environment had the highest scores that positively affect customer loyalty. Also, according to Gestalt theory, both substantive staging and communicative staging function as stimuli.

This is related to the customers' perception of the restaurant as a whole. Finally, the substantive perceptions of customers led to behavioral intentions. In this context, substantive components in restaurants can be expected to positively affect brand familiarity and revisit components. In the restaurant, sounds, smells, physical elements, lighting, and the atmosphere and decor, can create positive emotions in the customers and thus meet

the customers' pleasurable needs. Therefore, the following hypotheses regarding these expected relationships have been developed.

H₁: The servicescape (SSoS) in restaurants positively affects brand familiarity.

H₂: The servicescape (SSoS) in restaurants positively affects the revisit intention.

2.3. Effects of Communicative Servicescape on Restaurant Customers' Revisit Intention

In many previous studies using only the physical environment, the SOR theory proposed by Mehrabian and Russell was used. Studies with different theories were tried to be explained with the introduction of communicative factors. Many studies have also been done on the communicative dimension. It is seen that these studies have gained importance in the last five years. This is because it is understood that the human factor is as important as other factors (Genc & Akoglan Kozak, 2020). Gestalt theory is also an important theory that explains the communicative dimension of servicescape. Jang et al. (2015) show that communicative factors affect restaurant image and, therefore, behavioral intention. Durna et al. (2015) found that servicescape components in hotels positively affect the overall image and that the overall image has the same effect on word of mouth (WOM) and revisits. Chang (2016), on the other hand, shows that employee behavior contributes to the servicescape and found that it significantly affects the customer's consumption experience. Hanks et al. (2017) determined that density (resident and human) affects the perceptions of potential customers about a restaurant. Meng and Choi (2017) found that servicescape dimensions are associated with customer feeling, satisfaction, subjective well-being, and quality of life.

Dedeoglu et al. (2018) determined that servicescape factors positively affect hedonic value perceptions, and hedonic value perceptions positively affect behavioral intention. Hanks & Line (2018) found that social servicescape is a robust predictor of post-consumption behavioral intentions, including attitude, satisfaction and return intention, and word of mouth. Lin and Hanks (2019), on the other hand, understood the role of the servicescape in the consumption process and emphasized the importance of social aspects besides the physical environment. Lockwood and Pyun (2019) found that the servicescape significantly affects both emotional and behavioral responses in hotels. Contrary to the above studies, Taheri, Olya, Ali and Gannon (2020) did not find a significant difference between social servicescape and passengers' dissatisfaction in their two airports study.

Similarly, restaurant staff's humanitarian components, interacting with guests, dialogue, and communicating with customers can also affect guests' brand familiarity and revisit intention. In this context, the second hypothesis of the research;

H₃: The servicescape (CSoS) in restaurants positively affects brand familiarity.

H₄: The servicescape (CSoS) in restaurants positively affects the revisit intention.

2.4. Mediating Effects of Familiarity

Lin (2013) showed that the harmony between common brands mediates the relationship between brand familiarity and purchase intention. Wang & Mattila (2015) show that servicescape dimensions in ethnic restaurants can trigger pre-purchase authenticity perceptions of ethnic restaurants. They found that perceived authenticity, together with their familiarity with ethnic restaurants, influenced their intention to become customers. Park et al. (2019) show that both substantive and communicative servicescape affects hotel customers' emotions, which has an effect on satisfaction and thus increases behavioral intentions. Brand familiarity moderates the relationship between a significant servicescape and impact. Therefore, the following hypotheses have been developed regarding these expected relationships:

H₅: Brand familiarity in restaurants affects revisit intention.

H₆: Familiarity has a mediating role in the effect of the servicescape (SSoS) in restaurants on the revisit intention.

H₇: Familiarity has a mediating role in the effect of the servicescape (CSoS) in restaurants on the revisit intention.

3. Methodology

3.1. Research Instrument

A questionnaire form was created based on a comprehensive literature review. In this context, the servicescape developed by Durna et al. (2015) included 12 items for SSoS and nine items for CSoS. Brand familiarity is adapted from Lin (2013)'s study and 3 items; the revisit intention scale was adapted from Meng and Choi (2018)'s study and contained 3 items. Responses were measured using a five-point categorical scale. The scale ranged from "strongly disagree=1" to "strongly agree=5". Finally, in the last part of the questionnaire, questions about the participants' gender, age, marital status, monthly income, number of restaurant visits were asked.

3.2. Data Collection

This study's sample is customers having dinner in 17 branches of a restaurant business in Istanbul destination. Since the research was conducted on servicescape and brand familiarity, a chain business group serving the same design and concept was chosen. The questionnaire forms were prepared only in Turkish and were made to the local participant. The scales in the questionnaire were originally developed in English. It was then translated into Turkish using the back translation procedure. First, experts translated the questionnaire into Turkish.

Second, experts with the same qualifications have translated the questionnaires into English. During the back translation into English, different words with the same meaning are used. Then, a pilot implementation of the data collection tool was carried out with 50 participants in a branch of the restaurant. Based on the pilot test feedback, adjustments, and revised versions became final.

The study was carried out using the drop-and-collect survey technique and distributed between 14:00 and 18:00 when the service was slightly less intense. The drop-and-collect method was used because it allowed data to be collected from a large, representative sample of participants. It was carried out with the management's permission for this time zone not to disrupt the business's workflow. A total of 1000 questionnaires were applied using the convenience sampling technique; however, only 704 surveys were collected. 32 of the 704 questionnaires were missing. In this context, our 672 samples were included in the analysis.

3.3. Analysis Method

The SPSS Process Macro 3.3, developed by Hayes (2018) was used to test the hypotheses. Process Macro provides an appropriate analytical method to examine the relationships between variables in multivariate structures. First, the missing values were examined in the study. As a result of the analysis, it was determined that the data were randomly distributed. The average value was assigned in a way that would not disturb the general structure of the variable (Cokluk, Sekercioglu & Buyukozturk, 2012). Then, it was examined whether there are extreme values in the data. In calculating one-sided extreme values, it is recommended to exclude data other than ± 3 of the Z scores (Cokluk et al., 2012). The data other than the extreme values of Z scores ± 3 were considered separately and excluded from the study sample. After removing the extreme values, the skewness and kurtosis values were checked for normal distribution. It is stated that when the value of skewness and kurtosis is between ± 1.5 , the normal distribution assumption is satisfied (Tabachnick & Fidell, 2013).

4. Results

4.1. Demographics of Respondents

Approximately 60% of the participants are men. 621 of the participants stated their age, and the age range of these participants ranges between 17-68. The average age of the participants is approximately 32. The education level of the participants is seen as a mode class undergraduate (49%). 25.3% of the participants have an income of 2500 and below; 10.9% of the 2501-3500; 17.3% of 3501-4500; 20.2 percent stated it as 4501-5500 and 21.9% as 5500 and above. 4.5% of the participants also did not indicate their income. Approximately 77% of the participants stated that they visited the restaurant for the first time.

4.2. Measurement Model

Confirmatory factor analysis (CFA) was conducted to test the validity of the scale. Factor loadings of particular items were below 0.70. were removed (one SSoS and two CSoS items). As a result, the CFA's fit index (shown in Table 1) was at an acceptable level ($\chi^2/df=4.821$, RMSEA=0.075, CFI =0.96 (Meydan & Sesen, 2011). Because standard factor loadings of all items were between 0.70 and 0.94, all t values were at a significant level, and averaged variance extracted (AVE) values exceed the recommended 0.50 value.

According to discriminant validity, it was observed that the model fulfilled the criteria of discriminant validity for the dimensions of servicescape, along with the dimensions of RVI and BF (Fornell & Larcker, 1981). When the Cronbach alpha values were examined, SSoS=0.952; CSoS=0.940; BF=0.747 ve RVI=0.811 was found.

Harman's Single-Factor Approach (Podsakoff & Organ, 1986) was used to control for common method bias (CMB). CFA for the control of CMB while six-factor models compared single-factor models through chi-square tests. The chi-square tests also demonstrated that the four-factor model was superior to the single-factor model ($\Delta\chi^2=2951.493$; $\Delta df=249$, $p < 0.05$). Therefore, CMV was unlikely to cause major concern in this study.

4.3. Testing of Hypothesized Direct and Indirect Effects

The SPSS Process Macro 3.3 program developed by Hayes (2018) was used to test the research hypotheses, and the 4th Model developed by Hayes (2018) was used. The independent variable, dependent variable, and mediator variable were used in this model, and hypotheses with both direct and mediating effects were tested.

The bootstrap technique was used to test whether BF had a mediating role in the RVI effect of SSoS and CSoS of customers. In the analyzes, the 5000 resampling option was preferred with the bootstrap technique. The regression analysis results are given in Figure 1 and Table 2.

It has been determined that SSoS does not significantly affect BF (path a) ($\beta=0.0004$, $p>0.05$). Accordingly, the H_1 hypothesis could not be supported. It has been determined that SSoS has a positive and significant effect on RVI (c and c1) ($\beta=0.6062$, $t=19.9822$, $p<0.05$). Accordingly, the H_2 hypothesis was supported. It was concluded that SSoS explained 37% of RVI ($F=390.15$, $R^2 =0.3680$). It has been determined that CSoS does not have a statistically significant effect on BF (path a) ($\beta=0.0033$, $p>0.05$). Accordingly, the H_3 hypothesis could not be supported. It has been determined that CSoS has a positive and significant effect on RVI (c and c1) ($\beta=0.6365$, $t=21.0280$, $p<0.05$). Accordingly, the H_4 hypothesis was supported. It was concluded that CSoS explained 39% of RVI ($F=433.11$, $R^2 =0.3926$). A statistically positive and significant effect of BF on RVI (path b) was determined ($\beta=0.2367$, $t= 4.1144$, $p<0.05$). Hence, the H_5 hypothesis was supported. It

Table 1. The Results of Measurement Model

	Standardized Factor Loadings	T-Values	Standard error	R2	Structure Relia- bility	Variance Expla- ined
SSoS					0.95	0.64
The background music in the hotel is pleasant	0.771	*Fixed	0.41	0.59		
The hotel has a nice smell	0.797	22.856	0.36	0.64		
The atmosphere of the hotel is cheerful	0.743	20.872	0.45	0.55		
The hotel is clean	0.801	23.010	0.36	0.64		
The hotel has up-to-date facilities	0.789	22.508	0.38	0.62		
The architecture of the hotel is attractive	0.801	23.005	0.36	0.64		
The signs used in the hotel are helpful to me	0.878	25.974	0.23	0.77		
The layout of their facilities makes it easy to use	0.829	24.088	0.31	0.69		
The color scheme of the hotel is attractive	0.856	25.136	0.27	0.73		
The decoration in the hotel is fashionable	0.709	25.123	0.50	0.50		
The facilities are maintained well	0.784	21.893	0.39	0.61		
CSoS					0.94	0.69
The employees of the hotel are willing to help	0.807	*Fixed	0.35	0.65		
The employees of the hotel are polite and friendly	0.821	32.885	0.33	0.67		
The employees of the hotel give customers personal attention	0.862	26.485	0.26	0.74		
The employees of the hotel are passionate	0.854	26.118	0.27	0.73		
The employees provided relief and comfort to me when I felt bored owing to service waiting	0.876	27.136	0.23	0.77		
The employees are neat and gracefully dressed	0.870	26.846	0.24	0.76		
The symbols of the hotel are lovely	0.704	20.070	0.50	0.50		
BF					0.78	0.55
I am familiar with the brand	0.751	*Fixed	0.44	0.56		
I recognize the brand	0.762	12.792	0.42	0.58		
I had heard of the brand before	0.701	12.765	0.51	0.49		
RVI					0.86	0.67
I would like to revisit this restaurant in the near future	0.785	*Fixed	0.38	0.62		
If had to decide again. then I would choose this restaurant again	0.936	16.058	0.12	0.88		
I would more frequently visit this restaurant	0.714	15.165	0.49	0.51		

SSoS=Substantive staging of hotel servicescape; CSoS=Communicative staging of hotel servicescape; BF=Brand Familiar; RVI= Revisit Intention*Parameter fixed at 1.0 during ML estimation.

was concluded that 38% of RVI was explained by BF ($F=208.18$, $R^2=0.3836$). H_6 hypothesis is supported because the mediating effect of BF in SSoS's affecting RVI is not included in the confidence intervals of 0 (zero) (β : 0.020, %95 CI [-0.0096, 0.0099]). H_7 hypothesis is supported because the mediating effect of BF in CSoS's affecting RVI is not included in confidence intervals of 0 (zero) (β : 0.0180 %95 CI [-0.0089, 0.0108]).

5. Discussion and Conclusions

This study aims to examine the relationship between servicescape, brand familiarity, and revisit intention in restaurants. This study extends previous research by empirically testing the mediating role

of brand familiarity in links between servicescape factors and revisit intention. The results show that servicescape factors influence revisit intention, and brand familiarity positively affects mediation. However, the effect of servicescape factors on brand familiarity could not be determined. Accordingly, theoretical and managerial implications are given below.

5.1. Demographics of Respondents

This study initially found that consistent with Park et al. (2019), the servicescape significantly impacts brand familiarity mediation and revisit intentions. This study adds to this line of research by revealing that SSoS and CSoS do not impact brand

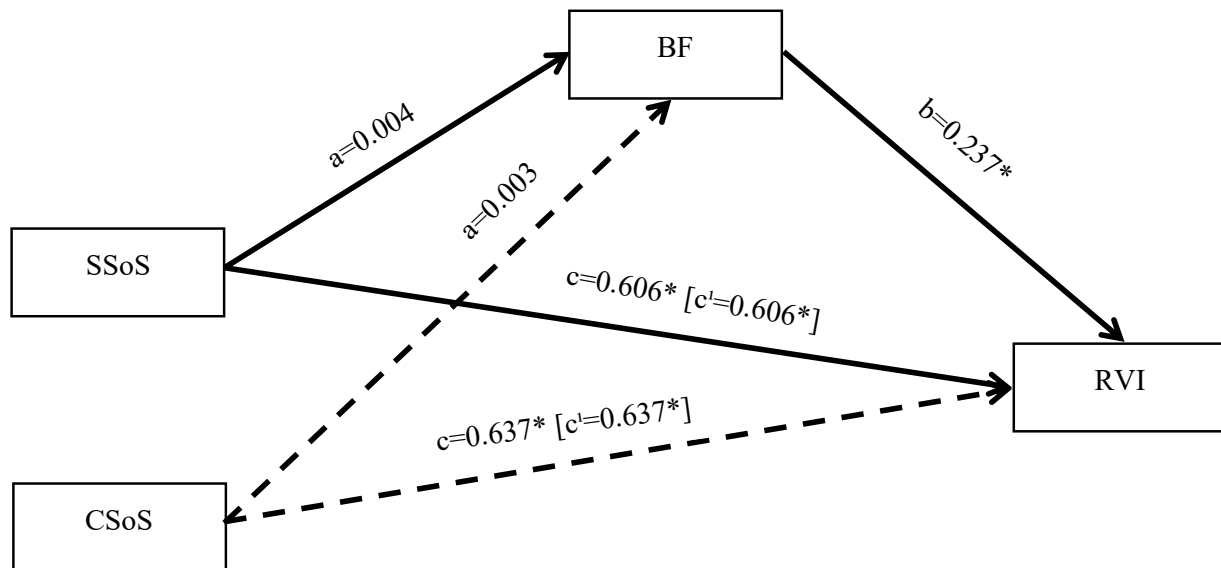


Figure 1. Simple Mediation Using PROCESS macro (Model 4)

familiarity. Also, consistent with previous research in the restaurant industry (Dedeoglu et al., 2018; Lin & Mattila, 2010), CSoS was more influential on perceptions of RVI than SSoS. However, it was determined that SSoS was more effective in the brand familiarity mediation effect (Park et al., 2019). As familiarity increases, so can customer expertise, which can significantly affect customers' responses (Mitchell & Dacin, 1996; Park et al., 2019; Tam, 2008). However, the direct effect of servicescape dimensions on brand familiarity could not be determined. Brand familiarity may not directly affect the aesthetic and visual elements in the servicescape affect the pleasurable and emotional value (Dedeoglu et al., 2018). These findings are new to restaurant industry research. As stated by Park et al. (2019) and Dedeoglu et al. (2018), brand familiarity and previous experiences have a role in the servicescape context. Still, the servicescape outputs may be related to creating hedonic elements in its direct impact on brand familiarity. Interaction between employees and customers, CSoS is an important component (Dedeoglu et al., 2015). On the other

hand, SSoS is associated with physical evidence, but, according to Gestalt theory, customers' perception of the environment as a whole reveals the CSoS role. Accordingly, as employees play an important role in consumers' emotional reactions (Dedeoglu et al., 2018), social interactions between customers and restaurant staff play an important role in customers' revisit intention. Moreover, while brand familiarity has been extensively researched in the marketing literature (Kent & Allen, 1994; Machleit & Wilson, 1988), there are very few studies, particularly in the restaurant sector. This study determined that brand familiarity has an intermediary role and contributes to this field.

5.2. Practical Implications

The results of this study have some interesting practical implications for restaurants. Although most restaurants are aware of the importance of a basic servicescape for their guests. This study shows that they should pay close attention to communicative servicescape. Both of these servicescape factors have been shown to influence revisit intentions. At

Table 2. Structural Path Estimates.

Input (X)	Mediator	Model	β	SE	t	p	LLCI	ULCI
SSoS	BF	SSoS --> BF (path a)	0.0004	0.0204			-0.0396	0.0404
		BF --> RVI (path b)	0.2367	0.0575	4.1144	0.0000	0.1237	0.3496
		SSoS --> RVI (path c)	0.6062	0.0303	19.9822	0.0000	0.5466	0.6658
		SSoS --> RVI (path ci)	0.6063	0.0307	19.7522	0.0000	0.5460	0.6666
		Indirect Effects of BF	0.0200	0.0048			-0.0096	0.0099
CSoS	BF	CSoS --> BF (path a)	0.0033	0.0207			-0.0374	0.0440
		CSoS --> RVI (path c)	0.6365	0.0303	21.0280	0.0000	0.5771	0.6959
		CSoS --> RVI (path ci)	0.6373	0.0306	20.8113	0.0000	0.5771	0.6974
		Indirect Effects of BF	0.0180	0.0049			-0.0089	0.0108

*Note: SSoS: Substantive Staging of Servicescape, CSoS: Communicative Staging of Servicescape, BF: Brand Familiar, RVI: Revisit Intention, LLCI: Lower Level Confidence Interval, ULCI: Upper-Level Confidence Interval. ci: Total Effect

the same time, a mediating role for brand familiarity has been identified.

This shows that the communicative environment prepared for the chain restaurant business will contribute more to customer satisfaction. In this context, more attention should be paid to the aesthetic competencies of the employees. No matter how well-known the brand is or how striking its architecture is, if these businesses do not pay enough attention to their servicescape's communicative aspects, they may face customer dissatisfaction. With iconic brands and striking architecture, it can surprise guests during their first visit. When the business uses its servicescape effectively, customers play a role in their revisit intention when they become familiar with the brand.

5.3. Limitations and Future Research

There are a few limitations to consider for future research. First, this study was carried out with local participants in Istanbul. Therefore, intercultural differences have not been investigated. Future research may investigate cultural differences. This research is also examined in the context of a chain of restaurants. Researchers can include different restaurants in their study. In the restaurants in different destinations in Turkey comparable results by this research. Servicescape may differ according to restaurant concepts. For example, a comparison can be made with this study by conducting this research on themed restaurants. The study results can be expanded by including the phobias caused by Covid-19, for example, with different mediator effects.

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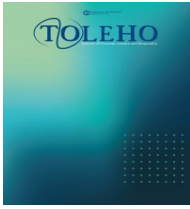
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ENFORCEMENT OF TERRITORIALITY PRINCIPLE IN THE CRIMES COMMITTED BY FOREIGN TOURISTS IN TURKEY

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ABSTRACT

In Article 8 of Turkish Penal Code (TPC) No. 5237, entitled "territorial jurisdiction", it is stated that Turkish laws will be enforced to the crimes committed within the borders of Turkey. Thus, the principle of territoriality is seen to have been adopted. In this context, the principle of territoriality was first reviewed in this study. However, in order for the principle of territoriality to be enforced, it is necessary to focus on what needs to be interpreted from the country of Turkey. As a matter of fact, the country seems to have two dimensions, real and hypothetical in the field of law. In this way, after focusing on what needs to be interpreted from the country of Turkey, it is necessary to determine what should be interpreted from the "place of offence". Although merely the principle of territoriality was not only adopted by Turkey in the enforcement of criminal laws in terms of the place of the offence, the research was limited to the principle of territoriality. In this context, the study examines how and under what circumstances Turkish laws will be enforced in the crimes committed by foreign tourists in Turkey in accordance with the principle of territoriality.

1. Introduction

Enforcement of criminal laws based on the place of offence is meant to express where these laws will be enforced based on the crimes committed (Zafer, 2016, p. 668). As a matter of fact, the coercive effect of criminal laws has limitations in terms of the place of the offence (Artuk, Gökçen and Yenidunya, 2014, p. 239). Due to its nature, the power of criminal laws to be mandatory enforces only in certain parts of the world (Ersoy, 2002, p. 39; Toroslu and Toroslu, 2019, p. 76; Yüce, 1982, p. 136). According to Article 8, No. 5237 of the Turkish Penal Code (TPC), Turkish laws are enforced within the territory of Turkey, regardless of who and against whom crimes are committed as a requirement of the principle of territoriality (Koca ve Üzülmöz, 2020, p. 799). Therefore, the citizenship of the perpetrator does not matter. What matters here is where the crime was committed (Artuk et al., 2014, p. 239; Centel, Zafer and Çakmut, 2006, p. 124; Dönmezer and Erman, 2016, p. 305; Özgenç, 2020, p. 1009). This arises from the principle of territoriality, as stated in the justification of this article, and from the fact that criminal laws are the result of national sovereignty (Şahin and Özgenç, 2005, p. 102).

The validity of criminal laws in the principle of territoriality is limited to the state. In this context, it cannot be argued that this principle could be enforced for the crimes committed out of the country (Mahmutoglu and Karadeniz, 2017, p. 104). However, with some regulations arising from both domestic and international law, it is possible to foresee some

irresponsibilities by making some exceptions to this situation. In such cases, some limitations of criminal laws are argued for individuals. However, this is not addressed in this study.

It is possible to mention four principles: (1) territoriality, (2) personality, (3) protection and (4) universality, which states can apply in determining the validity of criminal laws in terms of the place of the offence (Ersoy, 2002, p. 39-40; Önder, 1991, p.174). Although Article 8 of the TPC has adopted the territorial principle, it seems that this principle has been bent with some other principles (Toroslu and Toroslu, 2019, p. 76-77). For this reason, the system of "quasi-territoriality" is used as a term to express the new situation in question (Artuk et al., 2014, p. 240; Soyaslan, 2012, p. 154). The principle of territoriality, on its own, is not capable of meeting all needs (Ersoy, 2002, p. 40; Yüce, 1982, p. 138). Because this acceptance leads to the fact that Turkish laws cannot be enforced in any crimes committed outside the country (Öztürk and Erdem, 2020, p. 77). However, it should be noted that although there are principles set by each state, it is seen that the principle predominantly accepted is territoriality (Şahin, 2015, p. 140).

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According to the principle of the personality of criminal laws, criminal laws are enforced on citizens. A citizen is subject to the law of the state of which he is a citizen, whether he commits a crime in his state or a foreign state (Demirbaş, 2020, p. 148; Toroslu and Toroslu, 2019, p. 76). In this context, the scope of the principle of territoriality is expanded (Dönmezer and Erman, 2016, p. 305, 333). The principle of protection means that criminal laws will be enforced to the crimes committed against the citizen of the state or the state which set up the law (Yüce, 1982, p. 138). In this context, the important issue is who the crime was committed against. It does not matter where and by whom the crime was committed. However, in the doctrine, it is also seen that the victim's being a citizen of the state is considered within the scope of "passive personality principle" under the principle of the personality (Aydın, 2011, p. 137; Önder, 1991, p. 174; Şahin, 2015, p. 122; Zafer, 2016, p. 685). At the heart of this acceptance, the principle of protection is narrowly interpreted and covers only the crimes committed against the state (Mahmutoğlu and Karadeniz, 2017, p. 122). The fourth is the principle of universality, and according to this principle, criminal laws are enforced to some crimes, no matter where by whom and against whom they are committed (Toroslu and Toroslu, 2019, p. 76).

Furthermore, in addition to these four principles, the doctrine also mentions "substitution jurisdiction" and "principle of sharing jurisdiction". In the case when the conditions in the 3rd subsection of Article 12 of the TPC are valid, the punishment of a foreigner in a foreign country, like Turkey, is qualified as "substitution, in other words, jurisdiction on behalf of another state" (Aydın, 2011, p. 132). In other words, it is valid in the cases when a state which adopts the principles of territoriality, personality, protection and universality judge a foreign perpetrator committing a crime in a foreign country against a person from a third state and the committed crime is not covered within the scope of the principle of universality. In this way, the state aims to prevent criminals from committing the crime in other territory and thus to prevent the state from being perceived as the paradise of criminals in the public eye (Zafer, 2016, p. 686-687). The principle of sharing power is the transfer and power-sharing regarding jurisdiction procedure of a criminal initiated in one state in accordance with the contracts that allow the transfer of jurisdiction to another state (Centel et al., 2006, p. 123). However, since this study is limited only to the principle of territoriality, evaluations regarding the crimes committed by foreigners in Turkey will be provided. In this context, the basis of the principle of territoriality will first be reviewed. Besides, since this makes it necessary to focus on what needs to be interpreted from the concepts of "state" "and "the place of offence- the place where the crime was committed" (Artuk et al., 2014, p. 241; Önder, 1991, p. 178), these issues will also be examined.

After that, it will focus on whether the provision of a sentence in a foreign country for a crime committed by a foreign tourist in Turkey is an obstacle to the enforcement of Turkish laws to this foreign tourist.

2. Basis of the Principle of Territoriality

Jurisdiction, when used in the strict sense, refers to "making judgments in the courts". However, for a long period, it was used to refer to the "provision of jurisdiction and power of disposition". As a matter of fact, the exercise of jurisdiction, the provision of justice, the punishment and the execution of punishment appear as a signal of the sovereignty of the state. In this context, jurisdiction means the power of the state to establish rules and enforce this rule through its courts (Aydın, 2011, p. 132).

It is the legislator who determines the enforcement area of criminal laws and creates legislation. The legislator may determine his will in this matter in an absolute manner without the limitation of another state or supranational authority. For example, it may accept its jurisdiction for a crime committed in another country or enforce the rules of law established by itself to a citizen of another state. However, the fact that a state accepts its jurisdiction to cover the entire world will lead to the extension of the area in which the state will use its jurisdiction and the increase in its responsibility, the inability to access the evidence of crimes committed in a foreign country, the inability to take the perpetrator to the court, the inability to execute the sentence given to the perpetrator (Dönmezer and Erman, 2016, p. 301-303), thus it will lead to the inability to provide any benefit in terms of jurisdiction (Yalçın and Köprülü, 2019, p. 109). Besides, this will lead to interference in the internal affairs of other states and an increase in disputes arising from jurisdiction among states (Öztürk and Erdem, 2020, p. 76). Therefore, states must take care of the interests of their sovereignty. Thus, it is seen that states limit the enforcement of their criminal laws in terms of the place of the offense (Koca and Üzülmöz, 2020, p. 797; Zafer, 2016, p. 668). It should be noted that states should be careful not to violate the rules applicable to international law, abuse of power, and ensure that the established rules are applicable and beneficial when enforcing criminal laws (Önder, 1991, p. 172).

The main characteristic of criminal laws is that its power is limited to the host country. Because criminal laws can only be enforced in the state where they are legislated. Although there are currently debates on International Criminal Laws along with debates on globalization, the territory where criminal laws are enforced is the country of the state in which it is legislated (Hafizoğulları and Toroslu, 2019, p. 38; Soyaslan, 2012, p. 150). Each state has an area of sovereignty, and in this area, states establish their public order for their benefit. The punishment of a crime committed in the name of ensuring public order arises as a signal of sovereignty. Therefore, it cannot be argued that a state has the authority to

punish crimes committed all over the world. At the heart of this is the lack of authority of the state, the lack of power and time. In this context, states limit their areas of sovereignty and their power to punish. This limitation is not carried out by regulations in international law, but by regulations in domestic law (Yaşar, Gökcan and Artuç, 2014, p. 325). As a matter of fact, the rules on the enforcement of criminal laws based on the place of the offense are directly the subject of domestic law (Önder, 1991, p. 171-173). Regarding the international criminal affairs, for example, the European Convention on the Extradition of criminals intends to provide operability to these domestic legal rules. For this reason, enforcement of criminal laws based on the place of offense is not the subject of international criminal law (but see. Tezcan, Erdem and Önok, 2019, p. 80), but directly of criminal law (Zafer, 2016, p. 668).

It seems that the principle of territoriality began to be enforced with the emergence of the states caring for their sovereignty because each state has the right of sovereignty in its own country by its nature. Therefore, it does not want to share this right and power with any other party. At the heart of the adoption of this principle is the idea that public order is broken wherever the crime was committed, and that the broken public order could be restored by punishing the perpetrator at the site where the crime was committed (Demirbaş, 2020, p. 148). In this way, it will be possible to talk about the preventive and frightening effect of punishment (Soyaslan, 2012, p. 151). As a matter of fact, the closer the punishment is applied to where the crime is committed, the more useful it is (Artuk et al., 2014, p. 240).

Although it is stated that the social contract is also the source of this principle because, in this way the state punishes those who oppose its common interests, it is not possible to talk about this when the crimes committed by foreign tourists. Foreign tourists are not parties to this agreement (Tezcan et al., 2019, p. 84).

The principle of territoriality acts on the assumption that each individual has to know the laws in which he lives. In this context, the enforcement of the local law where the crime was committed to the perpetrator creates a guarantee for the perpetrator in a sense (Tezcan et al., 2019, p. 85-86). In other words, the perpetrator knows what law to be enforced to him when committing the crime (Soyaslan, 2012, p. 152).

Another reason is that the perpetrator leaves evidence of the crime wherever he has committed the crime. In this context, witnesses at the place of the offense, the tools used in committing a crime, and the evidence of the crime could be given as examples. It also serves the procedural economy. For example, it eliminates the cost of transporting evidence. It is also accepted that it is fairer for the perpetrator to be tried in his preferred country where he committed the crime (Mahmutoğlu and Karadeniz, 2017, p. 104).

For the reasons mentioned above, it is seen that the principle of territoriality is a system adopted and enforced by all states. However, it should be noted that no single principle has been adopted regarding the enforcement of criminal laws in any state. It is seen that the mixed system has been adopted in Turkey (Dönmezer and Erman, 2016, p. 306-308, 332-333).

The principle of territoriality refers to the enforcement of the laws of the country in which the crime is committed, on the one hand. In other words, the states do not interfere with the crimes committed by their citizens in another country. Since the recognition that each state has absolute jurisdiction in their sovereignty prevents interventions that may lead to judicial sovereignty among states, as well as ensuring the protection of the principles of international law (Mahmutoğlu and Karadeniz, 2017, p. 104).

3. The Concept of “Country” Concerning the Enforcement of the Principle of Territoriality

In the first sentence of the 1. Paragraph of Article 8 of TPC, it is stated that Turkish laws will be enforced to the crimes committed within the borders of Turkey. In this context, it is necessary to determine where Turkey is located. A country is a part of the Earth where the state has sovereign powers (Mahmutoğlu and Karadeniz, 2017, p. 104, 108). It is seen that Turkey’s borders are drawn by international treaties in accordance with the rules of international law (Parlar, 2015, p. 95). As a matter of fact, the problem of where the country is is outside the scope of criminal law and is essentially the subject of international law. because Turkey has various border agreements with its neighbouring states (Önder, 1991, p. 178).

In the field of law, it seems that the country has two dimensions, real and hypothetical (Dönmezer and Erman, 2016, p. 308). Turkey is a land where it uses the rights of sovereignty of the Republic of Turkey, with drawn borders with other neighbouring states, and it owns streams, rivers, lakes, and all kinds of water resources including certain airspace above the dominated land. The land area of the state, its territorial waters and the airspace above its land are called the real country (Demirbaş, 2020, p. 149). Besides, it is stated in the doctrine that the country is classified as horizontal and vertical in real terms, that Turkey’s land area and territorial waters should be considered as horizontal and its airspace should be considered as a vertical country (Mahmutoğlu and Karadeniz, 2017, p. 109; Önder, 1991, p. 178). It should be noted that if the crime is committed in Turkish land and airspace and Turkish territorial waters, it is unnecessary to state that the crime will be considered to have been committed in Turkey, and it is not appropriate to say “assumed” in the subparagraph (a) of the 2. paragraph of article 8 of the TPC (Centel et al., 2006, p. 125; Dönmezer and Erman, 2016, p. 309). The reason for that is that,

according to international law, the country already consists of land, airspace and territorial waters (Hafizoğulları, 2019, p. 39).

As stated in the subparagraph (b), (c) and (d) of the 2. paragraph of article 8 of the TPC, Turkish naval and air war vehicles; and Turkish sea, and air vehicles in the airspace over the high sea, fixed platforms in Turkey's continental shelf or exclusive economic zone are considered as the hypothetical country (Mahmutoğlu and Karadeniz, 2017, p. 109; Yaşar et al., 2014, p. 325).

3.1. Country in Real Terms

3.1.1. Turkish territorial area

Turkish territorial area covers the places such as any piece of land where its borders are drawn with the borders of other states, inland waters inside any piece of land, and coastal area (Mahmutoğlu and Karadeniz, 2017, p. 109). As a matter of fact, according to Article 4 of the Territorial Waters Law No. 2674 (Turkey), "the waters remaining on the land side of the main lines and the waters of the Gulf are considered as Turkish inland waters. Permanent port facilities are considered part of the coast, and the waters remaining on the land side of the furthest point and the outer ports are considered inland waters". The underground of the land should also be accepted as a territorial area (Yaşar et al., 2014, p. 327). In this context, for example, the crime of sexual harassment committed by a foreign tourist in the underground city of Derinkuyu, located in the Cappadocia region of Turkey, should be considered committed in Turkey.

It should be noted that the territory of the foreign embassy and consulate in Turkey is Turkey's territory, although it is possible to mention the judicial immunity of the officials working in these facilities, as they are located within Turkey's territorial area (Birtek, 2018, p. 108-109; Tezcan et al., 2019, p. 89-90). In this context, the offence of libel committed by a German tourist at the German Embassy in Turkey is considered committed in Turkey according to article 8 of TPC (Hakeri, 2019, p. 90; Yaşar et al., 2014, p. 326-327, fn 186).

3.1.2. Turkish airspace

In the subparagraph (a) of article 3 of the Civil Aviation Act No. 2920 (Turkey), it is seen that the airspace is defined as "the country under the sovereignty of the Republic of Turkey and the area over Turkish territorial waters". In Article 4 of the relevant law, it is assumed that the Republic of Turkey has "full and exclusive sovereignty in Turkish airspace". This regulation corresponds to article 1 of the Convention on International Civil Aviation, which is also known as the Chicago Convention of 1944 (Mahmutoğlu and Karadeniz, 2017, p. 110). In other words, the airspace is the area above the Turkish land territory and its territorial waters. The height of the airspace is a controversial issue in the doctrine (Dönmezer and Erman, 2016, p. 313).

As a matter of fact, it is controversial how far the sovereignty of the Criminal Code should be limited in the air today when the space age is in progress (Hafizoğulları and Özen, 2019, p. 40). In this context, some approaches are claiming that the altitude where gravity is effective, or the places where air transport is favourable and the height up to the atmosphere should be considered as state borders (Önder, 1991, p. 183).

In the subparagraph (a) of the 2. paragraph of article 8 of the TPC, it is stated that crimes committed in Turkish airspace will be considered committed in Turkey. In this context, it is seen that there is no distinction between whether a foreign aircraft is a civilian or a combat vehicle (Dönmezer and Erman, 2016, p. 312). However, considering a crime committed in Turkish airspace within Turkey's jurisdiction seems to be controversial (Özbek, Doğan and Bacaksız, 2020, p. 138). For this reason, if the state passed through the airspace is not posed any danger with regards to air transport, it would be the right solution not to mention about the jurisdiction of Turkey (Mahmutoğlu and Karadeniz, 2017, p. 110). As a matter of fact, it is necessary to focus on the concept of interest in the recognition that aircraft passing in transit in the airspace of the state is within the jurisdiction of the state whose airspace is passed through. It is possible that a crime committed on a plane flying the flag of a foreign state does not disrupt the public order of the state passed through. Even the state passed through may not even know about such crimes committed in their airspace. For the solution of such problems, it is recommended to adopt the flag or landing place principle (Yüce, 1982, p. 143-144). The flag principle grants sovereignty over sea and air vehicles to the registered state whose flag is carried. In this context, the state uses the authority to punish crimes committed in the sea and air vehicles carrying its flag, regardless of where the vehicle is or what the citizenship of the perpetrator or victim is (Tezcan et al., 2019, p. 89).

It is seen that this was organized with the Convention on Offences and Certain Other Acts Committed on Board aircraft held in Tokyo on 14.9.1963, which Turkey also signed. According to the article 3 of this convention, "the State of registration of the aircraft is competent to exercise jurisdiction over offences and acts committed on board." Besides according to 4. Article of this convention "A Contracting State which is not the State of registration may not interfere with an aircraft in flight in order to exercise its criminal jurisdiction over an offence committed on board except in the following cases : a) The offence has effect on the territory of such State; b) The offence has been committed by or against a national or permanent resident of such State; c) The offence is against the security of such State; d) The offence consists of a breach of any rules or regulations relating to the flight or manoeuvre of aircraft in force in such State; e) The exercise of jurisdiction is necessary to ensure the observance of any obligation

of such State under a multilateral international agreement." This convention entered into force in Turkey with the publication of the Law No. 1889 "on our participation in the Tokyo Convention of September 14, 1963 on the crimes committed on aircraft and some other acts" in the Official Gazette No. 15226 dated 4.5.1975.

In the doctrine, the use of jurisdiction in the crimes committed in the airspace of a foreign state, in a civil air vehicle carrying the Turkish flag is still controversial. As a matter of fact, according to some claims, 5271 Code of Criminal Procedure (CCP), 15 should be enforced in such cases. In this context, it is stated that the court of the airport first visited by the vehicle after leaving Turkey is authorized for the crimes committed on the aircraft with the Turkish flag, and therefore act will be enforced (Artuk et al., 2014, p. 251). The same interpretation is accepted in the crimes committed on civilian marine vessels or the crimes committed with these vehicles (Önder, 1991, p. 182). Another interpretation is that the purview of CCP does not pronounce any judgement regarding the place of the offense (Dönmezer and Erman, 2016, p. 316), is important for determining the authority in domestic law and is not valid in international law (Özbek et al., 2020, p. 140). However, in this case, it is necessary to assess whether other principles adopted for the enforcement of criminal laws based on the place of offense could also be enforced (Koca and Üzülmöz, 2020, p. 809-810; Mahmutoğlu and Karadeniz, 2017, p. 112). The same is true for the crimes committed on civilian naval vehicles carrying the Turkish flag or the crimes committed on the high sea and outside Turkish territorial waters with these vehicles (Mahmutoğlu and Karadeniz, 2017, p. 112).

3.1.3. Turkish territorial waters

Territorial waters can be defined as a sea zone that surrounds the national territory of a state and extends to the high sea (Koca and Üzülmöz, 2020, p. 807). According to Article 3 of the United Nations Convention on the Law of the Sea, 1982, it is stated that each state has the right to determine the width of its territorial waters, that this width cannot exceed 12 nautical miles, beginning from the main lines drawn under the relevant convention. In this context, as stated in Article 1 of the territorial waters Law No. 2674, "Turkish territorial waters are included in the country of Turkey. The width of Turkish territorial waters is six nautical miles. For certain seas, the president of the country is authorized to determine the width of territorial waters above six nautical miles, provided that he takes into account all the characteristics associated with those seas and complies with the principle of fairness." Based on this law, the width of territorial waters of Turkey is determined as 6 nautical miles in the Aegean Sea and 12 nautical miles in the Mediterranean and the Black Sea (Artuk et al., 2014, p. 243).

If a crime is committed in Turkish territorial waters, whose borders are drawn in this way, the

crime is considered to have been committed in Turkey in accordance with the subparagraph (b) of the 2. paragraph of article 8 of the TPC (Koca and Üzülmöz, 2020, p. 808; Yüce, 1982, p. 142). For example, even the crime committed by a foreign tourist on a foreign cruise ship in Turkish territorial waters to another foreign tourist will be considered committed in Turkey and the relevant Turkish laws will be enforced (Artuk et al., 2014, p. 246; Yaşar et al., 2014, p. 328).

Considering the importance of territorial waters in international transport, it seems that the jurisdiction of states is restricted by international law (Artuk et al., 2014, p. 246; Mahmutoğlu and Karadeniz, 2017, p. 112-113). In accordance with the United Nations on the Law of the Sea of 1982, all states are recognized to have the right of free passage for their ships, as long as they give no harm in their territorial waters (Mahmutoğlu and Karadeniz, 2017, p. 114; Önder, 1991, p. 180-181). In the Geneva Convention on Territorial Waters and Contiguous Zone of 1958, it was recognized that the crimes to be committed on the cruising ships carrying passengers or commercial goods and the crimes to be committed with the use of these marine vessels are within the jurisdiction of the country whose flag is on the board (Mahmutoğlu and Karadeniz, 2017, p. 114). In such cases, the following criteria established in Article 19 of Convention on the Territorial Sea and the Contiguous Zone need to be met for the coastal state to interfere in the crime: "(a) If the consequences of the crime extend to the coastal State; or (b) If the crime is of a kind to disturb the peace of the country or the good order of the territorial sea; (c) If the assistance of the local authorities has been requested by the captain of the ship or by the consul of the country whose flag the ship flies; or (d) If it is necessary for the suppression of illicit traffic in narcotic drugs." (United Nations, 1964, p. 6). However, it should be noted that Turkey is not a party to this agreement. It seems that Article does not include any exceptions in the use of Turkish territorial waters in Article 8 of TPC (Akbulut, 2019, p. 151). This is rightly criticised as it is considered contrary to Turkey's international obligations and international law (Özbek et al., 2020, p.138).

According to Article 8 of the TPC, if a crime is committed in the territorial waters or air space of a foreign country with an air or marine vessel, except combat vehicles, Turkish laws could not be enforced considering that the crime was committed in Turkey. In such cases, other principles, if exist, could be applied to enforce Turkish laws (Öztürk and Erdem, 2020, p. 80; Tezcan et al., 2019, p. 88).

3.2. Hypothetical Country

3.2.1. High sea and airspace above it

According to the 1st Article of Convention on the High Seas, "the term "high seas" means all parts of the Sea that are not included in the territorial sea or the internal waters of a state" (United Nations, 1964, p. 81). However, it should be noted that Turkey is not a

party to this agreement. Since no one could mention that the high sea and the airspace above it belong to any state, in this case, the principle of territoriality cannot be argued (Artuk et al., 2014, p. 239-240, fn 199) and the principle of the flag could be claimed to be valid for this case (Yaşar et al., 2014, p. 327). At the heart of this acceptance is the desire to prevent any crime committed on the high seas from going unpunished (Mahmutoğlu and Karadeniz, 2017, p. 115). In this context, if a foreign tourist intentionally wounds another person on the Turkish plane, for example, on this plane crossing the airspace over the high sea, the crime will be considered committed in Turkey and Article 86 regarding the “intentional injury” of the TPC will be enforced to the case. If a foreign tourist intentionally kills another person on a marine vessel, for example, on a marine vessel cruising on the high sea when flying the Turkish flag, the crime will be considered committed in Turkey and Article 81 regarding the “intentional killing” of the TPC will be enforced to the case.

In the collision of the Turkish cargo ship, Bozkurt, and the French merchant-ship, Lotus, in the high sea at 5-6 nautical miles off the island of Lesbos on 2.8.1926, eight of the crew of the ship, Bozkurt, which sank were lost, and Lotus brought the saved captain and a few crew of Bozkurt ship to Istanbul. Desmons, the French captain of Lotus, was tried in Istanbul for the collision and deaths that occurred and sentenced to 80 days in prison and a fine on 15.9.1926. Since the collision took place on the high sea, France stated that Turkey did not have jurisdiction, but Turkey rejected this note and proposed taking the case to the international Permanent Court of Justice in the Hague. By the court on the date of 7.9.1927, France’s defence was rejected if resulted in the death of some Turkish citizens, and Turkey’s jurisdiction was found to comply with international laws, Bozkurt ship was considered to be a territorial extension of Turkey on the high seas. As the deaths took place on the Turkish Bozkurt ship, it was stated that Turkey could judge the criminals considering the hypothetical country principle (Demirbaş, 2020, p. 150; Dönmezer and Erman, 2016, p. 303, fn 951).

However, as stated in Article 2 of the “the International Convention for the unification of certain rules relating to penal jurisdiction in matters of collision or other incidents of navigation”, signed in Brussels on 10.5.1952. in terms of the conflicts on the high seas, it is stated that the flag principle applies to the personnel of each marine vessel (Tezcan, 1995, p. 267-271; Yüce, 1982, p. 143). It is also accepted in Article 11 of the Geneva Convention on the High Seas of 1958 and 1. Paragraph of Article 97 of the 1982 Convention on the High Sea. Thus, it differentiated from the adjudication of the international Permanent Court of Justice (Artuk et al., 2014, p. 248, fn. 229). It could be claimed that acceptance of the flown flag principle complied with Article 8 of the TPC because a crime was committed with these vehicles (Koca and Üzülmmez, 2020, p. 810).

3.2.2. Turkish Naval and Air Combat Vehicles

In the subparagraph (c) of the 2. Paragraph of Article 8 of the TPC, if the crime is committed in “Turkish naval and air combat vehicles or with these vehicles”, the crime is considered committed in Turkey, even when these vehicles are in the territory of another country state (Dönmezer and Erman, 2015, p. 313; Hafizoğulları and Özen, 2019, p. 40).

As a rule, for the crimes committed on foreign naval combat vehicles, the laws of the state whose flag is flying on the board enforced in the jurisdiction (Yaşar et al., 2014, p. 328). As a matter of fact, naval combat vehicles represent the military power of the state and demonstrate its sovereignty. As such naval vehicles are considered a part of the hypothetical country they belong to, even when the perpetrator of a crime committed in Turkey takes sanctuary to a foreign sea warship approaching the coastal state, the perpetrator will not be directly extradited to the coastal state, and the agreement for Extradition of criminals will apply (Artuk et al., 2014, p. 243; Mahmutoğlu and Karadeniz, 2017, p. 113; Özbek et al., 2020, p. 137). However, unless there is a special regulation regarding the immunity and jurisdiction for the combat vehicles (Yalçın and Köprülü, 2019, p. 113), a crime committed to the staff of that vehicle by a citizen of that coastal state, the crimes committed among the people on that vehicle who are not staff of that vehicle and the crimes committed to the citizens of the coastal state out of that vehicle are considered to be within the jurisdiction authority of the coastal state (Dönmezer and Erman, 2016, p. 315; Koca and Üzülmmez, 2020, p. 807; but see. Artuk et al., 2014, p. 243). For example, if one of the crews of a Russian warship kills someone in Istanbul, where he went to rest, the crime is considered committed in Turkey, and Turkish laws are enforced (Yaşar et al., 2014, p. 329).

There is no difference between the fact that naval or air vehicles other than combat vehicles belong to a state and belong to private persons (Soyaslan, 2012, p. 153). However, although only combat naval vehicles are stated in Article 8 of the TPC when official naval vehicles are in the territorial waters of other countries and operate under official mandate under Article 22 and 23 of the Territorial Waters and Contiguous Zone Convention of 1958, they have legal immunity even if they are in the territorial waters of other countries (Mahmutoğlu and Karadeniz, 2017, p. 114).

3.2.3. Fixed platforms built in Turkey’s continental shelf or exclusive economic zone

According to article 55 of United Nations Convention on the Law of the Sea “The exclusive economic zone is an area beyond and adjacent to the territorial sea, subject to the specific legal regime established in this Part, under which the rights and jurisdiction of the coastal State and the rights and freedoms of other States are governed by the relevant provisions of this Convention.” Also, according to article 57 of this convention “The exclusive economic zone shall not extend beyond

200 nautical miles from the baselines from which the breadth of the territorial sea is measured.”

According to article 76 of this Convention “the continental shelf of a coastal State comprises the seabed and subsoil of the submarine areas that extend beyond its territorial sea throughout the natural extension of its land territory to the outer edge of the continental margin, or to a distance of 200 nautical miles from the baselines from which the breadth of the territorial sea is measured where the outer edge of the continental margin does not extend up to that distance.” Also, According to Article of this Convention “The coastal State exercises over the continental shelf sovereign rights to explore it and exploit its natural resources” In international law, it is recognized that some economic interests of the state exist on its continental shelf as an extension of its mainland (Hafizoğulları and Özen, 2019, p. 40).

The “Convention for the suppression of unlawful acts against the safety of maritime navigation”, held in Rome on March 1 to 10, 1988, was signed by Turkey on the protocol “Prevention of illegal acts committed against the safety of maritime navigation” and “Prevention of illegal acts committed against the safety of fixed platforms on the Continental Shelf”. Thus, the acceptance of crimes committed on or against the fixed platforms established on Turkey’s continental shelf or exclusive economic zone as committed in Turkey is stated in the subparagraph (d) of article 8 of the TPC (see also. Şahin and Özgenç, 2005, p. 102). In this context, for example, if crimes are committed in the facilities established for fishing in the continental shelf zone of Turkey, the crime is considered to have been committed in Turkey.

4. Place of Offense

Determining the place of offence is important in determining whether the state has jurisdiction and where the trial for the crime committed will be held (Yalçın and Köprülü, 2019, p. 107). As stated in the 1. clause of the 1. Paragraph of Article 8 of TPC, “Turkish Laws” should be enforced to any crime committed in Turkey. In this context, TPC includes special penal laws, codes containing crime and punishment provisions, laws related to criminal procedure and execution (Yaşar et al., 2014, p. 327).

To decide if a crime has been committed within Turkey or not, it is important to focus on the term the “place of offence” to make interpretation clear. Because according to article 7 of European Convention on Extradition “The requested Party may refuse to extradite a person claimed for an offence which is regarded by its law as having been committed in whole or in part in its territory or a place treated as its territory.” Besides, under the Rome Statute, the International Criminal Court has secondary jurisdiction over the court of the state where the crime was committed. If a trial is avoided by the state that has jurisdiction over the committed crime, or if a trial is impossible in that state, it tries a case (Mahmutoğulları and Karadeniz, 2017, p. 117).

Whereas crimes causing tangible consequences consists of the relationship between criminal conduct, crime result and causality, those which do not cause any crime result are considered as criminal conduct. If the criminal conduct occurs in the form of exercise, it means the action has come true; if it is not exercised and remains in the form of intention, it means neglect. For example, the crime of “deliberate killing” defined in Article 81 of TPC is an offence causing consequences. Death is the consequence of the crime committed in this context (Toroslu and Toroslu, 2019, p. 131-133). The offence of theft defined in Article 141 of TPC is a crime of conduct and has crime results (Koca and Üzülmez, 2020, p. 800). The crime is completed by taking the portable property from its location without the consent of its owner.

In terms of determining the place of the offense, there is no problem if the place of offense is within the borders of Turkey for the crimes causing consequences. The same applies only to crimes of conduct. In the first case, the crime is considered to have been committed where the crime of conduct and crime results occurred, and in the second case, where the crime of conduct occurred (Toroslu and Toroslu, 2019, p. 78; Ersoy, 2002, p. 41). However, if the judicial or political boundaries between the place where the crime of conduct performed and where the crime results occurred are different, they are treated as distance crimes (Zafer, 1990, p. 32; Artuk et al., 2014, p. 254). There are different theories in the doctrine of how to practice. Although distance crimes are mainly used in the doctrine, there are also views suggesting that it is much more appropriate to use the term “cross-border crimes” (Ersoy, 2002, p.42), “border-crossing crimes” (Mahmutoğlu and Karadeniz, 2017, p. 118, fn. 62), “transborder crimes” (Önder, 1991, p. 185) or “long-distance crimes” (Yüce, 1982, p. 145) to express this situation.

Distance crimes concern criminal law in terms of the place of offense based on the principle of territoriality, but they concern criminal procedure law in terms of determination of national authority and district of offense within the country (Zafer, 1990, p. 32). However, this study will evaluate it considering within the scope of the principle of territoriality.

For distance crimes, the murder of someone in Turkey with a bomb sent from Germany, or the murder of someone in Bulgaria with a bullet fired from the Turkish side of the Turkey/Bulgaria border could be given as examples (Toroslu and Toroslu, 2019, p. 78). In the first case, although the criminal conduct was carried out in another country, the crime result was in Turkey’s border, so it is named as the “distance from outside to inside crime”, and in the second case, the criminal conduct was carried out in Turkey’s border, but the crime result occurred within the border of Bulgaria, so it is named as the “distance from inside to outside crime”. If there is an

agreement between the two states for such cases, it will be resolved in accordance with the provisions of this agreement, if not, in accordance with the provisions of judicial assistance (Aydın, 2011, 135).

According to the theory, which argues that criminal conduct should be based on the determination of the place of offense in distance crimes, the place of criminal conduct is accepted as the place of the offense. According to this view, the evidence is often available where the criminal conduct was carried out, and therefore, it is much easier to access the evidence (Mahmutoğlu and Karadeniz, 2017, p. 120). Of course, here crime conduct means the execution actions of the crime and the preparatory actions are not meant. In addition, whether the result of crime will occur or not depends on coincidence (Centel et al., 2006, p. 115-117). By committing the crime, the perpetrator has already rebelled against the order protected by the legislator. The crime is accepted to have been committed when the perpetrator carries out criminal conduct (Önder, 1991, p. 187). The criminal will of the perpetrator is also in question as soon as he performs criminal conduct.

In addition, according to this view, since the place of criminal conduct is unique by its nature, it is considered to be the most corresponding one to the principle of territoriality. Therefore, the place of criminal conduct is accepted as the place of offense. Considering that each crime may not bear consequences, it is more consistent to base the crime on the place of criminal conduct. Besides, in terms of press offences, there could be one single place of criminal conduct, but the crime results could be seen in more than one place. Therefore, it is beneficial to base the crime on the place of criminal conduct. However, ignoring this theory could fail to satisfy the identification of the place of the offense. Similarly, as no action is visible in omission offences, it is not easy to identify the place and time of the offense (Artuk et al., 2014, p. 254-255). It is also criticized for accepting the result as a trivial element (Yaşar et al., 2014, p. 330).

According to a theory that gives superiority to the crime result, the crime should also be considered committed where the crime bear consequences. Because public order is disrupted where the crime result occurs, if the result does not occur, it does not matter if the crime was conducted or not (Mahmutoğlu and Karadeniz, 2017, p. 120). In terms of offences against persons, it is stated that most of the evidence is in the place of offense and therefore the crime should be considered to have been committed wherever the crime bear consequences. However, this view is criticized arguing that the perpetrator committed the crime knowing and taking into account the laws of the place of the offense (Yaşar et al., 2014, p. 330). In addition, this theory ignores the crimes which bear no consequences (Artuk et al., 2014, 257).

According to mixed theory, a crime should be considered committed where the crime of conduct

is performed, continues, and the crime bears consequences. For this reason, according to Yüce (1982, p. 145), this theory is also expressed as "everywhere theory". It is seen that this view is more preferred and adopted than other views. As a matter of fact, it is more appropriate for criminal law to consider both the place of offense and the place where committed crime bears consequences as the place of offense for the crime committed. Because public order is broken where both the criminal conduct is committed and the crime bears consequences. According to the mixed view, for example, in the case when a foreign tourist in Turkey defrauding someone in Germany, or vice versa, the crime is considered committed in Turkey and the Turkish laws are enforced.

It is seen that mixed theory is adopted with the 1. paragraph of article 8 of TPC (Şahin, 2015, p. 119). It should be noted that if this theory is not adopted, problems will arise. As a matter of fact, if the state where the criminal conduct was performed adopts the crime result theory, and the state where the crime bears consequences adopts the criminal conduct theory, the committed crime will go unpunished and the expected benefit from criminal justice will not be obtained (Mahmutoğlu ve Karadeniz, 2017, p. 121; Önder, 1991, p. 176-177). However, the adoption of a mixed theory by more than one state can also lead to legal conflicts in terms of jurisdiction among these states (Zafer, 1990, p. 34). It is argued that this problem can also be overcome by accepting the state that first lay hands on the event as the authorized state (Yaşar et al., 2014, p. 330-331). However, in practice, it seems that such problems have been resolved by international conventions or by the International Court of Justice (Zafer, 2016, p. 672).

Besides, here concerning what needs to be understood from the crime result, the doctrine also mentions the concept of the "main result" and "the close result", and both should be accepted within the scope of the crime result. If a bullet fired from Turkey's side hits someone in Bulgaria, but this person dies in Greece because of this act, the criminal conduct occurs in Turkey, the close result occurs in Bulgaria, and the main result occurs in Greece. If the mixed theory is adopted, it is accepted that the crime was committed in three countries. Although the doctrine states that the crime should be considered committed where the criminal conduct was first committed and bore consequences, by mentioning the "hit or effect theory" in this case, and in the case mentioned above, the crime was accepted to have been committed in Bulgaria, but anyway this theory has been criticized. As a matter of fact, it is possible to solve the place of offence by taking into account either the criminal conduct or the crime result theory (Artuk et al., 2014, p. 257; Özbek et al., 2020, p. 142). In addition, The International Court of Justice interprets the crime result broadly and accepts the close result within the scope of the place of the offense.

“Transit offences” are also mentioned in the doctrine as besides distance offences. According to this, the criminal conduct that causes the crime is committed in a foreign country, and the crime result occurs in another country. However, in these crimes, there may be no violation of the legally protected asset or interest of the country which is passed in transit through (Önder, 1991, p. 194). As an example, illegal immigrants are transported from Syria to Greece, but they are transported through Turkey’s airspace. In such a case, as stated in article 79 of TPC, it should be assumed that the crime was committed in Turkey since the legal issues of Turkey were violated with the crime of migrant trafficking (Özbek, 2020, p. 158). However, we cannot interpret every case as that the crime was committed in the country which is passed in transit (Akbulut, 2019, p. 159; Mahmutoğlu and Karadeniz, 2017, p. 129). As a matter of fact, in a case in which an insulting letter passed in transit through Turkey from Syria to Germany, we cannot accept that the place of offence is Turkey claiming that it disrupted public order of Turkey (Yüce, 1982, p. 146). However, the doctrine also argues that in terms of transit crimes, the crime could be accepted to have been committed also in the transit country in every case (Hakeri, 2019, p. 87).

Article 8 of TPC mentions “committing the act partially or completely in Turkey”, and it also mentions “occurrence of crime result in Turkey” at the same time, which is not appropriate. The correct expression is either “the commitment of the offence partially or completely in Turkey” or “the commitment of the criminal conduct partially or completely in Turkey, or the occurrence of crime result in Turkey”. In this regard, Article 8 of TPC needs further regulations. If the criminal conduct can be divided into parts, considering the partial or complete commitment of the crime in Turkey, accepting that any part of a crime was committed in Turkey should be considered sufficient to accept the crime committed in Turkey (Mahmutoğlu and Karadeniz, 2017, p. 119; Yaşar, et. al., 2014, p. 331). Considering the Court of Cassation practices regarding the enforcement of Article 8 of TPC, for example, according to the judgment of the Court of Cassation’s 12’s Criminal Chamber 2012/28360 register number and 2013/1040 judgment number and dated 15.01.2013, if cultural heritages in Turkey were illegally taken abroad by a foreign tourist, the crime was accepted to have been committed in Turkey, since the crime had been completed at the time of smuggling of the heritages violating the valid laws as stated in the first paragraph of Article 68 of the Cultural and Natural Heritage Protection Act No 2863 (Artuk et al., 2014, p. 264).

With regards to continuing crimes, violation of the relevant law should continue for a certain time. In this context, as regulated in Article 109 of TPC, the offence of “deprivation of liberty” is a continuing crime. For example, let’s take the following case; a person is kidnapped from Turkey by a foreign tourist

and taken to Bulgaria, or a person is kidnapped in Germany by a German citizen and released in Turkey. In this case, if the kidnapped person is transferred from Turkey and released, for example, in Iran, the crime will be considered committed in Turkey (Yaşar et al., 2014, 331-332). In a sense, the crime is assumed to have been committed in the countries where the continuity of the crime occurs, and each state takes into account the part of the crime committed in its own country to judge (Artuk et al., 2014, p. 259). However, the doctrine also argues that only where the interruption occurred should be accepted as the place of the offense (Özbek et al., 2020, p. 143).

If Turkey is the place of crimes aggravated by the result, it should again be considered that the crime was committed in Turkey (Akbulut, 2019, p.158). Considering successive offence, if one of the successive offences is committed in Turkey, the crime should be assumed to have been committed in Turkey (Zafer, 2016, p. 673). For example, if one of the foreign tourists on a cruise flying Turkish flag again commits the crime of theft against another person on the cruise on two successive days, and if the offence on the first day is committed in Turkish territorial waters and the second-day offence was committed in Greek territorial waters, the crime will again be considered committed in Turkey (Mahmutoğlu and Karadeniz, 2017, p. 124; Yaşar et al., 2014, p. 331-332). However, for crimes committed outside Turkey to be evaluated within the scope of successive offences, the conditions of the principles of personality, protection or universality must be met (Koca and Üzülmöz, 2020, p. 804).

Considering the omission crimes, the crime should be considered committed where the perpetrator avoids it, even though he has to take action, or where the crime result occurs (Yalçın and Köprülü, 2019, p. 109). For example, a foreign tourist who is a German citizen decides to kill his child by not feeding him and starts starving his child from the first day he comes for a vacation in Antalya, and then returns to his country and child dies in Germany. In this case, the German tourist stops fulfilling his feeding duty in Antalya, and therefore, the crime should be considered to have been committed in Turkey. When the just opposite of this case is taken, for example, if a foreign tourist who is a German citizen stops feeding his child in Germany and then comes to Turkey and the death of a child occurs in Turkey, it is again accepted that the crime was committed in Turkey.

Regarding “habitual offender” in the (f) subparagraph of article 6 of TPC, it is defined as “any person who, within a one-year period, at more than two different times, commits the same basic, aggravated or lesser version of the crime with intention”. The fact that this definition is expressed based on the offender rather than the crime itself reveals the approach towards the law of criminal execution. In this context, more than two crimes do

not have to be committed in Turkey within a year to be able to talk about habitual offender (but see. Akbulut, 2019, p. 164; Artuk et al., 2014, p. 259-260, fn. 275). As a matter of fact, habitual criminals are subject to execution regime unique to habitual offenders. The reason for that is that the perpetrator is dangerous. The fact that the perpetrator committed a part of the crime abroad does not eliminate the danger of the perpetrator (Mahmutoğlu and Karadeniz, 2017, p. 128).

Considering the jointly committed offence, if a part or result of the criminal conduct that causes a crime occurs in Turkey, the offence should again be considered committed in Turkey. In this case, Turkish laws will be enforced on those who assist or instigate the crime committed in Turkey from a foreign country (Koca and Üzülmöz, 2020, p. 804). However, for this purpose, the person who instigates or assists must be present in Turkey. If these people are not present in Turkey, Turkey will reclaim for the extradition of the perpetrator (Özgenç, 2020, p. 1010; Şahin, 2015, p. 120-121). However, for example if the crime was committed by a German citizen in Germany, but a foreign tourist who is a French citizen was assisted or abetted to commit this offence from Turkey, nobody can claim any longer that the crime was committed in Turkey (Artuk et al., 2014, p. 260; Centel et al., 2006, p. 122; Zafer, 2016, p. 675). However, the doctrine also argues that the crime should be accepted as being committed in Turkey (Mahmutoğlu and Karadeniz, 2017, p. 126; Yüce, 1982, p. 146). However, the way to follow here is to return the aider or instigator in Turkey to a foreign country through extradition of criminals, but if the aider or instigator is a Turkish citizen, the citizen cannot be extradited, so articles 10, 11 or 13 of the TPC should be enforced in such cases (Demirbaş, 2020, p. 151).

Considering the attempted crime, if a different result is obtained as a consequence of the criminal conduct committed by the perpetrator, the place of criminal conduct and this different crime result is accepted as the place of the offence within the scope of the mixed theory. However, if no crime result emerges, whereas this is not what is intended by the perpetrator, then the place of criminal conduct should now be considered the place of the offence (Mahmutoğlu and Karadeniz, 2017, p. 126). Although the doctrine also suggests that a crime result should be expected and that the cases when no crime results are obtained should also be as the place of the offence (Özbek et al., 2020, p. 143; Yüce, 1982, p. 146), Article 8 of TPC poses an obstacle to this view (Dönmezer and Erman, 2016, p. 327; Koca and Üzülmöz, 2020, p. 802; Hakeri, 2019, p. 86; Zafer, 2016, p. 671).

Since it is not possible to talk about a physical environment in the crimes committed through the Internet, it should be noted that the place of offence needs further consideration. In this context, it seems that the issue of the place of offence for such

crimes is very controversial. As a matter of fact, it is suggested that these crimes will be considered committed anywhere in the world (Artuk et al., 2014, p. 261-262; Özgenç, 2020, p. 110, fn. 3). However, this admission will lead to an expansion of Turkey's jurisdiction in the crimes committed and will go against the logic of the trial (Dönmezer and Erman, 2016, p. 328; Şahin, 2015, p. 121-122). For this reason, it is useful to adopt a separate and open regulation for the crimes committed through the internet (İçel and Ünver, 2012, p. 445). Until this regulation is made, almost all crimes committed through the internet are considered distance crimes (Öztürk and Erdem, 2020, p. 87-89), Article 8 of TPC could be enforced in such cases. In this context, for example, if criminal content is uploaded to the internet from Turkey, relevant Turkish laws will be enforced. It does not matter if the perpetrator uploads the content through a foreign server. If the crime result occurs in Turkey, it is noted that the crime was committed in Turkey (Yaşar et al., 2014, 331-332). As a matter of fact, it is seen that the Supreme Court agreed with that (19th Criminal Chamber of the Court of Cassation, 2018/2119 Register Number and 2013/1040 Judgment Number K. 2018/5852 and dated 9.5.2018).

5. Convicted in a Foreign Country for a Crime Committed in Turkey

According to article 9 of TPC, entitled "Conviction in a Foreign Country", "Any person who is convicted in a foreign country for an offence committed in Turkey shall be subject to retrial in Turkey." Article 9 functions as the signal that the principle of territoriality has been adopted (Parlar, 2015, p. 95; Yaşar et al., 2014, p. 325). Besides, if this person is tried in a foreign country for a crime committed in Turkey, and even if the sentence given against him has been executed, he will be tried again in Turkey. With this article, the aim is to prevent criminals from going unpunished in a foreign country for a crime committed in Turkey or to prevent a lighter sentence. However, a retrial of a person in both a foreign country and Turkey for a crime committed is criticized in the doctrine based on the doctrine as it is against the "non-bis in idem" principle (Artuk et al., 2014, p. 267; Dönmezer and Erman, 2016, p. 315). It should be noted that this principle does not have validity between states, since the provision given by the court of one state cannot bind another (Akbulut, 2019, p. 165; Önder, 1991, p. 226; Özbek et al., 2020, 145). Besides, as stated in the 2. paragraph of article 53 of the European Convention on the International Validity of Criminal judgments, it is accepted that this principle may not be adopted in the cases when the jurisdiction of the states arises in accordance with the principle of territoriality. As a matter of fact, Turkey is a party to this agreement and the "law on the ratification and implementation of the European Convention on the International Value of criminal judgments" was published in the Official Gazette

No. 15877 dated 13.3.1977. However, what is fair and lawful is that the problems arising in relation to non-bis in idem principle are solved with Article 16 of TPC, entitled "Deduction from the Penalty" which states that "Any time spent in custody, detention, under arrest or serving a prison sentence in a foreign country in respect of an offence, irrespective of where the offence was committed, shall be deducted from the penalty to be given for the same criminal offence in Turkey" (Özbek et al., 2020, p. 146).

Article 9 of TPC envisaged differentiation between Turkish citizen and a foreigner committing a crime in Turkey and sentenced in a foreign country for that crime in favour of the foreigner. However, as this is considered contrary to the "principle of equality", relevant revisions were made on Article and the differentiation between a Turkish citizen and foreigner was repealed (see also. Şahin and Özgenc, 2005, p. 103).¹⁹ In this context, even if the person who has committed a crime in Turkey, tried in a foreign country for this crime and sentenced for this crime, and he is tried again in Turkey for the same crime without any permission or adjudgement. For example, in terms of a sexual assault committed by a foreign tourist coming to Turkey from France against a German citizen in Antalya, this person will be tried again in Turkey, even if he is tried in France and convicted for this crime (Koca and Üzülmec, 2020, p. 811).

Despite the fact that article 9 of TPC states a person who has been convicted in a foreign country, it is not necessary to wait for the sentence to be given about the perpetrator in order for the perpetrator to be tried in Turkey for the same crime. Even if the perpetrator is tried abroad, he will be tried again in Turkey. In this context, it is necessary to interpret the statement "convicted" as "even if convicted" in accordance with the purposeful interpretation. It should also be noted that the sentence given in a foreign country does not matter whether it is an acquittal or a conviction. In this case, the perpetrator will still be tried in Turkey (Parlar, 2015, p. 98; Yaşar et al., 2014, p. 335).

6. Conclusion

In terms of the offense committed in Turkey by foreigners, Turkish laws are enforced as stated in Article 8 of the TPC. This is a consequence of the territoriality principle as well as the fact that criminal laws are the result of national sovereignty. If the act committed in Turkey does not constitute a crime according to Turkish law, even if it constitutes a crime according to the laws of another country, Turkish laws cannot be enforced on these foreign tourists due to the nature of the act committed. However, if the acts committed by foreign tourists in Turkey constitute a crime according to Turkish law and if they do not constitute a crime according to the laws of the country in which they are citizens, the crime is considered to have been committed in Turkey and Turkish law are enforced to such crimes.

In order for the crime to be accepted as being committed in Turkey, it must have been committed in the real or hypothetical country of Turkey. The real country consists of a territorial field, territorial waters and airspace over these territories, the hypothetical country consists of Turkish air and sea combat vessels, Turkish sea and land vessels sailing on the Turkish High seas and over Turkish territorial waters and fixed platforms in Turkish continental shelf and exclusive economic zone

In the subparagraph (a) of Paragraph 2 of TPC, it is stated that the offences committed in Turkish airspace and territorial waters will be considered committed in Turkey. In this context, it is seen that there is no distinction between whether foreign air and sea vehicles are civilians or war vehicles. However, considering a crime committed in Turkish airspace within Turkey's jurisdiction is a problematic issue. It is seen that such cases are regulated in the Convention on Offences and Certain Other Acts Committed on Board of aircraft held in Tokyo on 14.9.1963, in which Turkey is also a party. As a matter of fact, this convention mentions the cases in which a crime is committed on an air vehicle in the airspace of a foreign country or a crime committed with such air vehicles, and jurisdiction of such crimes according to the laws of the state whose flag is carried on the air vehicle. However, the convention also mentions the power of intervention of the country whose airspace is passed in transit considering the exceptional cases as mentioned in this study. As for Turkish airspace, this problem appears to be valid for foreign vessels in Turkish territorial waters. Again, although it seems that this problem has also been resolved by the Convention on the Territorial Sea and the Contiguous Zone, it should be noted that Turkey is not a party to this agreement.

As stated in Article 8 of the TPC, if the criminal conduct is partially or completely committed in Turkey, or if the crime result occurred in Turkey, it is considered as a crime committed in Turkey, and it seems that the mixed theory has been adopted in relation to determining the place of the offense. In this context, it is determined whether the crime committed by a foreign tourist was committed in Turkey and then the Turkish laws are enforced to the committed crime. The fact that a foreign tourist is tried and convicted in a foreign country for a crime committed in Turkey, is not an obstacle to the retrial of that person in line with Turkish laws in Turkey. However, in such cases, the time spent in custody, detention or conviction in a foreign country will be deducted from the punishment that will be given in Turkey for the same crime.

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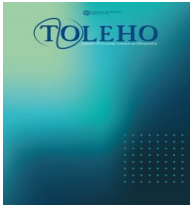
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SPACE TOURISM: AN INITIATIVE PUSHING LIMITS

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ABSTRACT

Since the launch of Sputnik 1, the first artificial satellite, in 1957, the number of participants in space activities has been growing rapidly. Although space tourism is in its early stage, it is estimated that the number of space tourists will increase significantly in the coming years. Space travel has inspired humanity in so many ways that humans are entering a new era where space will be accessible to the general public. Space giants such as SpaceX, Virgin Galactic, Blue Origin, Orion Span and others are making new attempts to open a new page in the field of space activities by introducing the concept of space tourism to the public. In this article, a brief is made on the concept of space tourism, the history of human space travel, and the initiatives developed by companies like SpaceX and Virgin Galactic to make commercial space travel possible. In this article, the definition of Space tourism has been expanded into three subcategories: Sub-orbital space tourism, Orbital space tourism and Beyond Earth orbit Tourism, where companies such as SpaceX and Space Adventures Ltd push their limits. With an anticipated jump in the future of Spacetourism sector, this article demographically represents how people of different age group from U.S.A are excited to involve with this activity.

1. Introduction

Throughout history, man has always been interested in exploring and travelling to new and exciting locations. Ever since the onset of space age, the possibility of public space flights has been an unannounced agenda for the nations travelling in space. Space travel may be the next reasonable step for tourists. Space tourism aims at offering accessibility of exciting locations for adventure and recreational experience. A space tourist will thus become a person who travels to space for adventure and recreational experiences (Annadurai et al., 2011).

Although travelling to extra-terrestrial destinations, visiting other planets and being in an anti-gravity environment might seem like a dream, borders are vanishing and the impossible is becoming possible with the rapid advancement of technology. Space tourism offers individuals a chance to experience space activities (Civelek and Türkiye, 2019).

Space tourism is not really a new idea after Apollo 11's first landing on the Moon in 1967. Today, space tourism has become cheaper and safer with the development of new Technologies (Pásková et al., 2021). In future, it is highly anticipated that corporations like SpaceX, Virgin Galactic, Orion Span, etc. will introduce new techniques to avail space tourism to a wide range of customers at the affordable price. Space tourism as such, will provide

new prospects and ideas to future generations to indulge with space activities.

Studies have forecasted that in upcoming decades, commercial space tourism is going to foresee a hike in its market revenue by approximately 4 folds. With such a market, space tourism sector will not only be limited to sub-orbital flight types but also orbital and space tourism beyond the earth can be visioned.

This article aims to provide a generalised idea of space tourism and the brief of the innovative ideas which are particularly being developed by SpaceX and Virgin Galactic to make space tourism accessible to the general public.

2. Space Travel

2.1. History of Space Travel

Space travel has always fascinated mankind. However, the idea of space travel is not new, the perception of space travel has come all the way along from ancient history to the modern era. The first few evidence of human space travel from earth to several worlds like Pitri-loka, Brahma-loka, Devaloka can be found in the ancient hindu sagas (Goswami, 2017).

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After Galileo Galilei invented the telescope in 1609, people started to see the universe in detail, and principles of cosmos were unveiled. People realized that the Earth was not the centre of the universe, but there are other planets with their satellites orbiting around themselves while they were revolving around the Sun. Later on, mankind was introduced to prominent figures such as Chris Gainor with his magnificent and inspiring articles on space; Robert Goddard and Hermen Oberth creating the first thrill in space researches leading to unveil mysteries of

cosmos, (Gainor, 2008) Konstantin Tsiolkovsky - the founder of rocket science and an inspiration to space elevator (Yazici, 2020), and Patrick Collins constantly making his studies on the space tourism itself (Danov, 2020). Impressions of space tourism in 20th and 21st centuries are presented in Table 1.

Space tourism is a dynamic space activity with a wider scope, due to its four main factors, as stated below (Chang, 2015);

1. It has a purpose of its own
2. It is a way to meet goals in other areas

Table 1. Impressions of space tourism in 20th and 21st centuries

Years	Impressions
1954	Thomas Cook guaranteed to provide tickets for a commercial flight to the Moon (Eilingsfeld and Abitzsch, 1993).
1961	The first astronaut flew to the Earth's orbit. However, space tourism was an immature idea in state organizations back then. However, the term 'Space Tourism' was first used at that time (Chang, 2015). The President of Pan Am called ABC TV network and announced that they were planning to accept booking for future moon flights. When Pan Am shot down the 1971 programme; it had already received some 93.000 applications.
1970	For a sub-orbital space tourism shuttle, a vehicle called VolksRocket X-3. This controversial German project was one of the first completely private rocket development programmes. The project was initiated by Lutz Kayser – a German aviation engineer developing an innovative modular design enabling a low-cost rocket culster for a multi-staged orbit rocket. In 1978, a group studied the purchase of a fifth shuttle and the possibility of using it with a consortium like original COMSAT (HobbySpace, 2014).
1981	Robert Truax designed a reusable VolksRocket X-3 (Arriba One or Skycycle X-3) (Chang, 2015).
1986	The Challenger disaster was a harsh warning against space flight activities. After this incident, a book on space flight by Ashford and Collins was published; however, space tourism was soon recognized as a business (Ashford and Collins, 1990).
1990	Space Transportation Association (STA) was founded. 1992-1993: Space Transportation Association caused NASA to think over reusable space transportation vehicles including the ones to be used in space tourism. 1993-1994: Japanese Rocket Society published magazines dedicated to space tourism (Chang, 2015).
1997	Space Dev was founded. 1998: Space Adventures Ltd became the first company working with private individuals and citizens who are willing to go to space. 1999: XCOR Aerospace and Bigelow Aerospace were established during the efforts to place a private space station within the orbit (Stimac, 2020).
2000	Soyuz TM-30 was launched by Mir Corp for a manned mission and it became the first privately funded space station exploration (Spaceref, 2000).
2001	Dennis Tito, an American businessman, became the first space tourist travelling to space in a Russian Soyuz spacecraft, who paid to the International Space Station (Wall, 2011).
2004	A Civilian Space Exploration Team became the first amateur organization to send a GoFast rocket into space (Space Frontier Foundation, 2004). On June 21, 2004, Mike Mevill piloted SpaceShipOne- a custom-built rocket vehicle (Coren, 2004). On June 23, 2004, Commercial Space Launch Amendments Act was signed, and it provided an essential guideline for commercial manned space flight (Grush, 2015).
2006	Bigelow Aerospace developed the rocket to launch the first inflatable space habitat module Genesis (Harding, 2016).
2008	SpaceX's Falcon 1 was successfully launched (Clark, 2008).
2010	SpaceX was the first non-governmental organization to launch and bring back a space vehicle into orbit. 2012: SpaceX started its Dragon C2+ mission to supply the International Space Station (ISS) (The Telegraph, 2012).
2014	The first commercial mission from China to Moon was started (Clark, 2014).
2015	Blue Origin launched a sub-orbit vehicle called New Shepard into space and successfully brought it back (Foust, 2015).
2016	Blue Origin successfully relaunched the New Shepard into the space after its first launch, in 2015 (Rhian, 2016).
2017	SpaceX transformed its previously launched Falcon 9 rocket for reusability test into orbital flights (Graham, 2017). The parliament of Luxembourg recognized an act which will serve as a foundation stone for commercial exploitation of space minerals on July 13, 2017 (Jamasmie, 2017).
2018	The Electron rocket by Rocket Lab reached the orbit upon being launched for a second time from the Northern Island in New Zealand (Gugliotta, 2018).
2020	SpaceX became the first private enterprise to launch a manned rocket into space when it launched Falcon 9 with a Crew Demo space capsule (Mills, 2020). On November 15, 2020 SpaceX sent four astronauts into space inside a Falcon 9 rocket (Carter, 2020).

3. It facilitates other space activities

4. It is a direct expression of society's character

Till now, human space travel has only relied upon the conventional chemical rockets even for LEO (Low Earth Orbit). However, developing concepts like Space elevators can transform the scenario of space travel into coming decades by making it much more economical and accessible to the general public.

2.2. Modern Scenario of Space Travel

The first picture of modern space travel came into movement when Konstantin Tsiolkovsky introduced a driving rocket equation in 1903, which was a fundamental equation dictating velocity required to carry objects into space. Soon after Tsiolkovsky, Robert Hutching Goddard, an American engineer proposed the concept of liquid fuelled rockets which could lift humans to the celestial objects.

With new formulations and concepts that were being derived in the 20th century, Russia became the first country to place an artificial object into space, so-called Sputnik-1, in 1957. Soon after the launch of Sputnik-1, another breakthrough came from Russia when, Russian cosmonaut, Yuri Gagarin, became the first human to be in space at an altitude of 327Km, in 1961. Yuri Gagarin has inspired the world in so many ways that just after 23 days of Gagarin in space, Alan B. Shephard became the first U.S astronaut to travel into space.

Another breakthrough in the chapter of Space travel took place when the Apollo-11 crewed mission became the first mission to transcend humans to the surface of moon in 1969, with Niel Armstrong becoming the first human to land on the surface of moon followed by Buzz Aldrin, having net worth of \$152 billion dollar of today's evaluation (Knapp, 2019). Till now, a total of six moon manned missions has been carried out by the U.S alone between 1969-1972.

After the end of the space race between the U.S and U.S.S.R human space travel became much more frequent and comfortable when nations like Japan, Canada, Europe, Russia, U.S started collaborative approaches for joint scientific experiments at ISS (International Space Station), flying at an altitude of 400 Km. As of May 2020, approximately 99 crewed missions made it to the ISS using conventional chemical rockets, most of which is facilitated by ROSCOSMOS (Russian Federal Space Agency), NASA (National Aeronautics and Space Administration), and a few by SpaceX.

Till now the summary has briefed the history of the space travel of astronauts and cosmonauts by government funded space agencies along with the few ancient methods of space travel. However, the space tourism which is a rich part of the diverse space travel came into picture in the early 90's when a Russian company Mir Corp. in collaboration with American company Space Adventure Limited fled their first customer, Dennis Tito on 7 day trip to ISS (International Space Station) using Soyuz spacecraft

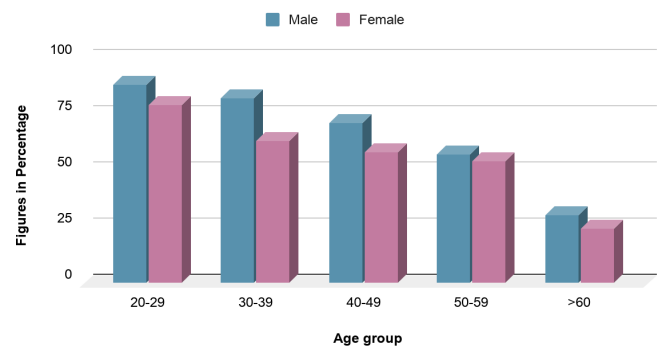


Figure 1. Demographics of interested candidates in Space tourism as per their Age group and Gender in U.S.A (http://www.spacefuture.com/archive/space_tourism_market_demand_and_the_transportation_infrastructure.shtml)

used in 2001, at a cost of 20 million dollars. Soon after the trip of Tito, as a first commercial traveller, other millionaires like Mark Shuttleworth, Gregory Olsen, Anousheh Ansari, Richard Garriott, Guy Laliberte joined his company of becoming first few commercial space travellers in 2002, 2005, 2006, 2008, and 2009 respectively (Seedhouse, 2020).

Figure 1 represents a demographics of interest level of several groups of people, in the U.S alone, who wish to travel in space. It can be noted that the enthusiasm of space travel is well built at young age group people while significant enough for the people belonging to the age group of 60's or more. In one research study it has been found that people are comfortable to spend their 1 year's salary or more for just one suborbital space trip, indicating the excitement among the general public for space trips.

Till now, human space travel has only relied upon the conventional chemical rockets even for LEO (Low Earth Orbit). However, developing concepts like Space elevators can transform the scenario of space travel into coming decades by making it much more economical and accessible to the general public.

3. Space Tourism

The above sections have introduced the historical background of Space travel, Industrial overview and their models for making space tourism into reality. But what exactly is Space tourism, and how concept office Space tourism is evolving? This section will solely try to explain the concept of Space tourism along with its subtypes.

3.1. What is Space Tourism & Its Dawn

Space tourism is a commercial service provided by government funded or private entities to their customers for their travel into space for a varieties of purposes. ie. leisure, business, and research. The idea of modern space tourism first got into picture in early 1970 with the concept of Space Shuttle, which was originally intended to design to carry 74 passengers into orbit along with the necessary construction and research payload for the early Space Station (Stimac, 2020). The concept of Shuttle design follows the idea to carry citizens, other than astronauts, in suborbital space. However, the idea to

carry passengers through shuttle got stalled after the Challenger disaster in 1986.

Following the collaboration of Mircorp with Space Adventures Ltd. in 1990, Dennis Tito became the first commercial Citizen, by having his trip to ISS. As the concept of Space tourism started to get global attention, the image of Space tourism started to get broadened among public and industries.

3.2. Types of Space Tourism

As a result of which Space tourism has been divided into its sub categories (Yuhas, 2017).

Firstly, sub orbital space tourism: The commercial space activity which involves the trajectory of a spaceship carrying tourists to intersect the earth's atmosphere. This type of tourism activity will be commercially rolled out by the Virgin Galactic in coming years, above the Karman line, which will be dedicated to give tourists a feel of weightlessness, high speed experience, and providing them a view of Earth curvature. In such commercial activity, spacecraft will not make a complete revolution and around the earth's orbit.

Secondly, orbital space tourism: This type of Space tourism activity can be comprehended as a commercial activity that seeks tourists an ability to experience a loop around earth's orbit. Space Adventures Ltd has been the only industry in coordination with Mir Corp. to send tourists into ISS for recreational purposes at a cost of 20 million dollar.

Thirdly, tourism beyond Earth: Any commercial activity which seeks to provide tourists an experience beyond the earth's orbit, lies in this category. This type of tourism first got its global attention when the Space Adventures Ltd. proposed its plan for providing its customer a visiting loop around the lunar Orbit at the cost of 100 million dollar in 2007. Recently in 2017, SpaceX has also announced its plan to carry its tourists around the lunar Orbit using its Starship concept at a cost of \$70 million dollar.

From the above section, it is clear that with growing interest in tourism among public and industries, the concept of space tourism is evolving with time. And with such large investment by industries, businessmen, and entrepreneurs alone in the space tourism sector, the commercial activity into the earth's orbit and beyond is highly anticipated in the coming decades.

4. Initiative & Innovation

With the evolution of several government space agencies in different nations, private giants like SpaceX, Virgin Galactic, Blue origin and many others started to appear across the several nations. This section will particularly narrow down our focus of discussion over two emerging space giants, SpaceX and Virgin Galactic. Founded in 2002, SpaceX has a current net worth of 15.3 billion dollar (Huddleston Jr, 2020). SpaceX, which is recognised for providing the affordable commercial services of launching

payloads to ISS and NEO (Near Earth orbit) and, as a first private industry to launch astronauts from the american soil using its reusable rocket, first entered into the arena with its Falcon 1 rocket in 2008 (Eldrige, 2020). On the other hand, Virgin Galactic was first founded in 2004, with Richard Branson itself as founder of the company, and has a net worth of 4.8 billion dollar, as of November 2020 (Dawkins, 2020). Virgin Galactic, unlike public space agencies, is profoundly known for providing and developing commercial space flight for tourists at affordable cost.

With these two giants into the field, gaining the popularity among the general public, shares a common intent of making space travel widely accessible at the affordable cost.

SpaceX and Virgin Galactic are relying on their own business model and innovation for making space travel accessible at lower price as possible. The development of the reusable rocket by SpaceX hasn't only cut the cost of the commercial rocket launch by \$200,000 to \$300,000, but also the use of 3D printing technology for manufacturing of rocket parts has reduced the overall cost of the commercial flight to ISS and the satellite launch by approximately \$10,000/ kilogram as compared to its public founded competitor like Boeing and Lockheed Martin (Jorge, 2015). Such developing models have not only paved the path for cheaper spaceflight but also so for a reliable one.

Virgin Galactic on other hand, continued its goal of space tourism by evolving its fleet. (i.e SpaceShipTwo) SpaceShipTwo, a precursor of SpaceShipOne, which may begin the era of commercial space tourism in the coming years. Assisted with two twin- hulled aircraft carriers, so-called Whiteknight, SpaceShipTwo will detach from them at altitude of 15 Km, which will be then propelled and maneuvered further 100 km into space, to provide their customer a taste of weightlessness (Hollingham, 2016). Currently, SpaceShipTwo is designed to carry 6 tourists along with pilot and copilot up to an altitude of 100 Km.

Not to mention, both Industries have faced a series of setbacks after their establishment but, the idea to provide an access of space to a larger group of audience has motivated these companies to move on and provide a reliable spaceflight. As John Gedmark, executive director of commercial flight says, "There is never going to be such a thing as perfectly safe spaceflight, but they're going to get as safe as they possibly can" (Howell, 2019).

With a continuous development in the cost reduction & progressive technology, the charges of a commercial space flight is expected by Virgin Galactic per tourist to be \$250,000 way beyond the general public's reach. To make space approachable to a wider customer, these corporations need to come up with unique inducing strategies and ideas, which could ensure the company's goals along with their profit in the market.

Both the company sees a foreseeable vision of

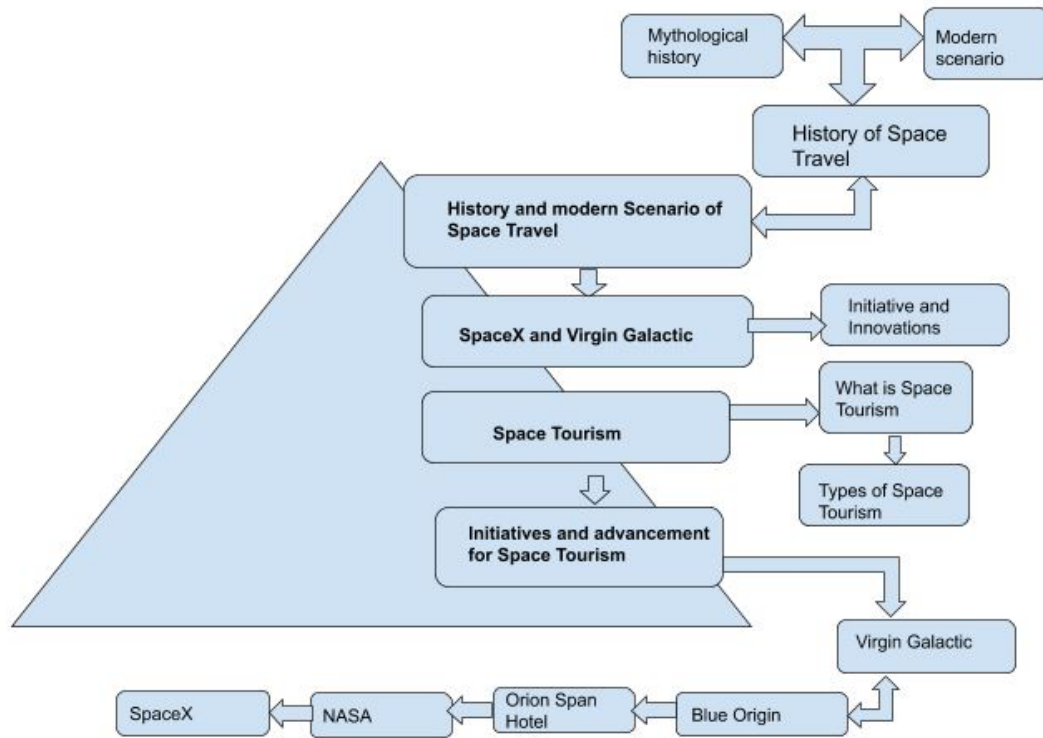


Figure 2. Space tourism roadmap (Authors’ own design)

providing mankind a new possible perspective of seeing their existence in space either by making them an interplanetary species or by giving them a flavour of being a space tourist. SpaceX has its ultimate goal of making sustainable living in space and making mankind an interplanetary species. Also, the company has unveiled its deal with space tourism company- Space Adventures Ltd., to launch four passengers into Earth’s orbit using Falcon 9 rocket and then their return back using Dragon capsule (Malik, 2020). However, for such a journey, the company hasn’t revealed its price tag for Dragon crew tourists, but it is approximated to be in range of charge proposed by other commercial space flights. Recently, the company has agreed to push the idea of space tourism by arranging a journey around the Moon’s orbit for its customers using its Starship and then return back down to earth (Wroth, 2019).

Similarly, Virgin Galactic with their goal of inspiring the future generations and making space accessible to the general public by the concept of Space tourism, has already received an application of 8,000 interested candidates, ready to spend \$250,000 for their sub-orbital flight experience. Company, as of March 2020 has received 20 of 29 approvals from FAA to conduct its space tourism activity. To promote Space tourism, Virgin Galactic has built its terminal, so- called Spaceport in New Mexico as a functional launchpad for all Galactic flights (Peterson, 2020). However, until now, neither SpaceX nor Virgin Galactic has been able to make commercial space tourism possible, besides their crewed flight testing. Even if space tourism gets possible by these two giants in coming years, it seems that only a few handful of the people will be able to taste the weightlessness in the suborbital flights,

due to the lavish charge of conventional space travel.

As suborbital tourism is getting the public attention, more and more industries are approaching for public interest in the space tourism. i.e Blue origin which is a private aerospace industry, co-founded by Jeff Bezos is currently developing its New Shepard spacecraft for providing its customer a vertical takeoff and landing experience into the suborbital space. Space Adventures Ltd. has taken the concept of space tourism to a new extent by offering its customer a tour around the orbit of the moon using the conventional Soyuz spacecraft at a fee of \$1000,000 dollar (Than, 2005).

From the above section, it is clear that making space accessible to everyone by using high cost conventional rockets is an impossible task, even for corporations like SpaceX, Virgin Galactic, and Blue origin. In order to make space travel possible for a wider group of audience, not limited to billionaires, these cooperatives need to come up with new revolutionary ideas which could bring down the cost of space travel within the economy of a larger section of people.

5. Current Initiative and Advancements for Making Space Tourism Possible

There are different projects for space travel right now. Three private enterprises called Virgin Galactic, Blue Origin and Orion Span Hotel are planning to offer trips around Earth’s orbit. NASA, a governmental organization, wants to select astronauts to start a colony on the Red Planet and SpaceX to organize touristic trips to Mars (Neagu, 2018).

From the above figure, a forecast by market researchers for the Space tourism market has been developed in which predicted revenue of the Space

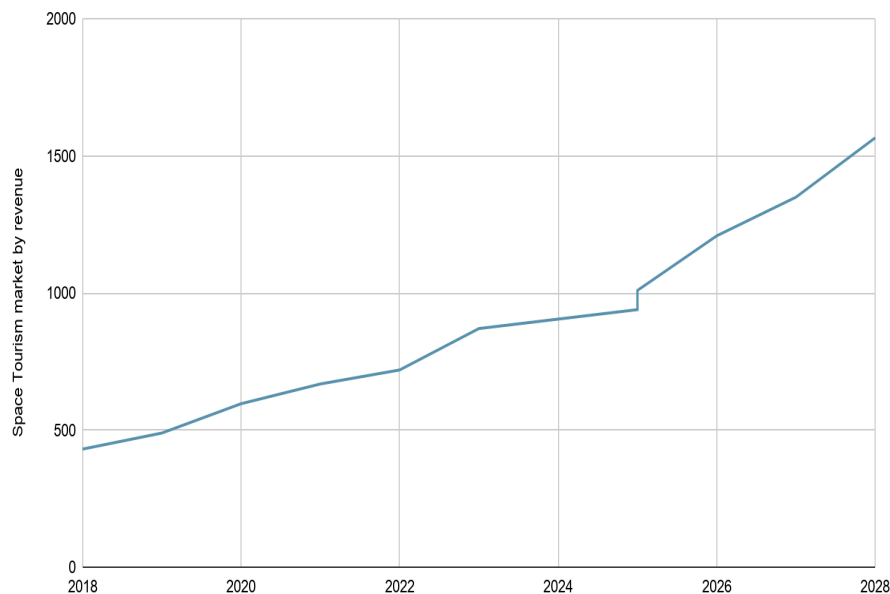


Figure 3. Shows a forecasted model for Space tourism market revenue (“Global Space Tourism Market...”, 2020).

tourism market as of 2018 was around \$435.1 Mn and is expected to increase to about \$1,566.5 Mn by 2028, increased by more than \$1,000 Mn in just a period of 10 years.

5.1. Virgin Galactic

Virgin Galactic is a commercial space line with an objective of providing a new perspective of our planet, inspiring future generations, exploring our universe and creating a better future for our community and planet (Virgin Galactic, 2020). The initiative founded by Richard Branson – a British entrepreneur – received some 8000 online booking orders and stated that the demand was on the rise. The company also stated that they received more than 600 reservation requests from the clients of Future Astronaut in 60 countries (Thorbecke, 2020). Planned flight stages include a shuttle detaching from the mothership after a certain altitude and the use of a rocket to push the mothership into the sub orbit (Davidian, 2020).

5.2. Blue Origin

Blue Origin, an organization founded by Amazon’s CEO Jeff Bezos, is getting ready to do its first test flight by launching a rocket from the test zone in Western Texas into the edge of Earth’s atmosphere. Blue Origin wants to send its customers to brief entertainment tours in space. However, the company has not started selling the tickets yet. Nor has it announced the fees (Wattles, 2020).

5.3. Orion Span Hotel

Well-heeled space tourists will have a new orbital destination four years from now, if one company’s plans come to fruition. The founder and CEO of Orion Span, Frank Burger said that: “We start the first affordable luxurious space hotel ever”. The cost of accommodating in Aurora Station for 12 days will cost 9.5 billion dollars at least (Wall, 2018). Aurora

Station designed for space tourism will include spacious interior for easy mobility, large observation windows, personal sleep pods, exquisite meals, and plenty of activity areas (Orion Span, 2019).

5.4. NASA

NASA was founded on October 1, 1958 as a part of the US government and ever since, it has overseen space-related and aviation-related science and Technologies in the U.S (NASA, 2018).

NASA also declared that it was planning to make a Space Station available for space tourism. It is expected to have a 30-day tour twice a year. The tour fee is expected to be 39 million pounds and the accommodation fee per night is assumed to be 27,000 pound per night (Harley, 2019). Among its Moon exploration plans, NASA continues its low orbit studies and tests. Besides, the organization will cooperate with private sectors to train the astronauts and to make the space economy stronger (NASA, 2019).

Once the Mars trip is successfully launched into the market and astronauts are safely returned home, NASA expects to see more innovations in its explorations by 2021. NASA plans to send the first woman and the next man onto the Moon and to see some sustainable explorations as a part of the Artemis programme – a programme getting ready for Mars exploration- in 2024 (NASA, 2020).

5.5. SpaceX

SpaceX is an organization with worldwide recognition and a milestone in the space industry as the sole private enterprise bringing back a space shuttle from the Earth’s orbit in 2010. SpaceX currently works on rocket technologies. It successfully launched Falcon Heavy in 2018. It has been currently working on the most powerful and new generation launch tools ever to carry man to Mars (Yazici and Darici, 2019). Its Starship

system represents a reusable transportation to serve in extra-terrestrial missions (SpaceX, 2020). Commercial satellite companies have been pleased with SpaceX's initiative to create reusable rockets, as it will lower the costs. This business model of SpaceX forced governments and commercial launching operators to change their conventional opinion (Reddy, 2018). Elon Musk announced that he was going to send three tourists into space for a 10-day trip to the Space Station and the one-way ticket will cost 55 million dollars. Unlike other vehicles in tourism transportation, design, and manufacturing, Crew Dragon will be the first official human flight to be considered, safe, classified, and officially approved according to NASA criteria. SpaceX also collaborates with Space Adventures to send up to four private citizens. In 2018, the first civilian passenger - a billionaire in Japan, paid in advance for his trip to the Moon inside a tourist craft, rented for a loop, and SpaceX plans to start this trip in 2023 (King, 2020).

6. Conclusion

Space giants like SpaceX, Virgin Galactic, Blue Origin, Orion Span, and many others are taking new initiatives to start a new chapter in the field of space activities by introducing the concept of Space tourism to the general public. However, with the existing proposed by these corporations it seems only a handful of the people will be able to join the elite company of Dennis Tito and few others. To make space travel accessible for diverse communities, these corporations need to implement and invest in new innovative ideas.

In this article, a review was carried out on defining goals of Space tourism, history of human space travel, and initiatives thus being developed by different corporations for making commercial space travel possible. In this article, the definition of Space tourism has also been broadened into its three sub categories namely, Sub-orbital space tourism, Orbital space tourism, and Tourism beyond earth's orbit, in which corporations like SpaceX and Space Adventures Ltd are pushing their limits to plan a commercial visit around lunar orbit but at significant cost.

In the early 70's, after the first time when the concept of modern Space tourism was coined, a significant amount of development has been in the sector of Space tourism alone. However, still Space tourism is at its infancy stage, where much more development needs to be done. With the application of conventional chemical rockets, it has been noted that space travel could only be offered to a few of handful people due to its deluxe charges. To eliminate such problems, corporations need to start working on an alternative option, which could not only make space travel a reliable but also cheaper one. Construction and application of Space elevators for the purpose of space tourism may be a viable substitute.

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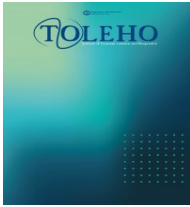
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REVIEWING THE PRODUCTION AND DEVELOPMENT OF 'PLACE' KNOWLEDGE IN A RECREATIONAL CONTEXT

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Space
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Network mapping

ABSTRACT

This article aims to review the production, development and trends of place knowledge in the field of recreation from a bibliometric perspective. Data was obtained through a search of the terms 'recreation', 'place', and 'space' on the Web of Science database and by filtering research articles. Relational bibliometric techniques were used to analyze 148 articles. The development of spatial knowledge in the field of recreation was determined through centrality analysis and network mapping techniques. Besides, during the research, the most important articles, researchers, institutions and collaborations in the field were defined. According to the research findings, 302 researchers researched recreation and place, either in co-operation with each other or individually, in 43 journals. Place attachment, sense of place and place meaning have been determined as the dominant and main subject areas in the field of recreation.

1. Introduction

Due to the nature of recreation, whether it is physical or virtual, almost all leisure and recreational experiences occur and experience in space/place context. The place has been conceptualized by creating comprehensive literature through studies in the disciplines of geography, landscape architecture, psychology, rural sociology, marketing, urban planning and literature. Place research has traditionally exhibited a positivist approach, with theories and methods based on scientific empiricism. Researchers have evaluated the objective properties of physical environments and tried to understand how the meanings of place can be associated with specific environments, and what kind of behavior can be practiced in these environments? These research traditions transferred to leisure, recreation and tourism contexts by examining the individual's sense of place within the context of emotional, cognitive and behavioral components. The approaches that followed the traditional approach give a dynamic view of the concept of place. These approaches focus on the transformation of place and its relationship with the individual. In parallel with these approaches, due to their importance in recreational experience, recreation and place studies have created a multi-disciplinary research area by using theoretical infrastructure and theories that have been acquired from different disciplines with a strong philosophical structure (Moncrief, 1970; Brown, Dyer, & Whaley, 1973).

The main purpose of this study is to analyze the

place knowledge produced and its evolution in the field of recreation. The study briefly shows the knowledge of place in the field of recreation and determines the social structure of this field. More specifically, within the study, the aim is to determine the approaches that play key roles in the field of recreation research, mainstream research topics, researchers and institutions, the knowledge base and development of the research field. Within this scope, research articles in the Web of Science Core Collection were examined through the quantitative approach of bibliometric analysis. In this context, degree centrality, the centrality of betweenness, Bonacich power, co-occurrence and co-citation analyses were performed. Within the current research, a macro view of the general development characteristics and trends of place, which are important contexts for recreational experience, recreation areas and planning are conceptualized. Therefore, a general view of the recreation/place research area is presented within this research.

In the following sections of the study, a literature review and method section on the concept of place in recreation are summarized. The findings section includes the results of the analysis with bibliometric techniques and network maps. In the discussion and

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conclusion part, the information obtained from the study is discussed and recommendations for future research are included.

2. Place in Recreation

Almost all recreational activities take place within the scope of a place. In the context of environmental psychology, the place-individual relationship defines relationships that are built on the internal psychological and social processes of individuals and defines them based on various activities and events that are held in place (Smaldone et al., 2005). Positivist and postmodernist paradigms examine places where recreational activities are conducted, from different perspectives. The positivist research tradition defines place as a concrete physical environment in which people move. According to this view, places are objective, exist concretely, and are areas around which people direct their daily activities related to work, play, family and community. On the other hand, the postmodernist perspective questions the basis of the positivist point of view regarding concepts such as 'place', 'space', 'site' and 'location'. Postmodernists argue that traditional approaches cannot explain the identity of the place, the sense of place, the social structuring of places, and the symbolic value of places. Within this context, Soja (1989, p. 79) proposes an alternative, stating that the term 'place' is typically used in at least two different ways. First, it refers to physical environments as the context of social action (traditional conceptualization), and secondly, it treats place as a reference for socially structured contexts of interpersonal interaction and practice. To be more specific, while in the first proposition, place refers to a concrete site (the park, or a beach), in the second proposition place can be a non-physical place (such as a computer network of academicians) that is constantly reconstructed and reproduced. On the other hand, while place and space seem to be synonymous words that can be used interchangeably, the difference between the concepts clarifies the definition. Accordingly, while place defines a more personal environment that is experienced and interacted more often, space is a larger and less personal, more abstract and absolute concept (Okuyucu & Günay Aktaş, 2017).

Parallel to the discussions of place and space, recreation researchers conducted phenomenological studies that shed light on how the place is experienced, its vital importance, subjective meaning and intuitive definitions of environmental experience (Fishwick & Vining, 1992). In this context, in recreation studies, it has been associated with the fields of architecture and geography as a multidisciplinary research area in the context of recreational potential, location, recreational suitability, and spatial characteristics (Kienast, Degenhardt, Weilenmann, Wager, & Buchecker, 2012). On the other hand, the concepts of space and place are used interchangeably in these studies and no difference is observed. For this reason,

the concept of 'place' used in this study includes the subjective 'space' where the recreational experience takes place, and the 'place' can be reproduced and constructed with experiences.

In early research on the relationship between recreation and place, descriptive information was formed to create a social philosophy to identify problems, research priorities, basic variables and develop a methodology (Moncrief, 1970) by focusing on one-sided studies on the interaction of the environment and the individual (Fishwick & Vining, 1992). By referring to a study by Tuan (1980), psychology and recreation researchers have formed a common consensus that certain 'places' and landscapes are important for individuals, especially in resource-based recreation (Tuan, 1980; Sime, 1995; Williams and Stewart, 1998; Stedman 2003a). According to Fishwick and Vining, (1992) this view argues that individuals reflect their identities to the place as a result of their repeated exposure to the places they visit and their social-psychological processes. In a sequel of this, reflection place takes on individual identities. Therefore, individuals' intrinsic motivations for visiting these places can be placed in many contexts like 'escape' (Tuan, 1998), 'connection' (Prayag & Lee, 2019; Line & Costen, 2011), and 'memory' (Lewicka, 2008; Kim & Eves, 2012). In this context, places are constantly transformed, reconstructed and shaped depending on the nature of the recreational experiences performed, the individual and the environment. In this direction, it is similar to the proposition of Soja (1989) mentioned above.

Researchers examining the relationship between recreational behaviour and place in the leisure and recreation literature indicate that the place affects recreational preferences and behaviour (Robinson, 1972; McDonough, 1981; Hammitt, Kyle, & Oh, 2009; Smith, Siderelis, & Moore, 2010). Within this scope, the meanings of place (Lee, 1972; Kyle & Chick, 2007), the use and selection of recreational areas (Moore & Graefe, 1994; Kyle, et al, 2004), the transformation of places (Stokowski, 2002; Defilippis, 1997; Cheung and Tang, 2016), spatial preferences (Carls, 1974; Zhang et al, 2013; De Groot, van den Born, 2003; Abildtrup, et al. 2013), aesthetic value (Chenoweth & Gobster, 1990), the scope of spatial experience (Zube, 1984; Weber & Anderson, 2010), recreational potential (Weyland & Laterra, 2014; Beeco, Hallo & Brownlee, 2014), mapping (Murphy, 1963; Kienast, et al.2012; Beeco, Hallo & Brownlee, 2014, Komossa, et al.2018) and carrying capacity (McCool, 1978; Beeco & Brown, 2013; Beeco, Hallo, & Brownlee, 2014) form the research area. In these studies, it is specified that recreationists assign emotional and symbolic meanings to the places where they perform their activities (Proshansky, Fabian, & Kaminoff, 1983; Prayag & Lee, 2018). Depending on its structural features, such as legibility, accessibility and atmosphere, these meanings become effective in identifying it just like an individual (Giesecking et al.,

2014). This identification and the assigned meaning, develop a sense of place and a sense of attachment to the place. In these studies, the concepts of place attachment, spatial bonding, spatial meaning and sense of place, which are interrelated and have many common aspects, come to the fore (Kyle & Chick, 2007).

Place attachment, which is a complex and integrative phenomenon (Kaltenborn, 1997), presents a psychological structure that emerges with the emotional relationship between the individual and the place (Anderson & Fulton, 2008; Hailu, et al., 2005; Kaltenborn, 1997) concerning the dimensions of place dependence and place identity (Schneider, 2009). On the other hand, spatial bonding refers to a certain identity and emotional bonding developed through the meaning attributed to the environment at the end of a long interaction process (Cheng & Kuo, 2015). In this bond, both emotionality and cognition can be seen (Hammit, Backlund, & Bixler, 2006). Besides, place meaning is shaped by the experience of the visitors and the history of the place (Schneider, 2009). In other words, the place can be made meaningful by the transformation of 'place' into space (Kyle, Mowen, & Tarrant, 2004), concerning the positive or negative role it plays in an individual's life (Manzo, 2005). Finally, the sense of place, which is superficial in the context of recreation, is defined by the perception of aesthetics and dwelling in social and geographical areas (Hay, 1998). These definitions cause place and recreation to be associated with environmental and outdoor education, sociology, social psychology, and environmental psychology (Hailu, Boxall, & McFarlane, 2005; Beery & Jönsson, 2017). Environmental psychology uses various models, such as Berlyne's (1973) aesthetic preferences model, the stimulus-organism-response model of Mehrabian and Russell (1973; 1980), and Kaplan and Kaplan's (1989) preference matrix, to examine the relationship between recreation and place from a cognitive, emotional, and behavioural perspective.

Researchers in the fields of recreation have examined the individual-place relationship from a cognitive perspective using various models developed in environmental psychology. Berlyne's (1973) aesthetic preferences model is the first model developed in this area. According to Berlyne (1973: 31), the source of all changes in behaviour is learning that develops dependent on interaction with the environment. Researchers argue that learned behaviour patterns can be observed when environmental conditions, certain physical performance and practices or environmental stimuli are perceived directly through the sensory organs. Raitz and Dakhil (1998), evaluate this view of Berlyne based on recreational preferences. They state that recreational preferences are learned in the physical environment from childhood and that the individual learns new and various recreational experiences as long as they live in a certain environment. Besides, researchers point out that when a person travels to

a different location than their physical environment, the new environment will not only enable them to create a personal set of leisure preferences, but also a benchmarking environment in which they can compare all types of physical landscapes by their knowledge for recreational potential. However, according to Johnson (1998), the place is not only a learned area where ideas, emotions and memories are formed but also an emotional place where an individual or collective meanings are attributed to the experiences that are emerged in.

The Stimulus-Organism-Response (SOR) Model, developed by Mehrabian and Russell, explains that people's emotional states, such as happiness, excitement, arousal and approach-avoidance behaviour are affected by various elements in the places where they attribute meaning (Mehrabian and Russell, 1973; Russell and Mehrabian, 1978). Russell and Mehrabian (1976) define the concept of a stimulus with spatial characteristics, such as new, complex, intense, unfamiliar, impossible, unstable, dynamic or ambiguous. According to the researchers, stimuli includes many elements from information speed, simple sounds and shapes, complex tasks to interpersonal or social situations, depending on the type of activity individuals give to the places; the pleasure, arousal and so on. The pleasure, arousal and suchlike reactions occur depending on the type of activity individuals held in the places (Floyd, 1997) and reveal approach/avoidance behaviour, as it causes the individual to move away from the real-life area (Russell & Mehrabian, 1978).

Another model developed by environmental psychology researchers is the Preference Matrix. Kaplan Kaplan, (1989) states that individuals displaying heterogeneous characteristics according to the preference matrix have an intersection point of general needs and, therefore, venues with an effective structure that best respond to needs are preferred. The benefits obtained vary, depending on the different characteristics exhibited by recreationists (Brouwer et al., 2010; Abildtrup et al., 2013). These benefits emerge when self-renewal motivated individuals, prefer comfortable and satisfying places that respond to their preferences and reduce their fears (Kaplan, Kaplan, & Ryan, 1998). From a cognitive perspective, as a result of their nature, individuals prefer places with consistency, legibility that they can understand, and they see participatory environments as places with complexity, diversity, and mystery (Singh, Donavan, Mishra, & Little, 2008).

3. Method

In this research, relational bibliometric techniques were used to determine the structures and connections of place knowledge in the area of recreation. Relational bibliometric techniques are generally used to analyze the intellectual and social structures in a particular field (Jiang, Ritchie, & Benckendorff, 2019). The data was obtained

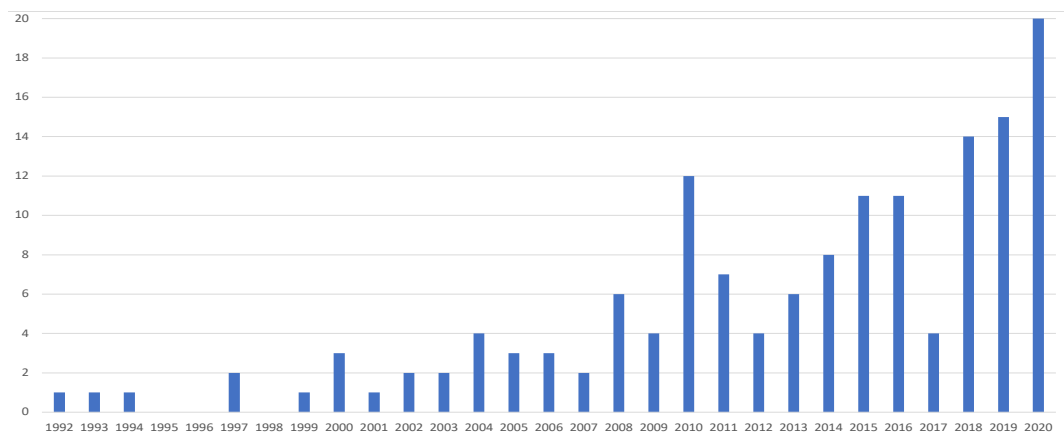


Figure 1. Publication Numbers of Articles by Years

from the Web of Science Core Collection database. The Web of Science Core Collection is shown to be the most effective database of scientific journals (Ramos-Rodriguez & Ruiz-Navarro, 2004) in which articles accepted as ‘certificated knowledge’ are published (Mulet-Forteza et al., 2019). In the present study, three steps were followed to identify bibliometric studies published in scientific journals. In the first stage, the researchers scanned WoS with the keywords of ‘recreation’, ‘place’, and ‘site’. The screening process was limited to articles in the ‘hospitality, leisure, tourism, and sports categories and document types. In the first stage, a total of 159 articles were accessed. In the second stage, 159 articles were examined by two researchers to find articles directly related to recreation and place through keywords and abstracts. In this examination phase, to ensure the validity and reliability of the data, two researchers evaluated the articles once again by confirming the question, ‘Is the article related to place in the area of recreation?’. As a result of these stages, 148 research articles were identified as having being published between 1992 and 2020. The data collection process was carried out between 3-20 November 2020.

A spreadsheet including keywords, authors, publication year, published journal, themes

researched, and authors’ institutions, has been prepared for each article. Descriptive analysis and bibliometric analysis techniques were used to analyze the data. The state and development of place studies in recreation were examined by year of publication. The number of citations was analyzed to understand the impact of the articles, and to measure productivity. Besides, the representation of countries, institutions, journals or authors were determined by citation analysis. Centrality measurements were examined to identify critical researchers in the field. Finally, the co-occurrence of keywords, which is an important bibliometric technique to map the relationship between concepts, ideas and problems, and joint citation analysis (Small, 1973), which expands the citation analysis by adding insight to the intellectual structure of a field (Pasadeos et al., 1998), were applied. Excel was used for descriptive analysis, while Ucinet and VOSviewer software were used for bibliometric analysis and visualization of network maps.

4. Findings

4.1. Distribution of Research Articles

According to the analysis, research studies on the relationship between recreation and place started with the article, ‘Beyond the Commodity Metaphor:

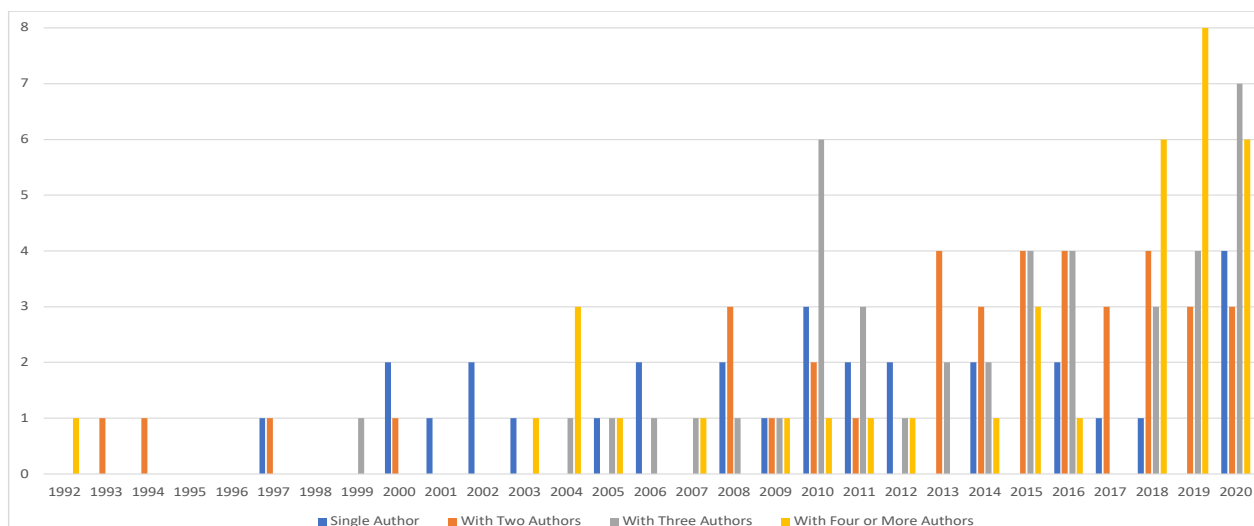


Figure 2. Author Distribution Chart by Years

Table 1. Most Cited Top 20 Articles

N	Article	Researchers	Year	Journal	Total Cit. Score	Annual Cit. Score
1	Beyond the Commodity Metaphor-Examining Emotional and Symbolic Attachment to Place	Williams, DR; Patterson, ME; Roggenbuck, JW; Watson, AE	1992	Leisure Sci.	577	19.9
2	Attachments to Recreation Settings: The Case of Rail-Trail Users	Moore, RI; Graefe, AR	1994	Leisure Sci.	327	12.11
3	Level of Specialization and Place Attachment: An Exploratory Study of Whitewater Recreationists	Bricker, KS; Kerstetter, DI	2000	Leisure Sci.	297	14.14
4	The Relationship Among Tourists' Involvement, Place Attachment and Interpretation Satisfaction in Taiwan's National Parks	Hwang, SN; Lee, C; Chen, HJ	2005	Tourism Man.	226	14.13
5	An Examination of the Relationship Between Leisure Activity Involvement and Place Attachment Among Hikers Along the Appalachian Trail	Kyle, G; Graefe, A; Manning, R; Bacon, J	2003	J. of Leisure Res.	203	11.28
6	Languages of Place and Discourses of Power: Constructing New Senses of Place	Stokowski, PA	2002	J. of Leisure Res.	197	10.37
7	An Empirical Structural Model of Tourists and Places: Progressing Involvement and Place Attachment into Tourism	Gross, MJ; Brown, G	2008	Tourism Man.	178	13.69
8	The Role of the Rural Tourism Experience Economy in Place Attachment and Behavioral Intentions	Correia Loureiro, SM	2014	Int.J. of Hosp. Man.	177	25.29
9	How Recreation Involvement, Place Attachment and Conservation Commitment Affect Environmentally Responsible Behavior	Lee, TH	2011	J. of Sustainable Tourism	153	15.3
10	Understanding Travel Constraints: Application and Extension of a Leisure Constraints Model	Nyaupane, GP; Andereck, KL	2008	J. of Travel Res.	139	10.69
11	An Examination of Recreationists' Relationships with Activities and Settings	Kyle, G; Bricker, K; Graefe, A; Wickham, T	2004	Leisure Sci.	121	7.12
12	Effect of Activity Involvement and Place Attachment on Recreationists' Perceptions of Setting Density	Kyle, G; Graefe, A; Manning, R; Bacon, J	2004	J. of Leisure Res.	120	7.06
13	Experience Use History, Place Bonding and Resource Substitution of Trout Anglers during Recreation Engagements	Hammitt, WE; Backlund, EA; Bixler, RD	2004	J. of Leisure Res.	119	7.00
14	Racial and Gender Meanings of Why People Participate in Recreational Fishing	Toth, JF; Brown, RB	1997	Leisure Sci.	109	4.54
15	Predictors of Behavioral Loyalty Among Hikers Along the Appalachian Trail	Kyle, G; Graefe, A; Manning, R; Bacon, J	2004	Leisure Sci.	100	5.88
16	Nature of Place Attachment: A Study Among Recreation Homeowners in Southern Norway	Kaltenborn, BP	1997	Leisure Sci.	93	3.88
17	Comparison of Place Bonding Models in Recreation Resource Management	Hammitt, WE; Kyle, GT; Oh, Chi-Ok	2009	J. of Leisure Res.	76	6.33
18	You Can Feel Them Looking at You: The Experiences of Adolescent Girls at Swimming Pools	James, K	2000	Journal of Leisure Res.	73	3.48
19	Fairness of Prices, User Fee Policy and Willingness to Pay Among Visitors to a National Forest	Chung, JY. Kyle, GT, Petrick, JF, Absher, JD	2011	Tourism Man.	70	6.8
20	Nature-Based Recreation and Spirituality: A Complex Relationship	Heintzman, P.	2009	Leisure Sci.	65	5.82

Examining Emotional and Symbolic Attachment to Place' that was published in the Leisure Sciences Journal in 1992. A limited number of studies were conducted from 1992 to 2010. In 2010, twelve publications were printed, and it was determined that since 2010, interest in the field and research interest compared to the previous years have increased. The increase can be seen with fourteen articles published in 2018 compared to the highest number of articles published in 2020 with 20 articles.

When the distribution of researchers at the article level is examined by year, although the number of articles with a single author (30 articles) is high, it is noteworthy that collaboration was preferred by

researchers and that the density of articles with three authors (43 articles) was remarkable. The first article, published in 1992, was published by four or more authors, and articles with a single author only began to be published in 1997. As mentioned earlier, in 2020, the highest number of publications was reached. The articles published with a single author were four, with two authors three, with three authors seven and with four or more authors six.

4.2. The Most Influential Research in the Field

The number of citations of a research article shows that the paper has a high scientific impact and contribution to the field (Aksnes, Langfeldt

Table 2. Preferred Journals on Recreation and Place Research

N	Journal	f	%	N	Journal	f	%
1	Leisure Sciences	28	18.92	22	Recreational Sports Journal	2	1.35
2	Journal of Leisure Research	19	12.84	23	Tourism	1	0.68
3	Journal of Park and Recreation Administration	15	10.14	24	Journal of Tourism Culture and Territorial Development	1	0.68
4	Journal of Outdoor Recreation and Tourism	12	8.11	25	International Journal of the History of Sport	1	0.68
5	Journal of Sustainable Tourism	7	4.73	26	Current Issues in Tourism	1	0.68
6	Tourism Geographies	6	4.05	27	Ecosphere	1	0.68
7	Tourism Management	5	3.38	28	Journal of Heritage Tourism	1	0.68
8	Journal of Outdoor Recreation Education and Leadership	4	2.70	29	International Journal of Sport Policy and Politics	1	0.68
9	Leisure Studies	3	2.03	30	Journal of Sport and Social Issues	1	0.68
10	Annals of Leisure Research	3	2.03	31	Environmental Management	1	0.68
11	Loisir & Societe-Society and Leisure	3	2.03	32	Tourist Studies	1	0.68
12	Pedagogics Psychology Medical-Biological Problems of Physical Training and Sports	3	2.03	33	Journal of Destination Marketing and Management	1	0.68
13	European Journal of Tourism Hospitality and Recreation	2	1.35	34	Worldwide Hospitality and Tourism Themes	1	0.68
14	International Journal of Culture Tourism and Hospitality Research	2	1.35	35	Anais Brasileiros De Estudos Turisticos-Abet	1	0.68
15	Visitor Studies	2	1.35	36	Journal of Travel Research	1	0.68
16	World Leisure Journal	2	1.35	37	Tourism Analysis	1	0.68
17	Urban Forestry & Urban Greening	2	1.35	38	Sustainability Science	1	0.68
18	Journal of Place Management and Development	2	1.35	39	Journal of Travel & Tourism Marketing	1	0.68
19	Pasos-Revista De Turismo Y Patrimonio Cultural	2	1.35	40	International Journal of Hospitality Management	1	0.68
20	Research Quarterly for Exercise and Sport	2	1.35	41	Journal of Tourism and Cultural Change	1	0.68
21	Tourism and Hospitality Research	1	0.68	42	Social & Cultural Geography	1	0.68
				43	Journal of Policy Research in Tourism Leisure and Events	1	0.68
Total Published Article		148		Total Percentage		100%	

& Wouters, 2019). Therefore, in this study, the most effective studies in the field were determined according to the number of citations they received. The most effective research studies related to place in recreation are given in Table 1. Table 1 contains information regarding the top twenty articles with the most citations, the author(s) of the article, the publication year of the article, the journal in which it was published, the total number of citations made and the annual citation rate. According to the findings of the research, the article named 'Beyond the Commodity Metaphor: Examining Emotional and Symbolic Attachment to Place', in which Williams et al. (1992) examine emotional and symbolic attachment, ranks first with 577 total citations and a 19.9 annual citation rate. The study 'Attachments to Recreation Settings: The Case of Rail-Trail Users' by Moore and Graefe (1994), which examines adherence to recreation areas, ranks second with 327

total citations and a 12.11 annual citation rate; The study 'Level of Specialization and Place Attachment: An Exploratory Study of Whitewater Recreationists', in which Bricker and Kerstetter (2000) examine the specialization levels of recreationists and their attachment to place, is in third place with a total number of 297 citations and a 14.14 annual citation rate.

4.3. Distribution of Journals

It is determined that 148 articles examined within the scope of this study were published in 43 different journals. As can be seen in Table 2, the journal most preferred by researchers is 'Leisure Science' with 28 articles. 'Leisure Science' is followed by the 'Journal of Leisure Research' with 19 articles and the 'Journal of Park and Recreation Administration' with 15 articles. In the scope of this study it is noted that, following the 'Journal of Outdoor Recreation

Table 3. Degree Centrality, Normalized Bonacich Power, and Betweenness Centrality of Authors

N	Author	Degree Centrality	Normalized Bonacich Power	Author	Betweenness Centrality	
1	Kyle G	26	Davenport MA	7.857	Kyle G	2.662
2	Graefe A	18	Smith JW	7.790	Graefe AR.	1.889
3	Davenport MA	17	Seekamp E	7.669	Wynveen CJ	1.584
4	Smith JW	16	Mccreary A	7.669	Moore RL.	1.518
5	Seekamp E	14	Hestetune, A	3.359	Smith JW	1.376
6	Mccreary A	14	Holmberg, K	3.359	Stanis Saw	1.305
7	Glover TD	10	Wilson, B	3.359	Schneider IE	1.294
8	Manning R	9	Kanazava, M	3.029	Davenport MA	0.619
9	Bacon J	9	Fatoric, S	3.029	Shinew K	0.384
10	Stanis Saw	9	Kyle G	1.452	Oh Chi-OK	0.378
11	Oh Chi-ok	8	Graefe A	1.333	Hamitt, WE	0.312
12	Absger JD	8	Manning R	1.040	Leahy JE	0.260
13	Holland SM	7	Bacon J	1.040	Sutton SG	0.146
14	Brownlee MTJ	7	Roger L Moore	0.885	Kelly S. Bricker	0.132
15	Campbell LK	7	Leahy JE	0.877	Glover TD	0.117
16	Rose J	7	Anderson DH	0.858	Pitas, NA	0.065

and Tourism', where 12 publications on the subject are printed, the number of publications is limited (under seven) in 16 journals. Additionally, only one article is published in 24 journals. Therefore, the first four journals related to place in the recreational area constitute 50.01% of the total publications.

4.4. Critical Researchers in the Field

The analysis made within the scope of this study shows that 148 articles were prepared by 302 authors. The first 16 critical researchers in the network were determined based on the degree and betweenness centrality, Bonacich's power analysis. The analysis was performed using Ucinet software. In Table 3, it can be seen that Gerard Kyle and Alan R. Graefe are the most critical authors in the network for degree centrality and betweenness centrality

measurements. According to this result, Gerard Kyle and Alan R. Graefe have developed a strong collaboration with the authors on the network and act as a high degree bridge within the network. In terms of Bonacich's power scores, M. A. Davenport and J.W. Smith have the highest scores. The Bonacich power takes the quality of the connection into account rather than the number of connections. Therefore, it gives different results from the degree centrality and betweenness measurements (Hansen et al, 2011). In this context, the high Bonacich power of Davenport and Smith shows that the authors with whom the researchers collaborate are critical in the network.

4.5. Keywords analysis: Co-occurrence

Keyword co-occurrence analysis was conducted to determine the themes used in the research field

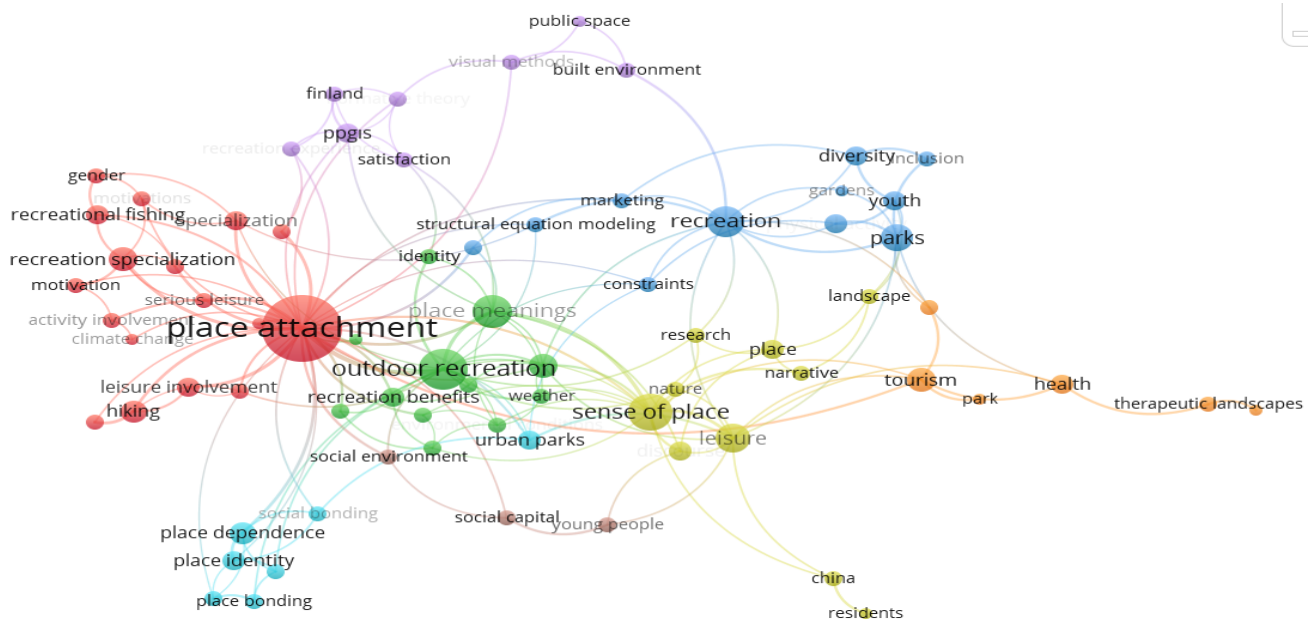


Figure 3. Keyword Co-View Network

Table 4. Keyword Views Together and Total Link Strength

Key Word	Co-View/Occurrences	Total link strength
Place attachment	47	38.00
Outdoor recreation	15	14.00
Sense of place	11	11.00
Place meanings	10	9.00
Recreation	10	8.00
Leisure	7	7.00
Parks	6	6.00
Nature-based tourism	7	5.00
Recreational specialization	5	5.00
Tourism	5	5.00
Place dependence	5	4.00

and the relationships between these themes. For this purpose, studies in which two keywords appear together (keywords highlighted by the authors in each article) were included in the analysis. As a result of the analysis, it was determined that 74 out of 513 keywords in the articles formed eight clusters, depending on the threshold of appearing together twice.

Figure 3 illustrates the main keywords and the size of nodes (depending on the threshold of appearing twice). The nodes are shown as circles in the network, while colours in the network indicate the resulting clusters. Similar colours of nodes and keywords mean they belong to the same cluster (a group of related keywords), and each node belongs to only one cluster. In the network, shorter distances between nodes show the stronger relationship they have. When we consider the biggest clusters, the largest cluster with 17 keywords is Cluster 1 (red nodes). Cluster 1 includes the theme of attachment to

the place with the most connections in the network, and this theme is the most critical in the network. Besides, Cluster 1 contains the keywords of leisure, specialization, motivation, activity involvement, serious leisure time, gender, climate change, and environmental responsibility. It can be said that Cluster 2, the second main cluster in the network where the keywords are co-occurrence, is related to environmental issues. This includes biodiversity, environmental conditions, environmental protection behaviour, weather, national parks, outdoor recreation, nature-based tourism, recreation benefits keywords. Cluster 3 (blue nodes) with 11 keywords consists of recreation, parks, gardens, state parks, physical activity, marketing, limitations, diversity, youth and structural equation modelling keywords that are linked to each other.

The keyword with the highest total number of connections, and the highest number of views on the network, is place attachment with 47 views and

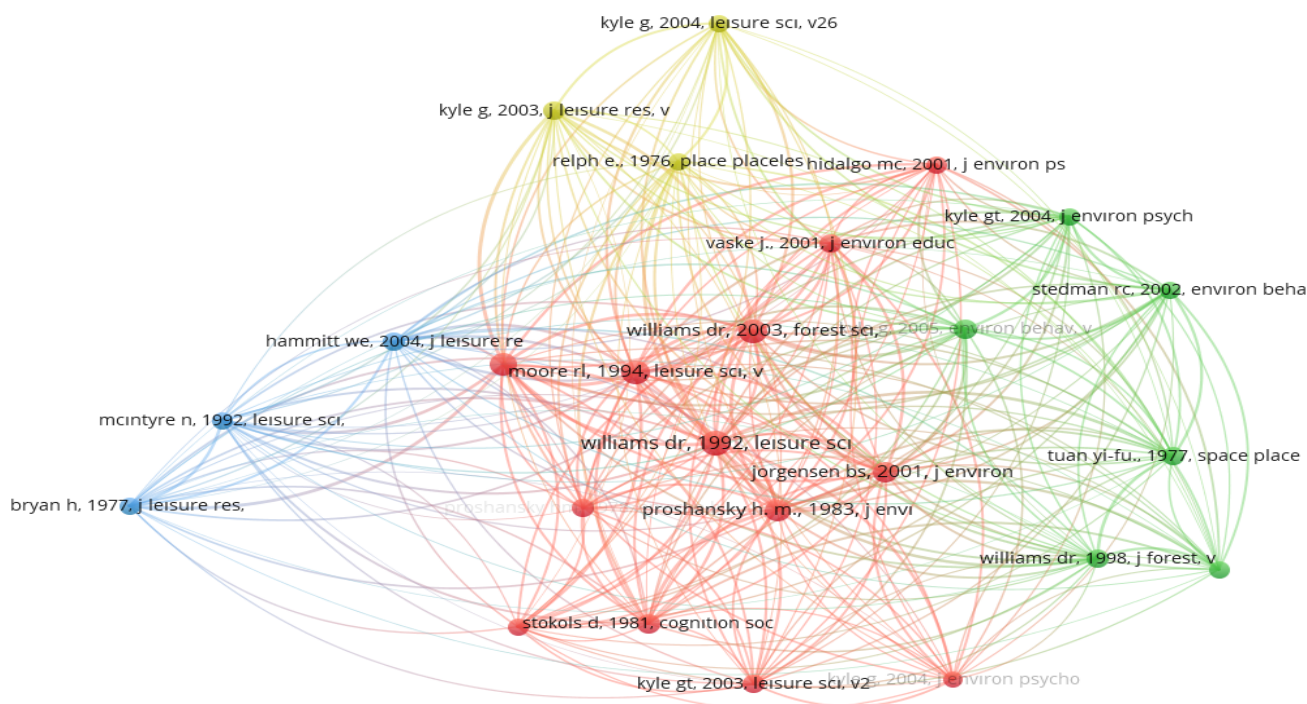


Figure 4. Reference Co-Citation Network

Table 5. Reference Co-Citation Analysis Findings

N	Researcher	Article	Journal	Year	Ref	Total link strength
1	Williams, DR; Patterson, ME; Roggenbuck, JW Watson, AE	Beyond the Commodity Metaphor - Examining Emotional and Symbolic Attachment to Place	Leisure Sciences	1992	42	40
2	Moore, RI; Graefe, AR	Attachments to Recreation Settings - The Case of Rail-Trail Users	Leisure Sciences	1994	38	38
3	Williams DR; Vaske, JJ	The Measurement of Place Attachment: Validity and Generalizability of a Psychometric Approach.	Forest Science	2003	35	35
4	Bricker, KS; Kerstetter, DL	Level of Specialization and Place Attachment: An Exploratory Study of Whitewater Recreationists	Leisure Sciences	2000	34	34
5	Proshansky, HM; Fabian, AK; Kaminoff, R	Place identity: Physical World Socialisation of the Self.	Journal of Environmental Psychology	1983	30	30
6	Jorgensen, BS; Stedman, RC	Sense of Place as an Attitude: Lakeshore Owners' Attitudes Toward Their Properties.	Journal of Environmental Psychology	2001	27	27
7	Kyle, G; Graefe, A.; Manning, R.	Testing the Dimensionality of Place Attachment in Recreational Settings.	Environment and Behavior	2005	23	23
8	Vaske, J; Kobrin, KC	Place Attachment and Environmentally Responsible Behavior.	The Journal of Environmental Education	2001	20	20
9	Kyle, G; Graefe, A.; Manning, R., Bacon, J.	An Examination of the Relationship between Leisure Activity Involvement and Place Attachment among Hikers along the Appalachian Trail.	Journal of Leisure Research	2003	19	19
10	Proshansky, HM.	The City and Self-Identity.	Environ. and Behavior	1978	19	19
11	Williams, DR; Stewart, SI	Sense of Place: An Elusive Concept that is Finding a Home in Ecosystem Management.	Journal of Forestry.	1998	19	19
12	Hammitt, WE; Backlund, EA; Bixler, RD	Experience Use History, Place Bonding and Resource Substitution of Trout Anglers During Recreation Engagements.	Journal of Leisure Research	2004	19	19
13	Kyle, GT; Mowen, AJ; Tarrant, M	Linking Place Preferences with Place Meaning: An Examination of the Relationship Between Place Motivation and Place Attachment.	Journal of Environmental Psychology	2004	18	18
14	Kyle, GT; Absher, JD; Graefe, AR	The Moderating Role of Place Attachment on the Relationship Between Attitudes Toward Fees and Spending Preferences.	Leisure Sciences	2003	19	18
15	Stedman, RC	Toward a Social Psychology of Place: Predicting Behavior from Place-Based Cognitions, Attitude, and Identity.	Environment and Behavior	2002	18	18
16	Hidalgo, MC; Hernandez, B	Place Attachment: Conceptual and Empirical Questions.	Journal of Environmental Psychology	2001	18	18
17	Warzecha, CA; Lime, DW	Place Attachment in Canyonlands National Park: Visitors' Assessment of Setting Attributes on the Colorado and Green Rivers.	Journal of Park & Recreation Administration	2001	17	17
18	Mcintyre, N; Pigram, JJ	Recreation Specialization Re-examined: The Case of Vehicle-Based Campers.	Leisure Sciences	1992	16	16
19	Stedman, RC	Is it just a Social Construction? The Contribution of the Physical Environment to Sense of Place.	Society & Natural Resources	2003	18	15
20	Bryan, H.	Leisure Value Systems and Recreational Specialization: The Case of Trout Fishermen	Journal of Leisure Research	1977	16	15

a 38.00 total link strength. Outdoor recreation (15 views; 14 total link strength), sense of place (11 views; 11 total link strength) and place meaning (10 views; 9 total link strength) are the other important keywords.

4.6. Co-Citation

Co-citation analysis was conducted to analyze the network relationships between influential articles in the field of recreation. Through this analysis, it is possible to examine the contribution of different disciplines in an interdisciplinary field, such as recreation. Co-citation analysis is taken into account

when two items (author, journal or article) are cited simultaneously in a third study because they appear together in the new reference lists (Garrigos-Simon et al., 2019). Figure 4 shows a reference common network consisting of five references (nodes) and four clusters (the threshold value in the study was taken as 15). Nodes in the network represent cited references, and the size of a node is proportional to the number of citations received by cited references.

As can be seen in Table 5, Williams, D. R., Patterson, M.E, Roggenbuck, JW and Watson, A.E. (1992) 'Beyond the Commodity Metaphor: Examining Emotional and Symbolic Attachment to Place' article has the highest

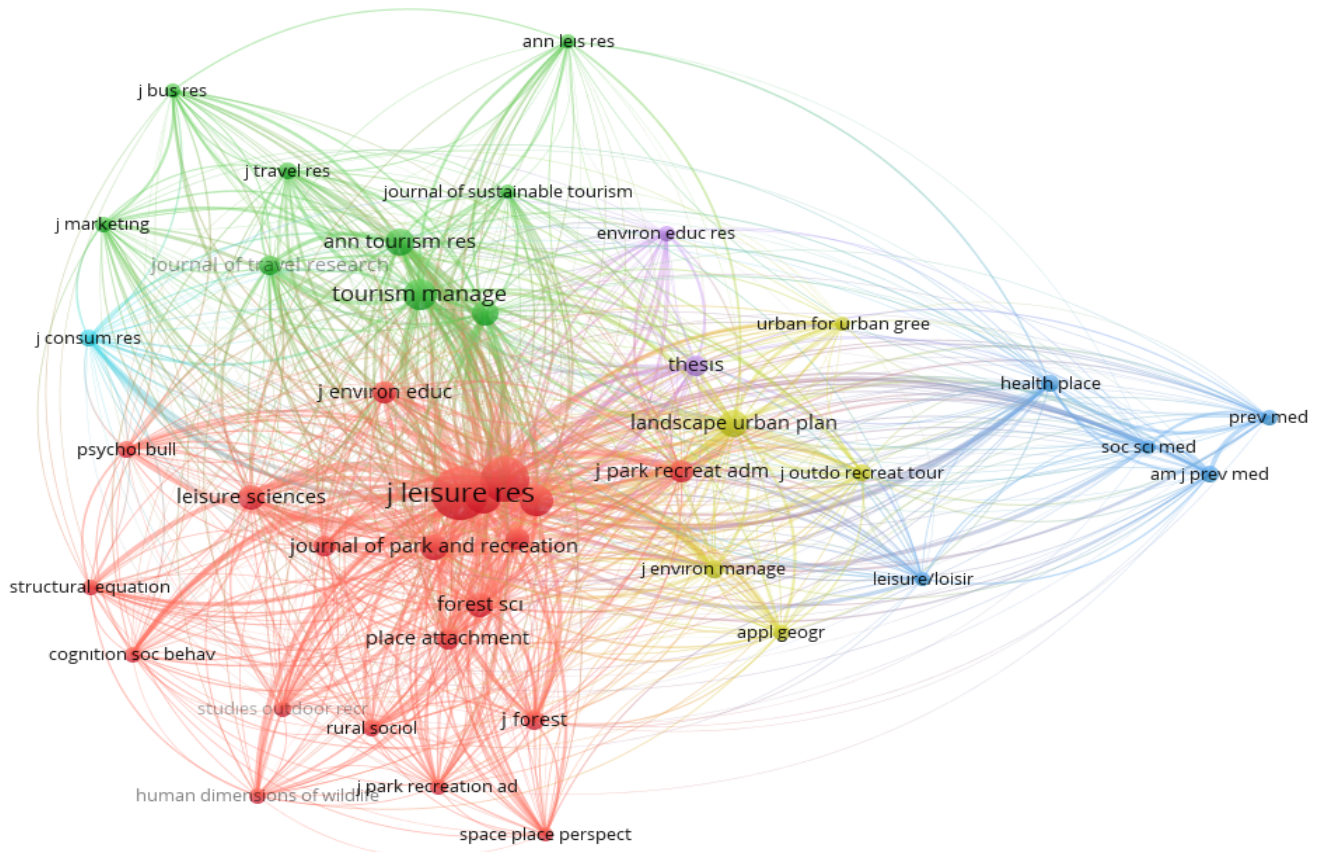


Figure 5. Common Citation Network

number of citations (42) and a total link strength of 40.00 and ranks first in the reference co-citation network. Moore, R. L. and Graefe, A. R. (1994), on the other hand, is in second place with 38 citations and a 38 total link strength in ‘Attachments to Recreation Settings: The Case of Rail-Trail Users’. On the other hand, Williams, D. R.’s (2003) ‘The measurement of Place Attachment: Validity and Generalizability of a Psychometric Approach’ article ranks third in terms of citation and total link strength.

Secondly, a co-citation analysis of journals was conducted. Journal co-citation occurs when two journals receive a citation in a third source. Nodes in the network represent the most cited journals and their networked journals. Figure 5 shows the co-citation network of journals with 20 citation

thresholds and the most representative 75 co-citation links. Three main clusters have been identified in the network that meets these criteria. As can be seen in Table 6, ‘Journal of Leisure Research, and ‘Leisure Science and Tourism Management are the most cited journals.

5. Conclusion

In this article, the production, development and trends of place knowledge in the field of recreation are examined from a bibliometric perspective. In this context, 148 articles have been gathered from the Web of Science database using the terms ‘recreation’, ‘place’, ‘space’ and by filtering the research articles. The relational bibliometric techniques used in this study enabled the determination of the structures

Table 6. Journals’ Co-Citation Findings

Journal	Reference	Total link strength
Journal of Leisure Research	473	359.66
Leisure Science	433	356.87
Tourism Management	123	105.53
Landscape and Urban Planning	92	83.43
Journal of Park and Recreation Administration	84	78.45
Annals of Tourism Research	87	74.13
Journal of Sustainable Tourism	74	68.40
Journal of Park and Recreation Administration	54	50.78
Journal of Environmental Education	51	45.75
Leisure Studies	44	41.01

and connections for place knowledge. To be more specific, the results obtained from the study determined the development of the knowledge produced in the field and the social structure in this field. Therefore, this enriches knowledge on the subject and contributes to academicians.

As a result of the analysis made within the scope of the study, it can be seen that studies examining the relationship between recreation and place started with one article, which was published in 1992. According to the findings, while attention in the field was very limited in the 1990s, it was observed that this attention started to increase after 2010. The interest of academics in recreation and place was probably increased due to the knowledge of individuals' behavioural patterns in service businesses, determined by various characteristics of place (Bitner, 1992; Wakefield & Blodgett, 1996; Donovan & Rossiter, 1982; Turley & Milliman, 2000). In other words, in the field of recreation, the view that place is the determinant of the individual's behaviour (Stedman, 2002) started to be examined in 1992 and, after 2010, it became widespread and accepted knowledge.

From the results obtained from the research, it can be seen that the relationship between place and the individual in the context of recreation is associated with various themes, such as attachment to place, sense of place and place meaning. These themes may be expressed as the dominant and main topics of research in the field of recreation. Environmental psychology researchers state that the relationship between individual and place stems from an emotional memory that causes people to attach to place and to attribute meaning to it (Hammit, Backland, & Bixler, 2006). Therefore, psychological processes, such as attachment, meaning, and sense of place are seen as important sources of motivation for individuals to choose a particular place in recreation research (Young, 2007; Prayag & Lee, 2018). In this context, recreation researchers tend to understand this complex relationship between the individual and place and to increase their knowledge of the subject. Besides, the prominence of certain themes, such as place attachment, identity, and meaningfulness shows that researchers in the field of recreation move away from the traditional approach and adopt the idea that the place is a more dynamic and social structure, and it follows the post-modern perspective.

The current research findings reveal that 302 researchers, who researched recreation and place, prepared 148 articles for publication, either in cooperation with each other or individually. Besides, it was noted that researchers collaborate with researchers working in different disciplines to reach a miscellaneous approach. This increasing structure of collaboration may reflect an increase that accompanies the trend to produce more quantitative and empirical studies in this field. These research studies reveal the multidisciplinary structure in the

field of recreation (Merigó, Mulet-Forteza, Valencia, & Lew, 2019). However, it can be seen that studies based on both geographical and architectural fields are insufficient (Wolfe, 1964; Hall & Page, 2014).

According to the findings of the keyword co-occurrence analysis, the researches focused on certain themes, such as place attachment, leisure time involvement, specialization, motivation, serious leisure time, gender, climate change, environmental responsibility, biodiversity, environmental conditions, environmental protection behaviour, outdoor recreation, and nature-based tourism. Place attachment and involvement themes have been studied in the field of environmental psychology and psychology for many years. However, issues such as climate, climate change, biodiversity and environmental protection are relatively new, therefore, it seems that there is a gap in the field. On the other hand, social capital, social environment, youth, health and therapeutic recreation themes have been identified as subjects that are open to examination by researchers. Mapping bibliographic data can provide useful information on the current state of place information research concerning themes that have not received enough research attention to date. The data obtained in this research has the potential to assist in identifying and addressing key gaps in place research in recreation.

The bibliometric analysis findings of this research emphasize past and current research activities on place research in the field of recreation. These findings may guide researchers in newly developing fields. Furthermore, they can provide answers to important questions that researchers should consider when focusing on a research study regarding the recreationist-place relationship and interaction in the recreation field. In particular, the research results can help pinpoint gaps in the field and better explore factors that specifically influence publication trends. Besides, based on the fact that recreationists establish an emotional connection with the places where they realize their experiences, recreation managers and local/national administrations should pay attention to the planning and promotion of the places.

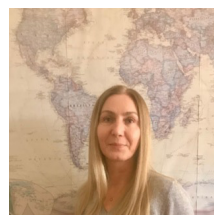
As in other studies, this research also has limitations. First of all, the research data was obtained from a single database. Other databases may be included for a more detailed and comprehensive study in future research. Second, the data collection stage was limited to the category of 'accommodation, leisure time, tourism, and sports. When these limitations are removed in future studies, and other categories are included in the research, the multidisciplinary approach tendency in the field can be analyzed. Third, future studies may analyze books, conference papers, and other publications other than research articles. Besides, researchers could apply advanced bibliometric analysis, including research methods, author keyword cluster analysis, and citation score analysis, to better understand the evolution of place research in recreation.

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The 2nd Conference on Managing Tourism Across Continents, April 1-3, 2021 (MTCO'20)

The 2nd Conference on Managing Tourism Across Continents (MTCO) was held virtual on 1-3 April 2021 by Turkey Tourism Scholars Association (TUADER) with the support of the University of Florida and Turkey's leading universities and in cooperation with world-renowned tourism academics. The conference was organized under the honorary chairmanship of TUADER President Prof. Muharrem Tuna (Ankara Hacı Bayram Veli University) and by the co-chairs of Prof. Cihan Cobanoğlu (University of Florida, USA) and Prof. Ebru Günlü Küçükaltan (Dokuz Eylül University) with participants from different continents to discuss new trends and developments in the field of tourism. Co-coordinators of the conference were Asst. Prof. Alaattin Başoda (Selçuk University) and Asst. Prof. Seden Doğan (Ondokuz Mayıs University). Organized for the second time under the theme of "Tourism for a Better World," MTCO'21 is the product of a devoted team's work with the Organizing Board of 36 people, the Advisory Board of 37 people, and the Scientific Board of 190 people. At the conference, 186 papers were presented in a total of 46 sessions from 28 different countries.

The event program featured opening speeches, plenary sessions, scientific sessions, panels, conversations, best paper awards, and closing speeches. In addition, the day before the conference, a total of eight hours of Research Academy was held between 15:00 - 22:50 under the direction of Prof. Cihan Cobanoğlu and Asst. Prof. Faizan Ali (University of Florida, USA). In this enlightening event focused on enhancing the participants' understanding of research methods, some tips, tricks, and techniques needed to conduct quality research were discussed. Within the scope of Research Academy, which attracted great attention from pre-conference participants, "Identifying and Presenting Research Gaps," "Basics of Research Design and Methodology," "Basic Mistakes in Research and How to avoid them" and "An Overview of SmartPLS - Hands-on example" were discussed.

The first day of the conference, 1st of April started with the opening speeches of the honorary chairman of the conference and the conference co-chairs in Turkish and English. In the first plenary session of the conference, keynote speaker Prof. Larry Dwyer (University of Technology Sydney, Australia) made a presentation on "Planning for Sustainable Development: The Importance of

Resident Wellbeing." Dwyer, who emphasized the importance of human well-being in sustainable development, talked about the "Beyond GDP" approach and the potential of this approach to guide destination development. Within the scope of the event, different panels and conversations were held with distinguished invited speakers from all over the world. In this sense, the technology panel titled "High Touch vs. High Tech? Or Both?" moderated by Prof. Cihan Cobanoğlu left its mark on the first day of the conference.

The role of technology in the tourism industry, especially in accommodation, was discussed in the panel with the participation of Prof. Ulrike Gretzel (University of Southern California, USA), Prof. Stanislav Ivanov (Varna University of Management, Bulgaria), Prof. Iis Tussyadiah (University of Surrey, UK) and Assoc. Prof. AJ Aluri (West Virginia University, USA). Parallel scientific sessions were held in 10 different breakout rooms from the first to the last day of the event.

The second day started with the aforementioned scientific sessions. In these sessions, papers on crisis and tourism, destination marketing and management, and digital transformations in tourism, food and beverage management, smart tourism, media, and technology in tourism, new business models in tourism, special interest tourism, tourism and environment, tourism and recreation, tourism planning and regional development, tourist behavior, urban tourism, rural tourism, and cultural heritage were presented.

Especially the studies on the Covid-19 pandemic provided important information to the participants in understanding the global crisis experienced by the tourism sector. In the second plenary session of the conference, Asst. Prof. Rut Gomez Sobrino from San Pablo CEU University from Spain was hosted as the keynote speaker and made a presentation titled "Re-shifting tourism in a transformed world." The unprecedented opportunity to integrate the sustainable approach into the sector". This session moderated by Assoc. Prof. Gürhan Aktaş (Dokuz Eylül University), it was emphasized by Gomez Sobrino that the problems related to sustainability existed before but became more prominent in the post-Covid 19 periods and this could be considered as an opportunity, and that for sustainability, issues related to quality rather than quantity in tourism should be addressed.

In the second plenary session of the second day, a seminal presentation was made by keynote speaker

Steve Hood (Founding Director of STR SHARE Center) by the moderation of Asst. Prof. Muhittin Çavuşoğlu (Northern Arizona University, USA). Hood, in their presentation titled “COVID-related Research Opportunities,” explained the effects of COVID-19 on the hotel industry in figures and, based on these data, suggested nearly 50 topics worth researching to the participants. A few hours after this productive session, the first of the Experience Conversations took place. Asst. Prof. Katerina Berezina from the University of Mississippi in the United States, Asst. Prof. Lisa Cain from Florida International University and Asst. Prof. Minwoo Lee from the University of Houston participated in the conversation moderated by Asst. Prof. Faizan Ali (University of Florida, USA). The purpose of this conversation is for the invited speakers to share with the participants their experiences regarding their academic journey. It was a productive and inspiring session, especially for the career journeys of young academicians.

The last day of the conference, 3th of April, was the busiest day in terms of scientific sessions, as more than half of the papers were presented in four scientific parallel sessions that took place in 10 breakout rooms. In addition, two experience conversations were held on the last day. The first conversation was moderated by Asst. Prof. Gaye Deniz from Nevşehir Hacı Bektaş Veli University, and the guests were Prof. Kemal Birdir from Mersin University, Prof. Azize Tunç Hassan from Ankara Hacı Bayram Veli University, and Prof. Öcal Usta from Istanbul Kent University. In the session in question, the professors, who have an important place in the field, had a sincere conversation with the participants about their academic careers and experiences. The last one was a conversation where lecturers from abroad, well-known in the field of tourism, were hosted.

The invited speakers of this session, moderated by Assoc. Prof. Gökçe Yüksek from Anadolu University, were Prof. Doğan Gürsoy from Washington State University, Prof. Osman M. Karatepe from Eastern Mediterranean University, and Asst. Prof. Bendegül Okumuş from the University of Central Florida. In this session, the adventure of being an academic abroad was specially mentioned. The closing session, in which the best papers and the papers which were entitled to receive honorary mention were announced, was held in two languages, as in the opening session. Thanks were given to the participants of the conference, the scientific board, the advisory board, and the organizing committee.

MTCON'21, which was successfully completed, has been terminated to be re-organized next year.

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Burak Düz, M.Sc.



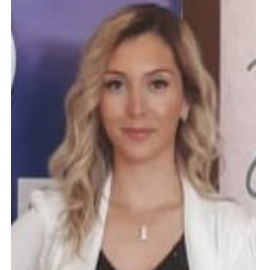
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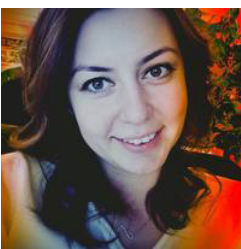
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Authorship should be limited to those who have made a significant contribution to the submitted study. All those who have made significant contributions should be listed as co-authors. When there are others who make contributions in certain substantive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

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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).

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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.

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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”.

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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.

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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

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.

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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.

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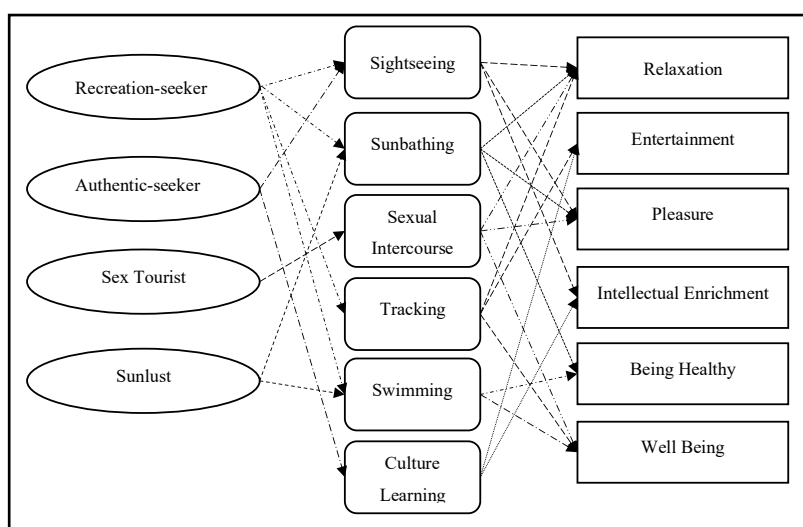


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Table 1: Table Title (Times New Roman, Regular, 11pt, Centered)

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(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.

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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).
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- 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.

- 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.
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- 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

Yukse, 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 //.....

5.3. Conference Proceedings

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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