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Aim & Scope

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

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

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Marketing cheese tourism in global times

Francesc Fusté-Forné

Keywords:
Culinary heritage,
Food tourism,
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Regional development.

ABSTRACT

Food tourism is defined as a journey to a destination in order to discover a culture through its food. Special segments of culinary tourism have emerged during the last decades to valorize local products and drinks and award tourism value to food. This is the case of cheese tourism, which has been recently studied with increasing management and marketing implications. In this sense, planning and development of food-based marketing strategies represent a key factor towards the success of a niche tourism. In particular, this paper investigates the process of marketing cheese tourism in social media. Drawing on a visual content analysis focused on Instagram, the research analyses the virtual storytelling of Manchego cheese. Results showcase how cheese is communicated to audiences and reveal the potential of social media to create a cheese-based narrative. Both theoretical and practical implications of the study are described.

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1. Introduction

The relationship between food and tourism is recently gathering a growing attention (Ellis et al., 2018; Hall, 2020). Both academics and practitioners have extensively worked towards the understanding of how food products are transformed into tourism attractions (see Dixit, 2019). This has led to the identification of food experiences as a main travel motivation (McKercher, Okumus and Okumus, 2008; Su, Johnson and O'Mahony, 2020) which, in turn, anticipates the creation of specific examples of culinary tourism such as wine tourism (Hall, 2013), beer tourism (Alonso, 2011), coffee tourism (Jolliffe, 2010) and, more recently, cheese tourism (Fusté-Forné, 2015). As part of cheese tourism, many activities emerge where visitors can experience the processes of cheese making and cheese tasting as a source of cheese identity.

In this sense, previous research showcases that the creation of identities also emerges from food –when people eat people symbolically taste 'the nature, the culture and the identity of a region' (Bessière 1998, p.25). Food provides a 'special sensory window' (Telfer and Hashimoto, 2003, p.159) to a culture. Specifically, cheese culture relies on "foodscapes that reflect its historical background. Cheesemakers, their factories and farms as well as markets and cafes represent the iconography of Canterbury's cheesescapes. All of them provide an authentic cheese made in New Zealand, a cheese that is proud to be local, and many cheese varieties are named in honour of local geography. Milk is not only the result of the landscape – as animals are feeding and grazing in there – but also a very important part of New Zealand culture" (Fusté-Forné, 2016, p.48).

Culinary travelers aim to discover 'how' people, landscapes, and traditions are built on food (Stone, Migacz and Wolf, 2019). For example, cheese festivals and markets do not only communicate the cultural identity of a territory but also its natural context: the environment where animals are grazing and feeding. The sense of place is encapsulated in a piece of cheese (Berno and Fusté-Forné, 2019). In this sense, traditional marketing strategies and, especially, the online avenues (for example, social media) offer a wide range of

Research paper

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possibilities towards the protection and marketing of food and tourism (Getz et al., 2014; Sigala, Christou and Gretzel, 2012). Drawing on the narrative of Manchego cheese via Instagram, this paper analyses how cheese is promoted digitally.

The paper is divided into four parts. First, it deals with the literature review which contributes to the description of cheese tourism, and outlines the significance of marketing food tourism practices. Later, methodology and results of the study are described, and conclusions presented.

2. Literature Review

The role of cheese in tourism has been lately studied (see Fusté-Forné, 2020a) in the framework of food tourism studies (Rachão et al. 2019; Okumus, 2020). Cheese tourism is a special interest culinary tourism which is described as the process of attributing tourism value to cheese (Fusté-Forné and Mundet, 2020) and it refers to the appreciation of the processes of milk production and cheese making, which are especially relevant in rural areas with a livestock tradition. Cheese tourism refers to the "process of developing a product closely linked to a territory, and drift towards a typology that includes not only the tourist visit to the craft workshop, but also a set of synergies from complementary food consumption and leisure" (Fusté-Forné, 2015, p.91). As acknowledged above, research on the impacts of cheese tourism for regional development has widely focused on rural environments. However, recent studies also discuss the role of cheese in industrial tourism (Ermolaev, Yashalova and Ruban, 2019) and urban tourism (Fusté-Forné, 2020b). All these spaces where cheese is valorized, as observed in Figure 1, are complemented with a fourth factor discussed below: the potential of the online world to enhance the promotion of cheese. Cheese provides an authentic taste of place (Berno and Fusté-Forné, 2019), which contributes to regional development (Čaušević and Hrelja, 2020) and creates a meaningful tourist experience (Folgado-Fernández, Di-Clemente and Hernández-Mogollón, 2019) which is based on a local storytelling (Fusté-Forné, 2020c).

Marketing food and beverage is critical for the development of food tourism (Du Rand and Heath, 2006; Hall, 2013). The role of social media in the promotion of food and drink products has experienced an impressive growth (Bu, Parkinson and Thaichon, 2020). Previous research has analyzed the importance of social media as an avenue to disseminate the values of gastronomy (Mariné-Roig et al., 2019; Ramírez-Gutiérrez, Santana-Talavera and Fernández-Betancort, 2020; Yu and Sun, 2019). Since no previous research has studied the online promotion of cheese, this paper contributes to fill in this research gap in order to provide an exploratory picture of what are the contents included in the online marketing of cheese. Within the relationships between food and tourism and the processes of marketing food and drink products, quality labels emerge as an illustrative example. This is the case of a Protected Designation of Origin (PDO) or a Protected Geographical Indication (PGI), which acknowledge the uniqueness of a particular food in a specific place (Fusté-Forné, 2020c). Quality labels generate trust among customers (Armesto-López and Martin, 2006; Sadílek, 2019) and largely impact on food tourism marketing (Achilleas and Anastasios, 2008; Folgado-Fernández, Campón-Cerro and Hernández-Mogollón, 2019).

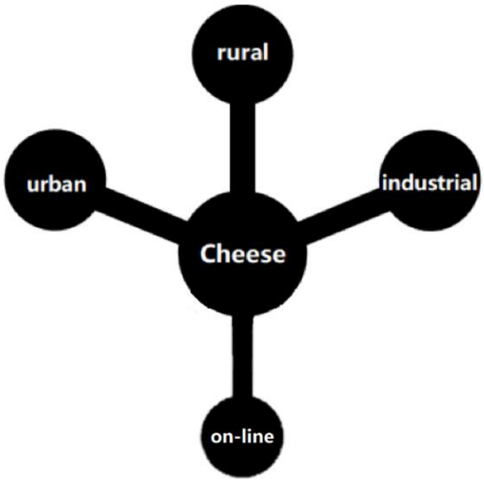

Figure 1. Cheese tourism environments
Source: *Author*

Marketing tourism through social media contributes to the survival and visibility of tourism products and experiences (Minazzi, 2015), especially in a crisis environment such as the generated by the spread of Covid-19 (Sigala, 2020).

3. Methodology

This research is built on a study case (Yin, 2009) which aims to analyze how cheese is marketed in social media. Based on the case of Manchego cheese, which is the most popular Spanish cheese product (Food and Agriculture Organization of the United Nations, 2018), the research is focused on a visual content analysis (Spencer, 2010) of the Instagram account of the PDO Manchego cheese (@quesomanchegodop). In this sense, Instagram is the most relevant example of social media for marketing purposes (Fatanti and Suyadnya, 2015), especially with regard to gastronomy (Vila, Costa and Ellinger, 2020). The study covers the period between October 29, 2018 (when the Instagram account was created) and June 30, 2020, which allows to approach the characteristics of cheese social media promotion. Also, results preliminary observe the narrative during the initial effects of Covid-19 in Spain, specially the first three months of the coronavirus outbreak since Spanish government ordered the country lockdown in March 14, 2020 (Spanish Government, 2020). Data collection included a visual analysis of the posts (N=107), and results are described below.

4. Results

The analysis is based on all the posts (N=107) which generated a total of 4740 likes and 58 comments, whose analysis is observed in Table 1. Information only shows the relative relevance in the number of likes (with an average of 52 likes per post), because the typical deviation of the number of comments is too high (added to very low values with regard to the average number of comments per publication). Furthermore, Figure 2 reflects the evolution in the number of likes. Although a certain linearity is observed, a growing trend over time can also enhance the production of more content which gathers more attention of users and more feedback.

Table 1: Statistical analysis of posts (own source)

	Median ($\bar{x}$ =)	**Typical deviation (σ=)**	**Minimum**	**Maximum**	**Range**
Likes	52,09 likes	17,26	20	100	80
Comments	0,64 comments	0,93	0	4	4

Source: *Author*

The visual analysis of the posts consisted of the collection of the objects represented and the development of the categories. Six themes were defined: product, people, natural heritage, cultural heritage, events, and information. Every picture could include more than one object, and thus 107 posts supposed a total of 158 object representations. Table 2 shows the results.

Table 2: Manchego cheese visual representation in Instagram

Category	**N**	**%**	**N (Covid)**	**% (Covid)**
Product	68	43,0%	3	16,7%
People	9	5,7%	1	5,6%
Natural heritage	14	8,9%	4	22,2%
Cultural heritage	24	15,2%	3	16,7%
Events	5	3,2%	0	0,0%
Information	38	24,1%	7	38,9%
Total	158	100,0%	18	100,0%

Source: *Author*

The analysis showcases that the communication of cheese is based on three features: the values of the own product which is included by its own right, but also as part of dishes and culinary elaborations; the information provided around cheese, such as Manchego cheese awards and awareness campaigns (for example, led by celebrity chef Alberto Chicote); and the cultural heritage that surrounds cheese exemplified by cheesemaking machinery and processes.

Focusing on each feature, the product category (43.0%) includes publications with a predominance of cheese along with other examples of food and drink such as wine, bread and dried fruit. The pictures where the cheese appears are usually close-ups, with special attention paid to the own

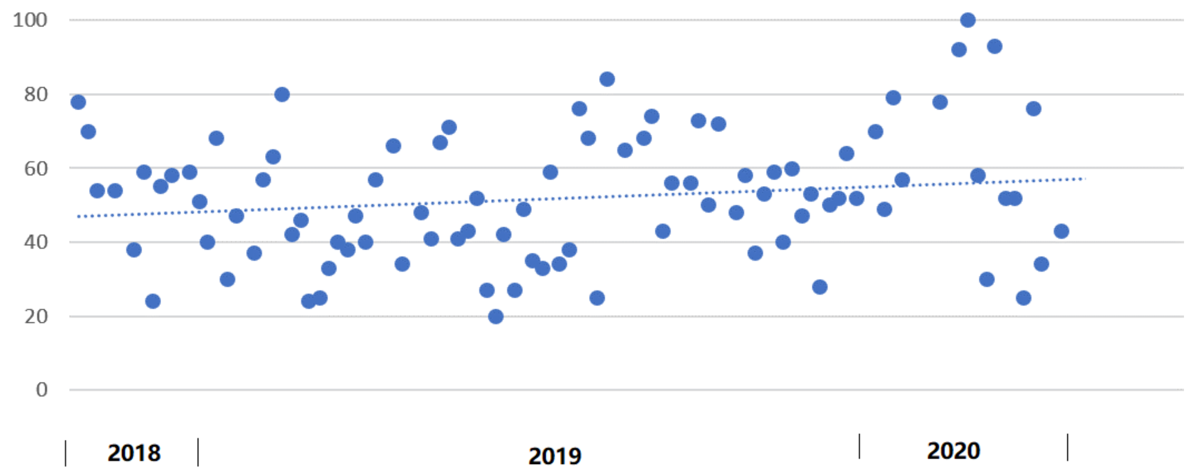

Figure 2: Evolution in the number of likes

Source: *Author*

cheese without ornaments. In contrast, some of the publications also show a variety of products around cheese that engage users with the combination of flavors and pairings (Figure 3). In most of the images cheese is promoted with a casein plaque which serves as a unique brand identifier, as discussed below. If the number of likes under this category are analyzed, average of likes is higher than observed data for the overall sample (60.78 likes per post).

Figure 3: Publication on 26 December 2019
Source*: https://www.instagram.com/quesomanchegodop*

In the people category, there are different publications that acknowledge awards and collaborations for the promotion of cheese, seminars and workshops about cheese, and the aforementioned campaign to provide guidance to differentiate Manchego cheese with celebrities such as chef Alberto Chicote. In this category, the presence of cheese professionals is also observed, for example, in Figure 4 a person is working at a handcraft workshop.

Figure 4: Publication on 23 March 2020
Source*: https://www.instagram.com/quesomanchegodop*

Regarding the categories linked to heritage, on the one hand, natural heritage encapsulates a presence of landscapes with the presence of Manchega sheep (Figure 5). Publications explain the characteristics of this specific breed of sheep, which is native to the La Mancha, and whose milk is used to elaborate Manchego cheeses. A unique cheese that comes from a unique sheep. On the other hand, cultural heritage refers to the protection and promotion of the historical nature of cheese making with machinery and utensils used in the production and preservation processes, as it is also observed in the following figure.

Figure 5: Publications on 1 March 2019 and 6 November 2018
Source*: https://www.instagram.com/quesomanchegodop*

The events category, with only five publications (3.2%), is focused on fairs and festivals both at national and international levels. Events are advertised through the promotion of posters (Figure 6). Finally, the category information publishes awareness campaigns where advise is provided to identify Manchego cheese with, for example, the casein plaque displayed in Figure 6.

Figure 6: Publications on 2 May 2019 and 18 October 2019

Source: *https://www.instagram.com/quesomanchegodop*

Other self-promotion publications are also included in the category and some pictures are posted to celebrate special days (for example, Christmas and New Year).

A preliminary and exploratory comparison between pre- and post-lockdown periods in Spain shows that the visual representation changed from a product-based narrative which relies on cultural heritages of cheese to a storytelling with a growing presence of information contents, and also animals and natural heritages that provide cheese with a unique Manchego taste. This matches with open-air activities as spaces for safe tourist experiences in line with post-Covid tourism recovery (see, for example, World Tourism Organization, 2020). However, this analysis relies only on a small sample of pictures published between March 14 and June 30 (n=11 with 18 object representations) which certainly needs further evidence to confirm or not the preliminary results described in this short paper.

5. Conclusion

This research explores the relationships between food, tourism, and social media. It does not only contribute to a further understanding of cheese tourism from a marketing perspective, but it also approaches the role of social media in the promotion of food. The paper has analyzed the narrative of Manchego cheese in Instagram, in order to discuss how its visual content is delivered to users and visitors. This is the main theoretical implication of this article, which in turn provides practical information to both public and private tourism organizations about how a cheese experience is promoted in the framework of food tourism planning and management.

Results show that the main contents include cheese products, but also cultural and natural landscapes that communicate the sense of place which is transferred to cheese. Information contents are also well established in Manchego cheese storytelling, accentuated as a consequence of the coronavirus crisis. In this sense, the spread of the Covid-19 has resulted in the temporary closure of tourism services (Gössling, Scott and Hall, 2020; Niewiadomski, 2020), which has increased the online activity of tourism providers (Agostino, Arnaboldi and Lampis, 2020). This paper confirms that a lot of opportunities emerge from this online promotion in order to narrate cheese as a product and cheese making as an identity and heritage marker in a specific place, in this case the Spanish La Mancha region.

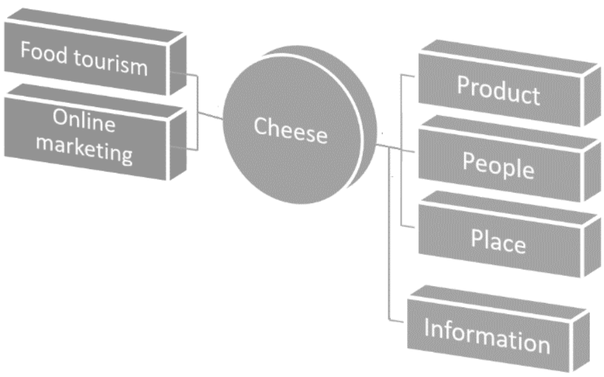

Figure 7: Online promotion of cheese in a food tourism framework

Source: *Author*

This research approached the online marketing strategy of cheeses in Spain, drawing from the example of PDO Manchego cheese and the visual analysis of its Instagram posts. Further studies must also analyze other quality cheeses in the country and abroad in order to generalize the results, and observe differences and similarities between regional and national environments. Other social media should also be scrutinized to provide a more robust picture of marketing strategies of food and beverage tourism. Also, the analysis of other Spanish identity products, such as olive oil, could bring a more comprehensive description of the digital relationships between rural products and tourism experiences.

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Marketing cheese tourism in global times

Abstract

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Keywords: Culinary heritage, Food tourism, Gastronomy, Regional development

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Author statement: Author(s) declare(s) that All procedures performed in studies involving human participants were in accordance with the ethical standards of the institutional and/or national research committee and with the 1964 Helsinki declaration and its later amendments or comparable ethical standards.

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The impact of the COVID-19 pandemic process on yacht operators: Application on a marina in Antalya

*Erdal Arlı, İrşad Bayırhan**

ABSTRACT

Since the COVID-19 pandemic emerged, it has had a noticeable negative impact on many sectors and markets, especially the health sector. Although the large scale consequences have not yet been fully determined, the pandemic; started to change business life, personal priorities and habits. Curfews and encouragement of people not to leave their homes disrupted yachting activities. For this reason, one of the business lines most affected by the pandemic in the world has undoubtedly been the marine tourism sector. In countries with many sub-areas for marine tourism, such as Turkey, also in the yachting business sector has experienced a significant decline compared to last years. In this study; the level of exposure of yacht businesses which daily tour organizer and operating in X Marina where in Antalya the one of the most important and sought-after holiday destinations of Turkey, from the COVID-19 pandemic process has been tried to be revealed. In the study, quantitative research method was used and face to face survey technique was used. The most important limitation of this research is that it has been conducted only on yacht enterprises and daily boat tour operating in a single marina. Research results were analyzed with SPSS package program. In the analysis made, it is understood that especially the entrepreneur boat operators are concerned about the future and they are in a pessimistic picture. They stated that if COVID-19 continues, they can quit entrepreneurship and sell their boats and switch to another line of business.

Keywords:
COVID-19,
Marina Tourism,
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1. Introduction

COVID-19 emerged in the Wuhan region of China in December 2019 and spread rapidly all over the world and was declared as a global "pandemic" by the World Health Organization (WHO) on March 11, 2020. Since its inception, the virus has had a noticeable negative impact on many sectors and markets, especially the health sector. This process, with a rapid domino effect, brought along many socio-economic problems that are expected to be very difficult to return. In fact, the crisis created by COVID-19 is defined as the biggest global crisis since the Second World War (Chakraborty & Maity, 2020). Although the large scale consequences have not yet been fully determined, the pandemic; started to change business life, personal priorities and habits. In this sense, it is understood that maritime, tourism and related sectors, and especially yacht management as a recreational activity, are among the enterprises most affected by the process (Millefiori et al., 2020; Depellegrin et al., 2020; Gössling et al., 2020; TKYGM, 2020). Among the most critical issues affecting the international maritime industry during the pandemic; there are problems with closure of ports to ships, crew changes and repatriation problems for seafarers, including those working on cruise ships and yachts, certification and licensing of seafarers, supply and repair problems (Doumbia-Henry, 2020; Stannard, 2020). As a result of all this, there was a 61-62% decrease in port capacity utilization worldwide in May 2020, mainly due to a decrease in passenger calls (WPSP, 2020; Doumbia-Henry, 2020).

In addition, governments in many countries of the world have had to restrict the movements of their citizens with "quarantine" measures. The uncertainties created by the current situation make the yacht customers uneasy, and the measures taken to combat the epidemic cause capacity reductions. International travel limitation and some other measures cause a serious decrease in the number of tourists (Chebli & Said, 2020). A contraction is observed in many yacht operating

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Research paper

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companies and a cash shortage arises. Curfews and encouragement of people not to leave their homes disrupted yachting activities. The number of employees in the sector has halved and even this situation has reduced the production capacity below 30% (TKYGM, 2020). Under pandemic conditions, some sectors have relatively provided the continuity of some workflows with the use of digital infrastructure facilities. However, due to its nature, yacht tourism has been seriously affected by this process with the protection measures and quarantine practices taken in the first place.

For all these reasons, the study aimed to investigate to what extent yacht management, a special area of the tourism and maritime sectors, was affected by the COVID-19 process. The sample of study was the yacht enterprises operating in a marina in Antalya. In this sense, it is thought that the research results will contribute to the literature in terms of determining the effects of COVID-19 on yacht tourism and will give clues to similar yacht business managers.

Antalya, which has become a complete tourism city after the 1950s, is still one of the most popular holiday destinations in the world. Providing opportunities for many types of tourism and recreation activities in all seasons, Antalya ranked tenth in the ranking of the world's most tourist-attracting cities in 2018 (UNWTO, 2019). The geographical difference that Antalya provides with a coastal length of 640 km gives a great advantage and increases the attractiveness of tourism activities especially in terms of marine tourism. In addition, the fact that it is the world leader in this field with 202 Blue Flag beaches (Blue Flag, 2020) makes it more preferred by tourists in sea tourism plans.

Today, millions of tourists visit Antalya city centre and around touristic towns. Antalya is one of the districts where the boarding house first observed in Turkey. In addition, it is a touristic region that hosts foreign tourists free of charge in their homes in the first years of tourism and brings the concept of "guest tourist" to the literature (Uslu, 2018).

There are many activities for tourists coming to Antalya. One of these activities is the yacht tours organized for tourists.

Yacht tourism has become an increasingly popular activity all over the world in recent years. The most important reason for this popularity is the desire of people to be in touch with nature and to realize the holiday-sports couple together. Turkey, with bays in the Aegean and Mediterranean yacht tourism is a very advantageous position in terms of potential. Turkey has produced various policies for the development of this sector since the 1970s and in 1982 the Tourism Incentive Act No. 2634 was enacted (Altınkaynak & Doğan, 2020). In this context, this law has played a big part in bringing the tourism sector to its current state, and marina has undertaken a serious mission in order to evaluate the demand for yacht tourism as a requirement of the country's tourism policies.

2. Yacht tourism in the "new normal"

The COVID-19 pandemic has caused devastating financial impacts on the tourism industry, and these effects are seen to be increasing (Ekren et al., 2020; Ayyıldız, 2020). Although countries offer important economic packages in order to reduce these effects, there is a global recession in the tourism sector as in many other sectors (Çıtak & Çalış, 2020). Studies point to serious customer and passenger losses, thus economic losses and unemployment after the pandemic, and state that there will be radical changes in the sector (Akça, 2020; Acar, 2020; Kiper et al., 2020; Demir et al., 2020; Eğri & Doğaner, 2020). Tourism mobility has taken a serious hit, especially with the implementation of travel restrictions. Revenues of many enterprises operating in the tourism sector decreased and tourism-based health, accommodation and transportation expenditures contracted, but most of the fixed expenses remained (İbiş, 2020; Soylu, 2020; Gümüş & Hacıevliyagil, 2020).

In research which evaluating the impact of the COVID-19 pandemic on tourism in Turkey; It is understood that tourists mostly cancel their reservations or consider rural tourism options such as summer resorts, bungalows or plateaus where there will be less interaction between people and social distance is high (Acar, 2020; Özçoban, 2020; Alaeddinoğlu & Rol, 2020; Yenişehirlioğlu & Salha, 2020; Zoğal & Emekli, 2020; Çıtak & Çalış, 2020). Because in this period, safety, security and stability are the prerequisites for foreign tourists, especially for vacation choices (Şahin & Güzel, 2020). Tourists who make their holiday plans, on the other hand, in the pandemic conditions in their location; It is observed that their interest, excitement, curiosity and feelings of liking to decrease and they do not feel ready to spend more money (Akbaba, 2020). With the increase in the severity of the epidemic, it is observed that expenditures related to entertainment, travel and tourism have decreased sharply (Gössling et al., 2020; Chen et al., 2020). On the other hand, the continuing risk in the New Normal period; it causes tourists to avoid the crowd, increase the demand for rural areas, trigger the sea demand and increase the interest in holiday types where nature-based optimum satisfaction elements such as yacht tourism will be preferred more (Aydın & Doğan, 2020; Özdemir, 2020; Ranasinghe et al., 2020). This situation has the potential to bring about radical changes in tourism services and shows that there will be serious trend changes in tourism product diversity (Özdemir, 2020). In addition, it is estimated that after the epidemic, people will participate in tourism activities again and with high motivation (Kiper et al., 2020). It can be said that trips where fewer groups come together, transportation and entertainment vehicles that provide the same size but low capacity service will be preferred, and a tourism understanding where hygiene is at the forefront (Demir et al., 2020; Özdemir, 2020).

In this process, in which the new understanding of tourism will be destinations based on nature and culture and the demand for alternative tourism types will increase; especially in countries like Turkey is expected to take place among countries which are in an advantageous position in the marine tourism (Özçoban, 2020). At the same time, it is anticipated that interest in environment and nature friendly practices may increase, and types such as yacht tourism, rural tourism, health, culture and diving tourism will be preferred more (Crossley, 2020; Aydın & Doğan, 2020). In this sense, it is understood that yacht management and marinas still have a relative advantage over other activities in the tourism sector. Therefore, pre-pandemic innovation activities and performance enhancement activities (Öztürk et al., 2013; Temizkan & Timur, 2019) should be implemented with a rapid adaptation to the New Normal.

3. Methodology

Purpose and benefit of the research)

The purpose of this research is to reveal to what extent the yacht enterprises operating in X Marina, which is one of the most important symbols of Antalya, were affected by the COVID-19 process and the results of this effect. In this sense, it is thought that the research results will contribute to the literature in terms of determining the effects of COVID-19 on yacht tourism and will give clues to similar yacht management managers.

Limitations of the Research

The research was carried out in a marina operating in Antalya due to the difficulty of reaching all yacht businesses due to time and cost constraints and the most important factor, COVID-19 restrictions. Local and foreign tourists also show great interest to yacht enterprises operating in a marina in Antalya, which is always at the forefront in national and international promotions for Antalya Province. In this context, it is thought that a study to be carried out Antalya X Marina will provide significant contributions to the marine tourism literature and guide the sector. The most important limitation of this research is that it has been conducted on yacht enterprises and daily boat tour operating in a single marina. A similar research can be carried out in a way to cover the boats and diving boats operating in the existing marinas in the Mediterranean, Aegean and Marmara Regions and making blue cruise voyages. Comparison can be made with each other.

Method

In this study, quantitative research method was used to achieve the aims of the research and face to face questionnaire technique was used. Data collection by questionnaire was carried out in September-October 2020. During the data collection process, both the researcher and the participants used masks and 2 m social distance rule has been observed. Each participant was asked to use his own pen as much as possible and when it was not found, the pen was given and taken and disinfected. Collected questionnaire forms were kept for 48 hours with a precautionary measure.

The research's *Likert* scale questions were prepared by taking the opinions of 9 experts and 5 academicians working in the field of yacht management. The questionnaire form, which was created in line with the information obtained after the experts and academic opinions, was presented to the expert opinion again. It has been determined that the questions on the subject reflect the effects of the Covid-19 process on daily tour and yacht operations at an appropriate and sufficient level and will measure the research subject correctly. To test the research questions, a pretest was applied to 10 yacht operators. After the expert opinion, Evci and Aylar (2017) recommend reaching approximately 5% of the main population and performing a pre-test. As a result of the pre-test, *Croanbach Alpha* coefficient was 0.816; Total Variance Explained - Extraction Sums of Squared Loadings-Cumulative was 87.298%.

The questionnaire consists of two parts, the first part includes questions on demographic characteristics, and the second part includes questions on the effects of COVID-19 on yacht management. In this section, the participants were asked to answer the related questions on a 5-point *Likert* scale with 1: Strongly Disagree, 5: Strongly Agree. Research questions were analyzed with the SPSS package program. The research was carried out in Antalya province. The main reason for choosing Antalya for the research is that it is one of the provinces where yacht harbor management has developed

Research Hypotheses

H1: There is a meaningful relationship between the general exposure level of the daily tour yacht enterprises Antalya X Marina from the COVID-19 process and the concerns of the operators about the future of the sector.

H2: There is a significant relationship between the general exposure level of the daily tour yacht enterprises Antalya X Marina from the COVID-19 process and the pricing policies of the operators.

H3: There is a meaningful relationship between the general exposure level of the daily tour yacht enterprises Antalya X Marina from the COVID-19 process and the fundraising policies of the operators.

H4: There is a significant relationship between the general exposure level of the daily tour yacht enterprises Antalya X Marina from the COVID-19 process and customer acquisition.

H5: There is a meaningful relationship between the general exposure level of the daily tour yacht enterprises Antalya X Marina from the COVID-19 process and the increase in operating costs.

The sample and Full Count Initiative

The sample of this research is yacht enterprises (daily tourist trip, touristic fishing, diving and dolphin observing tours) operating in Antalya X Marina and making daily tours. In this context, there were 96 boats capacity located in the port, and the non-random sampling method was applied due to the limitations of COVID-19, time and cost constraints, workload and some boat owners' unwillingness to answer the questionnaire, and the respondents were selected with the easy sampling method. A questionnaire was applied to 37 yacht enterprises that receive permanent, temporary service also previously served from the marina in total. Özen and Gül (2007); They stated that in some field studies, the confidence in the results of the study based on a sample size of at least 30 can be as high as the confidence in the findings of a study with a large sample. In addition, as a rule of general, having at least 30 participants in correlation studies is considered reasonable. It may be deemed appropriate to have at least 20-50 participants in screening studies for small main masses (Gall et. al, 2003; Koç Başaran, 2017).

4. Results

Demographic Characteristics of Respondents

All 37 boat owners / captains who answered the questionnaire are male. In terms of age; two of them are in the 26-35 age range, 11 are in the age range of 36-45, 15 are in the age range of 46-55 and five are in the age range of 56 and over. Four did not answer. 25 of the participants are boat owners, 12 of them are both boat owners and captains. 28 of 37 operators who answered the questionnaire have one boat and nine of them have two boats. In addition, 25 of their boats are within the scope of excursion, deign, and 12 of them have passenger engine status.

The Impact of COVID-19 on Timed Boat Tours

In the study, participants were asked to evaluate the effect of COVID-19 on timed boat tours and the following results were obtained.

Table 1: The impact of COVID-19 on timed boat tours

	Frequency	%
Daily Boat Tour	35	94.6
Charter-Blue Cruise Voyage	2	5.4
Total	37	100

Source: *Authors*

When Table 1 is examined, the majority of the respondents (94.6%) think that the type of yacht management that is most affected by the COVID-19 process is the day tour businesses. The rate of those who think that the blue cruise voyage is affected the most is 5.4%.

The Scale's Test of Validity

In order to test the validity of the scale used in the study, an exploratory factor analysis was performed to look at Kaiser-Meyer-Olkin (KMO), Bartlett's Test of Sphericity and Total Variance Explained - Extraction Sums of Squared Loadings-Cumulative values and the following results were found in Table 2.

Table 2: KMO and Bartlett's Testa[a]

KMO Measure of Sampling Adequacy		.566
Bartlett's Test of Sphericity	Approx. Chi-Square	211.601
	df	78
	Sig.	.000

Source: *Authors*

In our study, KMO value was found to be 0.566 and Barlett Test was significant (0.000) at 78 degrees of freedom. Field (2013) stated that 0.50 should be the lower limit for the KMO test. The ranges determined for the KMO value are considered to be 0.5-0.7 normal, 0.7-0.8 good, 0.8-0.9 very good and excellent for values greater than 0.9 (Field, 2013; Alışır et. al, 2020). In this direction, it is expected that Bartlett's Test of Sphericity will be significant and the KMO test will be higher than 0.50 (Kaya, 2013). Total Variance Explained - Extraction Sums of Squared Loadings-Cumulative value was determined as 67.335%.

Evaluation of the Impact of COVID-19 Process on Yacht Operations

The following questions have been directed to determine the level of exposure of the yacht enterprises operating Antalya X Marina and organizing daily tours from the COVID-19 process. Due to the face-to-face research and the related COVID-19 process and restrictions, the number of questions was tried to be kept at a minimum.

Table 3: The impact of COVID-19 process on yacht operations

	N	Average	Std. deviation
We had to lower our daily tour price.	37	4.4865	.60652
Our bargaining power has decreased against tourists who prefer a yacht tour.	37	4.4054	.59905
Our general yacht management costs have increased.	37	4.4865	.65071
We find it difficult to pay the salaries of our yacht management (sea + land) personnel.	37	4.4324	.76524
We cannot get loans from banks.	37	4.1622	.89795
We find it difficult to find tourists who want to take a yacht tour.	37	4.2432	.64141
We are considering selling our boats.	37	4.5135	.60652
We are thinking of quitting yacht management and moving to another line of business.	37	4.4054	.64375
Due to COVID-19, we have difficulty finding yacht personnel.	37	3.3784	1.23269
Fuel costs have increased.	37	3.7027	1.07664
COVID-19 affected us negatively in general.	37	4.3784	1.11433
I do not see well the future of yachting.	37	4.0270	.95703
If COVID-19 processes continue like this, I think many yacht businesses will go bankrupt in the future.	37	4.1351	.97645
Reliability analysis was performed for research questions and Cronbach's Alpha coefficient was determined as 0.749			

Source: *Authors*

When Table 3 is examined, it is understood that the most important effect of COVID-19 on yacht enterprises operating Antalya X Marina is in the direction that boat owners 'intend to sell their boats' (4.51). The second is that the COVID-19 process affects prices and costs. According to this, it is understood that the bargaining power of the boat owners against the customers has decreased (4.40), they have difficulty in finding tourists (4.24) and therefore they have to decrease the prices (4.48). In addition, it is seen that the costs of enterprises increase (4.48) in the process. At the beginning of these costs, the difficulties experienced in the payment of bank loan debts, a great decrease in the profit rate compared to the previous years, the customers' demands for longer tours at lower prices and thus increase in fuel costs, difficulty in finding personnel and the demand for higher salaries due to this, and at the end of each boat tour.

In addition, according to Table 3, it is understood that yacht business owners operating in X Marina do not see the future of yachting in this region positively due to COVID-19 and they think that many yacht businesses will go bankrupt in the future if COVID-19 continue like this. These results show that business owners are worried about the future.

Investigation of the Relationship between the General Exposure Level of the COVID-19 Process and the Factors Affected

Pearson correlation analysis was conducted to determine the relationship between the factors affected by the COVID-19 process of the daily tour yacht enterprises operating in a marina in Antalya and the following results were obtained.

When Table 4 is examined, it is seen that there is the highest level of relationship between the general level of exposure to COVID-19 and especially the concerns about the future. While there is a correlation of 0.669 between the statement "I do not see the well future of yachting " and the general level of influence, it is seen that there is a correlation of 0.667 between the statement "If COVID-19 process continue like this, I think many yacht businesses will go bankrupt in the future." This result shows that yacht operators are worried about the future. In addition, it is observed that there is a significant relationship between the general level of influence and monetary values. It is noteworthy that there is a correlation of 0.631 between the statement "we cannot get loans from banks" and the general exposure level, and a correlation of 0.419 between the statement "we had to reduce our daily tour price" and the general exposure level. However, a statistically significant relationship was not found

Table 4: The relationship between the general exposure level of the COVID-19 process and the factors affected

		COVID-19 affected us negatively in general.
We had to reduce our daily tour price.	Pearson Correlation	**.419(**)**
	Sig. (2-tailed)	.010
Our bargaining power has decreased against tourists who prefer a yacht tour.	Pearson Correlation	**.346(*)**
	Sig. (2-tailed)	.036
Our general yacht management costs have increased.	Pearson Correlation	-.069
	Sig. (2-tailed)	.683
We find it difficult to pay the salaries of our yacht management (sea + land) personnel.	Pearson Correlation	.324
	Sig. (2-tailed)	.050
We cannot get loans from banks.	Pearson Correlation	**.631(**)**
	Sig. (2-tailed)	.000
We find it difficult to find tourists who want to take a yacht tour.	Pearson Correlation	.140
	Sig. (2-tailed)	.410
We are considering selling our boats.	Pearson Correlation	-.172
	Sig. (2-tailed)	.308
We are thinking of quitting yacht management and moving to another line of business.	Pearson Correlation	-.065
	Sig. (2-tailed)	.703
Due to COVID-19, we have difficulty finding yacht personnel.	Pearson Correlation	**.338(*)**
	Sig. (2-tailed)	.041
Fuel costs have increased.	Pearson Correlation	-.019
	Sig. (2-tailed)	.909
I do not see well the future of yachting.	Pearson Correlation	**.669(**)**
	Sig. (2-tailed)	.000
If COVID-19 processes continue like this, I think many yacht businesses will go bankrupt in the future.	Pearson Correlation	**.667(**)**
	Sig. (2-tailed)	.000
COVID-19 affected us negatively in general.	Pearson Correlation	1
	Sig. (2-tailed)	

Source: *Authors*

between the statements regarding the increase in operating costs and gaining customers and the general level of influence. Accordingly, the H_1, H_2 and H_3 hypotheses are accepted, and the H_4 and H_5 hypotheses are rejected.

5. Conclusions

Undoubtedly, one of the business lines most affected by COVID-19 in the world has been the sea tourism sector. This sector, unlike other types of commercial shipping, has had to suspend its operations worldwide to a large extent. In fact, some countries are prohibited from entering the territorial waters of international cruise ships. Daily tour yacht management, which is one of the important subfields of marine tourism and provides important foreign currency inflow to countries, has also been adversely affected by the COVID-19 crisis and continues to be affected. In this research; the level of exposure of the daily tour yacht enterprises operating in a marina in Antalya from the COVID-19 process has been tried to be revealed. Antalya X Marina and yacht enterprises one of Turkey's most important and most sought-after holiday destinations, which is located in Antalya. It plays an important role in Turkey and Antalya's tourism promotion activities and is much sought after.

In the analyses conducted, it is understood that especially the entrepreneur boat operators are concerned about the future and they are in a pessimistic picture. They stated that if COVID-19 continues, they can quit entrepreneurship and sell their boats, they will continue to work as a captain outside of Antalya or Antalya with the qualification of yacht captain certificate and if it is impossible, they can switch to another business.

Likewise, most of the boat owners stated that they saw the future of yachting as dark due to COVID-19 and that many businesses could go bankrupt all over the world. Although they had bargaining power against both customers and agents in the market in previous years, they stated that this year they had to reduce the tour prices only in order to cover the costs and pay the personnel wages on time. In addition, it is observed that they have difficulty in obtaining bank loans in order to maintain their current status and cannot meet their funding needs. In addition, it is understood that there are great difficulties in the payment of existing loan debts. A statistically significant correlation at 95% confidence interval was found between the general level of influence from the COVID-19 process obtained from the research results and the sense of anxiety for the future, mandatory price policies for COVID-19, difficulty in finding funds and difficulty in attracting customers to the business.

To be less affected by this process; differentiation strategies should be implemented in areas related to image and services rather than price discrimination and it is recommended that boat personnel should be regularly tested for COVID, and the measures taken for the COVID-19 process on boats, hygiene and cleanliness conditions should be especially emphasized in promotional activities.

Social media should be used in the most effective way. It is necessary to continue the providing conveniences in rent payments to the marina, to provide long-term bank loans and to convenience existing payments. Besides, it is seen that some yacht enterprises in a marina have established a cooperative and business cooperated. That's why, it is recommended to continue the cooperatives, which are considered to keep yacht businesses alive and the cooperatives is one of the most important strategies that will enable and ensure the survival of yacht enterprises in X Marina during the COVID-19 process.

Consequently; it is seen that the government, municipality and marina management have made significant aid and contributions during Covid-19 pandemic process. In addition, it is thought that the strategies suggested above, especially the cooperatives, are one of the important stones of getting out of COVID-19 with the lowest damage for both Antalya X Marina and yacht businesses operating daily tours in different destinations and these are will be guide for them.

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INFO PAGE

The Impact of the COVID-19 Pandemic Process on Yacht Operators: Application on a Marina in Antalya

Abstract

Since the COVID-19 pandemic emerged, it has had a noticeable negative impact on many sectors and markets, especially the health sector. Although the large scale consequences have not yet been fully determined, the pandemic; started to change business life, personal priorities and habits. Curfews and encouragement of people not to leave their homes disrupted yachting activities. For this reason, one of the business lines most affected by the pandemic in the world has undoubtedly been the marine tourism sector. In countries with many sub-areas for marine tourism, such as Turkey, also in the yachting business sector has experienced a significant decline compared to last years. In this study; the level of exposure of yacht businesses which daily tour organizer and operating in X Marina where in Antalya the one of the most important and sought-after holiday destinations of Turkey, from the COVID-19 pandemic process has been tried to be revealed. In the study, quantitative research method was used and face to face survey technique was used. The most important limitation of this research is that it has been conducted only on yacht enterprises and daily boat tour operating in a single marina. Research results were analyzed with SPSS package program. In the analysis made, it is understood that especially the entrepreneur boat operators are concerned about the future and they are in a pessimistic picture. They stated that if COVID-19 continues, they can quit entrepreneurship and sell their boats and switch to another line of business.

Keywords: COVID-19, Marina Tourism, Yacht Management

Authors

Full Name	Author contribution roles	Contribution rate
Erdal Arlı:	*Conceptualization, Methodology, Software, Formal analysis, Investigation, Data Curation,*	*60%*
İrşad Bayırhan:	*Conceptualization, Resources, Writing - Original Draft, Writing - Review & Editing,*	*40%*

Author statement: Author(s) declare(s) that All procedures performed in studies involving human participants were in accordance with the ethical standards of the institutional and/or national research committee and with the 1964 Helsinki declaration and its later amendments or comparable ethical standards.

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Tourist satisfaction with American continent airports

Semra Günay Aktaş, Eşref Ay, Nevin Yavuz, Serkan Olgaç*

Keywords:
American Continents Airports,
Satisfaction Map,
Terminal Cleaning,
Queuing Times,
Terminal Seating Facilities,
Overall Satisfaction,
Spatial Autocorrelation.

ABSTRACT

Tourist satisfaction is very important in terms of destination loyalty as revisit and recommendation intentions. The development of airline transportation has led to an increase in the average time spent by tourists during the destination process by shortening the transportation time. The purpose of this study is to determine the spatial distribution of passenger satisfaction levels at airports in the Americas. For this purpose, data for determining tourist satisfaction has been obtained from two different platforms. In order to determine the general satisfaction level at the airports, the data of 904 airports where 30 or more users made comments were taken into consideration in the google map database. Satisfaction distribution and clustering regarding airports were evaluated with the data obtained from Google. Mapping analysis was conducted using the spatial analysis method to determine the satisfaction levels of the tourists. MapInfo 16 program was used for mapping analysis. Satisfaction levels from American airports vary between 2.5 and 4.7. In addition, whether the airport satisfaction is spatial autocorrelation has been tested using the GeoDa program. Analyzes have revealed that airport satisfaction creates spatial autocorrelation in America. It is observed that satisfaction is high in airports in the east and west of North America and low in the middle parts. Satisfaction for Central America has been found to be high in the west of the continent and low in the east. Satisfaction levels for South America are high in the northeast, northwest, and also southwest coasts, while it is low in other parts. This situation shows that airports located in certain regions of the continent have similar characteristics. Skytrax data were used to determine the variables affecting satisfaction at airports. Because there is no statistical difference between the general satisfaction values obtained from Skytrax and google platforms. In the study, the data of 58 airports, which are 30 or more evaluated in the Skytrax database, were used. Accordingly, the variables affecting general satisfaction were explained by airport cleanliness, seating capacity, and waiting times. In addition, it was determined that the independent variable that affects satisfaction the most is the waiting time in the queue. This situation shows that measures should be taken to reduce the waiting time in the queue to increase satisfaction at airports. As a result, it is important to determine tourist satisfaction, to evaluate the quality of current practices, and to identify improvement aspects. High overall satisfaction at airports will increase the likelihood of tourists to reuse these airports and recommend them to other passengers, and will positively affect destination loyalty.

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1. Introduction

The contributions of that the world became a common market and the transportation networks are improved resulted in a common lifestyle across the world where trips are more frequent and more comprehensive, and millions of people are on the move. The air transportation has become the most preferred transportation system among these trips, especially in touristic and business trips (Tuncer & Gavcar, 2014: 193). Air transport plays an important role in facilitating increased destination access and paves the way for entirely new routes to operate (Graham et al., 2008; Koo et al., 2017), thus, expanding the scope of the tourism sector. Developed air transport resulted in shortened transportation time while increasing the time that

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Research paper

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tourists spend within the destination. Besides, air transport connected far destinations to each other, and hence far destinations were opened to tourism sector, resulting an expanded tourism market (Tan, 2008: 24). Khan et al. (2017) concluded in their study that air transport has a quite significant effect in creating tourism demand. Newly opened destinations and new tourism types, on the other hand, increased the demand for air transport (Dimitriou & Aparicio, 2018). This interdependency between tourism and aviation along with the increase in competition has transformed airports (Wiltshire, 2017).

The airports provide physical and social environment where all parties come together to produce air transport services (Kuyucak, 2007). Today, airports are considered all-purpose service units and are built and managed in a way to serve this purpose (Tan, 2008). Airports that provide services to ensure exchange between air and land transportation modes are divided into two areas, namely flight line (airside) and terminal line (landside). Passenger terminals are the most important areas of the landside. Passenger terminals are the areas where check-in, security and customs controls, and luggage processes are carried out for the passengers, while providing waiting and transfer, shopping and other possibilities between the flights and serving as an entrance gate to the country most of the time (Kuyucak, 2007: 19). They are also the first meeting point, with the destination in question, of the passenger visiting that country or city or the last place of impression (Kazda & Caves, 2000: 245). Airports have key roles in the entrance to the country and represent the prestige of their country (Douglas et al., 2001: 224). As they are also the start and end point of the tourists' trips, the airports are the first place that tourists will form an impression regarding the vacation experience in the relevant destination. Thus, airport-services satisfaction takes an important place in vacation-experience satisfaction. Effective and efficient planning of airport functions will minimize the time that tourists spend for basic and compulsory services, increase the time period that they can make expenses, and both increase the quality of service experienced and improve the expense amount per person (Rendeiro & Cesar, 2006: 874).

Today, airports as all-purpose enterprises have become significant centers for employment, shopping, commerce, business meetings and entertainment. Thus, rather than being an important tool to access a tourism destination, they became a tourism destination themselves. Especially airports in Asia started to transform into airport cities (Aerotropolis). Influencing other continents and countries, this transformation in Asian airports has created a new competitive environment (Sezgin &Yavuz, 2018: 69).

The most important developments in air transportation with the effect of globalization can be divided into two as technological and structural changes. Passengers' expectations for service quality differ, especially as a result of the structural changes. Therefore, the perceived service quality and satisfaction of passengers are significantly affected by airport operations (Okumuş & Asil, 2007).

The half of the world's new air traffic is expected to be inside or outside the Asia Pacific region over the next two decades. Besides, the growth in air transport is expected to be driven mainly by regions such as Asia Pacific, the Middle East and Latin America over the next five years. Air transport growth for the next five years is thought to be mainly driven by regions such as Asia Pacific, the Middle East and Latin America (European Commission, 2011). Therefore, the researcher aimed to examine the airport satisfaction spatially. The outcomes of this study are thought to contribute to the joint assessment and comparison of all airports.

The main purpose of this study is to determine the spatial distribution of satisfaction levels with passengers related to airports in America Continents.

The answers to the following questions were investigated in the study.

1. What is the distribution of passengers' satisfaction with the airports of the Americas?
2. Is there any spatial autocorrelation of passengers' satisfaction with the airports of the Americas?
3. What are the main factors that affect the overall satisfaction in the airports of the Americas?
4. Is there any difference between the opinions on the perceived overall satisfaction that were obtained from different databases with regard to the airports of the Americas?

The results of this study are important since they will contribute to the evaluation and comparison of all airports in America Continents.

2. Literature Review

The satisfaction and dissatisfaction perceived by the passengers with the services provided directly affects the service quality and customer satisfaction of the airport. Therefore, knowing to what extent the services offered to passengers affect customer satisfaction and making the necessary plans and strategies in this direction is an important step in ensuring customer satisfaction (Çolak & Doğan, 2015: 517). Besides, the overall satisfaction has a positive effect on the intention to reuse and the willingness to recommend the airport to others. As the passengers are satisfied with the services, they use them more and are more likely to recommend them to others (Kim et al., 2016: 156).

For this reason, many studies have been conducted in this area to understand the overall satisfaction level of passengers at different airports as well as the degree of commitment of tourists to the destination. For instance, Işıldak and Tunca (2018) identified factors affecting customer satisfaction in airport services. Factors affecting customer satisfaction are as follows: terminal personnel, terminal environment and finding routes, terminal facilities, reliable and accurate service, terminal conditions, demand and instant service, advantage and comfort, internet access and terminal's physical functionality. Chao, Lin, and Chen (2013) emphasized the importance of the physical properties of the terminal in order to improve the service quality at Kaohsiung International Airport. Bogicevic et al. (2013) conducted researches in 33 airports. The findings show that airport cleanliness is the key to passenger satisfaction. In their study, Moon et al. (2017) concluded that four variables, namely airport's physical environment, aesthetics of the facility, accommodation accessibility, seating comfort and cleanliness are the main determinants of customer satisfaction. Park and Jung (2011) conducted a study on the airport service quality perceptions of transfer passengers at Incheon International Airport and found that passengers who are satisfied with the airport service quality are more likely to reuse the airport and recommend it to other passengers.

Aşık (2019) investigated whether there is a difference in service quality perceptions and quality perception according to domestic and foreign passengers at Istanbul Airport. According to the results of the research, the quality perception of domestic and foreign passengers has been gathered under seven factors. These are respectively; physical characteristics, employee characteristics, speed and timing, transportation and direction finding, trust, price, and complimentary services. However, it has been concluded that the perception of the performance of domestic and foreign passengers differs for all service dimensions except transportation and direction finding and complimentary services.

Erdoğan (2020) evaluated airport services under 8 dimensions in his study to determine the service quality of Gaziantep Airport. These are check-in and baggage services, terminal ambiance, transportation, in-terminal mobility, shopping facilities, price, terminal facilities, and security. The Importance-Performance matrix was created by applying the Importance-Performance analysis for the determined service criteria. According to the results of the Importance-Performance analysis, services that need to be concentrated, protected, low priority, and possible excesses are determined separately. As a result of the analysis, it has been determined that the services in the cell that should be concentrated are not services that are not under the direct control of the airport management.

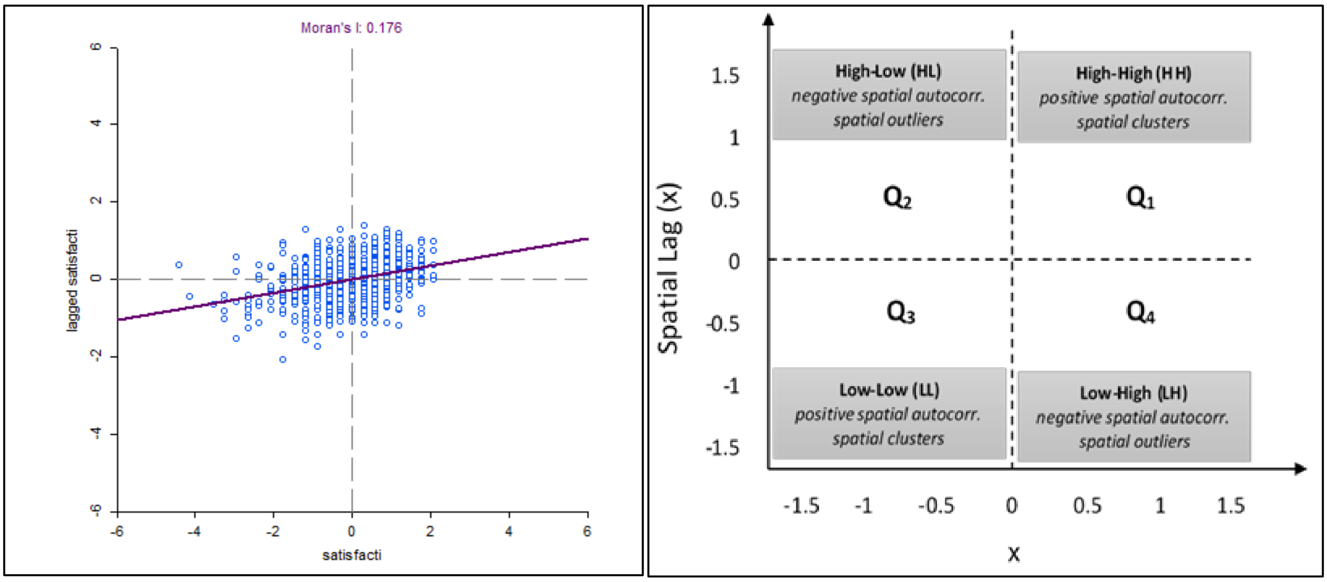
Günay Aktaş et al. (2020) determined the main factors affecting the satisfaction distribution and general satisfaction of 45 airports with the most flights in the Asian continent using Skytrax data. According to the research results, seating capacity, waiting time, and satisfaction with cleaning explain the general satisfaction. In particular, queuing time has been the most important factor affecting overall satisfaction at airports.

Yavuz et al. (2020) revealed the general satisfaction of the 100 airports with the highest number of passengers in Europe using Skytrax data and explained the general satisfaction level with other satisfaction levels. In the research, airport ownership, seating capacity, cleaning, queuing time, and the number of passengers was determined as variables that explain general satisfaction. Although airport ownership and the number of passengers do not have a statistically significant effect on overall satisfaction, it has been observed that queuing time is the main factor in explaining overall satisfaction at European airports.

3. Method

Data

The basic data for describing the level of satisfaction with airports of the America Continents were derived from google maps. 904 airports were found to evaluated by 30 and above



a) *b)*

Figure 2. a) Moran's I scatter plot, b) Quadrants of Moran's I scatterplot.

Source: *(a) Authors and (b) Günay Aktaş, et al., 2019*

people in the google map database. Google allows users to comment on the airports. Google can determine the general satisfaction only.

The data for the describing the main factors that affect the overall satisfaction of America Continents were derived from the Skytrax database. Skytrax is a platform where passengers voluntarily comment. The satisfaction with terminal seating areas, terminal cleaning and queuing was evaluated with scores from 1 to 5 and overall satisfaction from 1 to 8. The number of airports in the Skytrax database are 58 that they were evaluated by 30 and above people.

Analysis

Passengers' satisfaction levels with the airports of the Americas range from 2.5 to 4.7. The degrees of satisfaction are divided into 4 groups using the natural break method. Maps symbolized moderate satisfaction with yellow symbols, cold tones with high rank, and warm tones with low rank. For the mapping analysis MapInfo 16 program was used.

In order to explain spatial autocorrelation of passengers' satisfaction with the airports of the Americas global spatial autocorrelation[1] analysis was used firstly. For this study, a spatial weights matrix based on queen contiguity was calculated. Figure 1 shows the connectivity graph that was prepared based on first degree neighborhood. After calculated weights matrix, Moran's I value[2] was found as 0,176 (see Figure. 2. a) with a significant level of 0.05.

Moran's I scatter plot for American Continents Airports is shown in Fig. 2. a. Quadrants of Moran's I is displayed in Fig2. b. When examined the scatter plot clear that Q1 and Q4 regions demonstrates similar airports in the American Continents in terms of Moran's I.

After fixed spatial autocorrelation between airports' satisfaction levels, local indicators of spatial association' (LISA)[3] evaluated and drown LISA map. Global and local spatial autocorrelation

---

[1]*Moran's I is given in the following (Anselin; 1995):*

$$I_j = \frac{n}{\sum_{i=1}^{n}(x_i - \bar{x})^2} \frac{\sum_{i=1}^{n} w_{ij}(x_j - \bar{x})(x_i - \bar{x})}{\sum_{i=1}^{n}\sum_{j=1}^{n} w_{ij}} \qquad (1)$$

In equation (1), n denotes the total number of observations measured in a different location and, xi and xj are the observation values measured in locations i and j, respectively is the mean value of observations and wij is the element of the weight matrix which is calculated based on the determined distance matrix

[2]*The Moran's I is bounded by −1 and 1. When Moran's I value is greater or less than 0, it means that there is a positive and a negative autocorrelation, respectively. The zero value of the Moran's I value indicates no spatial autocorrelation that means all randomness. In terms of clustering, positive spatial autocorrelation shows similar values being close to each other, negative spatial autocorrelation means that dissimilar values arise close to one another.*

[3]*According to Anselin, the LISA statistic has the following properties: i. shows the extent of significant spatial clustering for each location; ii. the sum of local statistics for all observations is proportional to a global indicator of spatial association.*

analysis is conducted with Moran's I statistics and GeoDa program was used.

A map of LISA shows significant clusters as high-high (HH) / low-low (LL) means that high values are surrounded by high values /low values are surrounded by low values. The high-low (HL) and low-high (LH) are potential spatial outliers. This means that while a high value is surrounded by low values, a low value is surrounded by high values.

In order to determine how the general satisfaction of the passengers in the airports of the Americas is explained and whether there is a relationship between the level of general satisfaction and the number of daily flights, cleanliness, seating capacity and waiting time, a regression analysis was conducted.

The tourist satisfaction data were obtained from two different databases with regard to the airports of the Americas. The data obtained from Google showing overall satisfaction was used to analyze if there is a spatial distribution and spatial clustering as they are many in number. The data obtained from Skytrax allows analyzing the factors affecting the overall satisfaction, however the number of data is limited. The means of the two groups, independent of each other, were investigated because the data was supplied from two different platforms. For this, the t-test was employed. Independent Samples t Test is a parametric method used to test the significance of the difference between two arithmetic means when each sample shows a normal distribution (N1>30; N2>30).

4. Findings

In this section, answers were sought for the four questions of the research. In other words, this section includes the findings regarding the spatial distribution of satisfaction with the airports of the Americas, the spatial clustering thereof, the explanation of overall satisfaction and whether there is a difference between the data obtained from different platforms.

Spatial distribution of overall satisfaction with the airports of the Americas

Understanding the distribution of passengers' satisfaction with America Continents, satisfaction levels of airports were mapped (see Figure 3).

Airports with the highest satisfaction level are Daniel Field, Dupage Airport, Wittman Regional Airport, Palmdale Regional/USAF Plant 42 Airport, and Base Aérea de Santos Airport. Four of these airports, except Base Aérea de Santos Airport in Brazil, are in North America. Out of these four airports in the United States, only

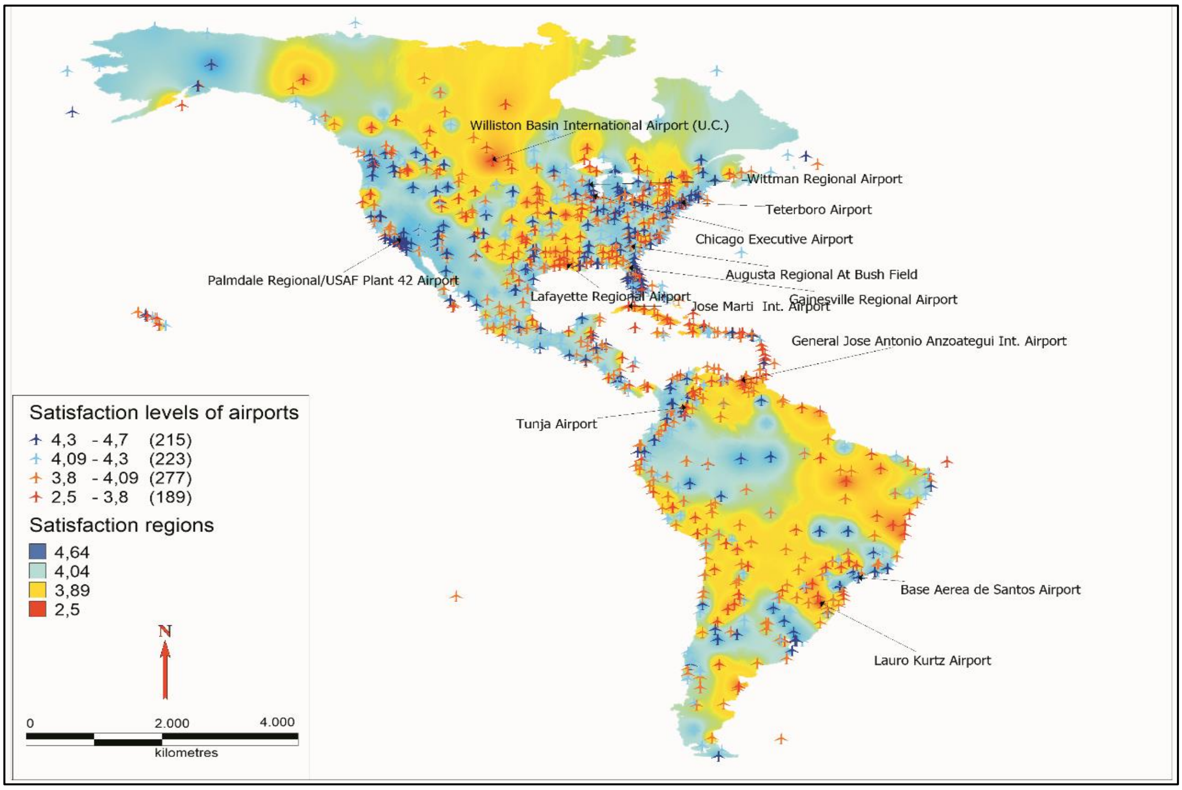


Figure. 3. Distribution of passengers' satisfaction with the airports of the Americas

Source: *Authors*

Palmdale Regional/USAF Plant 42 Airport is located in the west of North America. There are 20 airports that are rated with 4.6 points, the second average of highest satisfaction. 12 of these airports are located in North America. The only airport rated with the lowest average of 2.5 points is Tunja Airport in Colombia. This is followed by Lauro Kurtz Airport in Brazil with 2.6 points. The third lowest average satisfaction score is 2.9 points. The airports with a 2.9 point average are Lafayette Regional Airport, La Guardia Airport, and Williston Basin International Airport in the United States, Jose Marti International Airport in Cuba, and General Jose Antonio Anzoategui International Airport in Venezuela.

It is stated that the areas shown in blue and light blue on the map include the airports with the highest passenger satisfaction level. It is understood that the airports in Newfoundland and Labrador, Ontario, Québec, and British Columbia states in the south of Canada in North America have a high level of passenger satisfaction. Besides, the states of Maryland, Pennsylvania, New York, Georgia, North Carolina, South Carolina, Virginia and Florida, along the north east, east and south east; Alaska, Washington, Oregon, California in the west; Texas and Mississippi in the south; Illinois, Indiana, Ohio, Minnesota, Wisconsin and Michigan in the central and northeast; Arizona in the south-west, and Colorado in the central part of the United States are notable for their airports with high passenger satisfaction. Mexico in Central America, Colombia, Brazil, and Argentina in South America also have airports with high passenger satisfaction. It is observed that passenger satisfaction is also high at the airports in the Bahamas, an island country which is a part of Central America.

North Dakota and Louisiana states in the south of the United States as the regions where yellow and red colors are concentrated on the map attract attention as the regions with low passenger satisfaction. It is seen that Canada also has airports with low satisfaction scores. In case of South America, it is seen that there are airports with low satisfaction scores on the north, south and east coasts, especially in the south of Brazil.

Spatial clustering of overall satisfaction with the airports of the Americas

Although the spatial distribution of satisfaction in the America Continents has been determined, it is unknown whether there are any spatial clusters in terms of satisfaction levels. Figure. 4. displays that there is a spatial cluster for passengers' satisfaction with 158 airports with a significance level of 0.05, and that there is no significant cluster in 745 airports.

When we look at the spatial autocorrelation map of the level of passenger satisfaction for the airports of the Americas, 64 airports, shown in red, constitute the spatial cluster indicating high-high satisfaction. It is seen that these airports are predominantly located on the east and west coasts

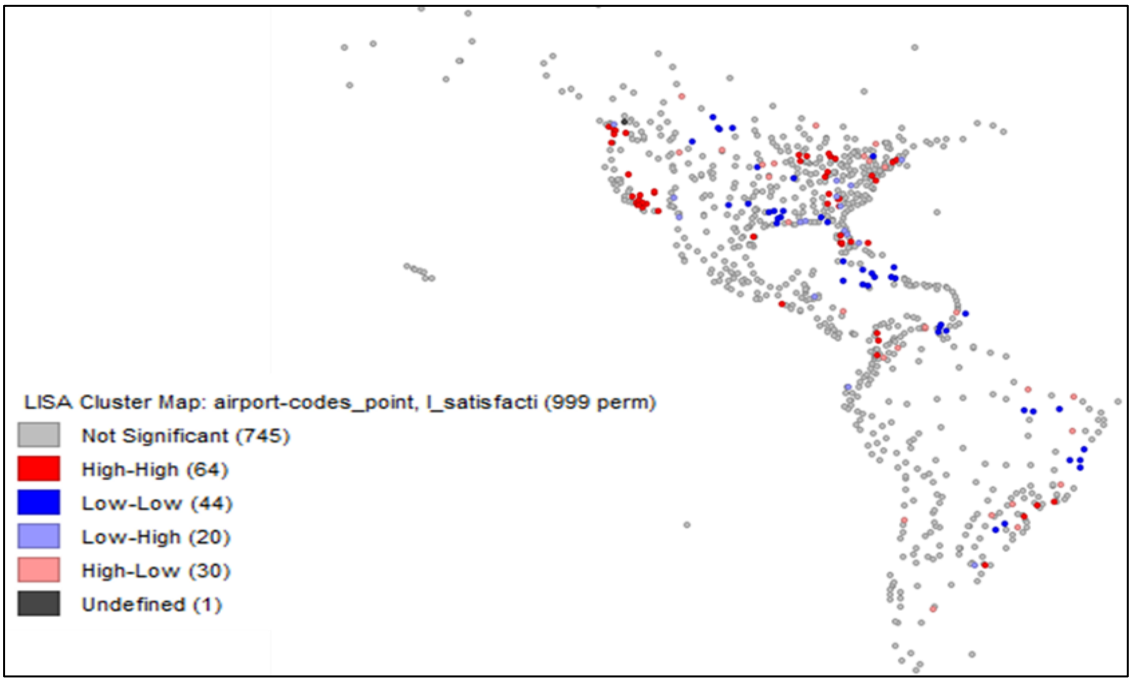


Figure. 4. LISA cluster map for the airports of the Americas

Source: *Authors*

of North America. 30 airports that have high satisfaction scores, however satisfaction score thereof is low in their neighbors, are shown in pink on the map. It is observed that the level of passenger satisfaction is low at 20 airports shown in light blue on the map, while it is high in their neighbors. The passenger satisfaction level of the 44 airports shown in blue, and the neighbors thereof, is low.

When Figure 4 is examined, it is understood that high-high satisfaction clusters are more common in North and Central America. Especially in the west and east of North America, high-high cluster is concentrated. In the inner and southern parts of North America, low-low clusters draw attention. It is observed that low-low cluster is concentrated on the islands in Central America. In the South American continent, there is a low-low spatial cluster in the north east of the continent and a high-high spatial cluster in the south east.

Main factors that affect the overall satisfaction in the airports of the Americas

The relationship between the overall satisfaction and the seating capacity, cleanliness, and queuing time variables of the airport passengers was tested with the help of Skytrax data. The overall satisfaction of the passengers was taken as the dependent variable. Descriptive statistics table for dependent variables and independent variables is given in Table 1.

Table 1. Descriptive Statistics of the variables for airport satisfaction

	Mean	Std. Deviation	N
Overall satisfaction	3.069	1.18483	58
Terminal seating satisfaction	2.6552	.68956	58
Terminal cleanliness satisfaction	3.1379	.68693	58
Queuing times satisfaction	2.5862	.75008	58

***Source**: Authors*

When mean values are examined, it is seen that general satisfaction is 3.7, terminal seating satisfaction is 2.6, terminal cleanliness satisfaction is 3.1, and queuing times satisfaction is 2.5. The lowest satisfaction is for queuing time, whereas the highest satisfaction is for the overall satisfaction. The highest standard deviation among satisfaction indicators is seen in overall satisfaction (1.18). Satisfaction with queuing time (0.75) also has a high standard deviation.

Table 2. Model summary for airport satisfaction

Model Summary				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	.908^{a}	.825	.815	.50924
a. Predictors: (Constant), Queuing Times, Terminal Seating, Terminal Cleanliness				

***Source**: Authors*

Regression analysis was conducted to explain the satisfaction regarding the airports. According to the results of the analysis, the variables of seating capacity, cleanliness and queuing time explain 81.5% of overall satisfaction in evaluating the overall satisfaction for the airports (see Table 2).

Table 3. ANOVA for airport satisfaction

Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	66.014	3	22.005	84.854	.000b
	Residual	14.003	54	.259		
	Total	80.017	57			
a. Dependent Variable: Overall						
b. Predictors: (Constant), Queuing Times, Terminal Seating, Terminal Cleanliness						

***Source**: Authors*

When Table 3 is examined, it is seen that at least one of the variables of seating capacity, cleanliness, and queuing time has an effect on overall satisfaction ($p < 0.05$). The effects of these variables on overall satisfaction are given in Table 4.

Table 4 sets forth that the variables of cleanliness and queuing time ($p < 0.05$) have a significantly positive effect on overall satisfaction. It is seen that seating capacity does not have a significant effect on overall satisfaction ($p > 0.05$). The most effective independent variable on overall satisfaction is queuing times.

Whether there is a difference between Skytrax and Google users' evaluation of airports.

Table 4. Factors affecting overall satisfaction with airports

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	-0.837	0.322		-2.601	0.012
	Terminal Seating	0.216	0.149	0.126	1.456	0.151
	Terminal Cleanliness	0.554	0.154	0.321	3.593	0.001
	QueuingTimes	0.863	0.143	0.547	6.050	0.000

***Source:** The Authors*

Table 5. t test for Skytrax and Google users' assessment on the airports

	Skytrax Google	N	Mean	Std. Deviation	Std. Error Mean
Overall	Skytrax	58	3.7069	1.18483	.15558
	Google	617	4.0042	.33727	.01358

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Overall	Equal variances assumed	301.236	0.000	-4.584	673	0.000	-0.29732	0.06486	-0.42466	-0.16997
	Equal variances not assumed			-1.904	57.871	0.062	-0.29732	0.15617	-0.60993	0.01530

Source: *Authors*

Two different groups can be used to test whether numerical data differ significantly from each other. This study assessed the Skytrax and Google users' opinions on overall satisfaction regarding the airports. According to the Independent Samples t Test, it was examined whether there is a significant difference between these two groups' overall satisfaction assessments for the airports (Table 5).

The descriptive statistics show that the mean overall satisfaction levels of both data groups (Skytrax mean = 3.71, Google mean = 4.00) is close to each other. This reveals that both Skytrax and Google users have expressed the same level of satisfaction with American airports.

The results of t test revealed that two user-groups independent of each other were not homogeneously distributed ($p < 0.05$). Accordingly, based on the difference between the groups, it is found that there is no difference between Skytrax users' and Google users' opinions regarding overall satisfaction with airports (Equal variances not assumed, ($p=0.65>0.05$).

5. Discussion and Conclusion

Tourist satisfaction is very important in terms of loyalty to a destination, and this is explained as revisit and recommendation intentions. Fuchs and Weiermair (2004) argue that many tourism destinations consider tourist satisfaction as one of the most important sources of competitive advantages. Yen-Lun Su (2004) states that "the purpose of measuring customer satisfaction is to evaluate the quality of current management practices and to determine the improvement aspects". Park and Jung (2011) conducted a study on the airport service quality perceptions of transfer passengers at Incheon International Airport and found that passengers who are satisfied with the airport service quality are more likely to reuse the airport and recommend it to other passengers.

In the study, the tourist satisfaction regarding the airports in the Americas was analyzed by obtaining data from two different platforms. The distribution and clustering of satisfaction with the airports were analyzed with the data obtained from Google. It is observed that satisfaction with airports is high in the east and west of North America, while it is low in the central parts. For Central America, satisfaction appears to be high in the west of the continent and low in the east. For South America, the satisfaction appears to be high in the northeast, northwest and also in the south west coasts, while it is low in other parts. Previous studies for Europe and Asia also show that tourist satisfaction with airports creates a spatial pattern in the continents.

The spatial pattern in the spatial distribution of airports suggests the question of whether there is spatial autocorrelation. The analyzes performed revealed that the airport satisfaction creates spatial autocorrelation in the Americas. This shows that the airports in certain parts of the continents have similar characteristics. This similarity affects the distribution of satisfaction. In fact, this situation reveals the necessity of determining the factors affecting satisfaction regarding airports.

Skytrax data were used to determine the variables that affect the satisfaction at airports. It is clear from the research that the general satisfaction is explained by airport cleanliness, seating capacity and queuing times. The results obtained are consistent with the researches conducted on the European and Asian continents (Günay Aktaş et al., 2020: 508; Yavuz et al., 2020: 233-234). Besides, queuing time was found to be the independent variable which affects the satisfaction the most for the three continents. Airport cleanliness is the second variable affecting overall satisfaction in all three continents. In their research on 33 airports, Bogicevic et al. (2013) concluded that airport cleaning is the key to passenger satisfaction.

The airport seating capacity in the Americas does not affect overall satisfaction unlike the European and Asian continents. This result can be interpreted in the sense that the airport seating capacities in the Americas are sufficient or they have more capacity than other continents. Correia et al. (2008), Ahmadpour et al. (2014) and Batra (2014) concluded in their studies that seating comfort has a significant effect on visitors.

Although there are variables in the Skytrax platform that can explain airport satisfaction, the number of data to be used in the research is limited. The lack of statistical difference between the overall satisfaction values obtained from Skytrax and Google platforms shows that measures should be taken to reduce the queuing times to increase satisfaction at airports. Then, measures should be taken for airport cleanliness. The improvement that will affect satisfaction in the third place is increasing the seating capacity. Since the research was conducted for airports for which adequate number of opinions were reported, it was conducted for a limited number of airports. The study can be evaluated more comprehensively for more airports in the future with the increase in the number of opinions and the formation of the opinions regarding the airports for which no comments have been made.

The majority of the opinions of the passengers in this study is from pre-Covid-19 period. Repeating a similar research within the scope of post-pandemic opinions may bring a new initiative. If research is carried out only with new data, queuing time is likely to affect the satisfaction less, and the cleanliness is likely to be affected more, due to the decrease in the number of passengers.

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INFO PAGE

TOURIST SATISFACTION WITH AMERICAN CONTINENT AIRPORTS

Abstract

Tourist satisfaction is very important in terms of destination loyalty as revisit and recommendation intentions. The development of airline transportation has led to an increase in the average time spent by tourists during the destination process by shortening the transportation time. The purpose of this study is to determine the spatial distribution of passenger satisfaction levels at airports in the Americas. For this purpose, data for determining tourist satisfaction has been obtained from two different platforms. In order to determine the general satisfaction level at the airports, the data of 904 airports where 30 or more users made comments were taken into consideration in the google map database. Satisfaction distribution and clustering regarding airports were evaluated with the data obtained from Google. Mapping analysis was conducted using the spatial analysis method to determine the satisfaction levels of the tourists. MapInfo 16 program was used for mapping analysis. Satisfaction levels from American airports vary between 2.5 and 4.7. In addition, whether the airport satisfaction is spatial autocorrelation has been tested using the GeoDa program. Analyzes have revealed that airport satisfaction creates spatial autocorrelation in America. It is observed that satisfaction is high in airports in the east and west of North America and low in the middle parts. Satisfaction for Central America has been found to be high in the west of the continent and low in the east. Satisfaction levels for South America are high in the northeast, northwest, and also southwest coasts, while it is low in other parts. This situation shows that airports located in certain regions of the continent have similar characteristics. Skytrax data were used to determine the variables affecting satisfaction at airports. Because there is no statistical difference between the general satisfaction values obtained from Skytrax and google platforms. In the study, the data of 58 airports, which are 30 or more evaluated in the Skytrax database, were used. Accordingly, the variables affecting general satisfaction were explained by airport cleanliness, seating capacity, and waiting times. In addition, it was determined that the independent variable that affects satisfaction the most is the waiting time in the queue. This situation shows that measures should be taken to reduce the waiting time in the queue to increase satisfaction at airports. As a result, it is important to determine tourist satisfaction, to evaluate the quality of current practices, and to identify improvement aspects. High overall satisfaction at airports will increase the likelihood of tourists to reuse these airports and recommend them to other passengers, and will positively affect destination loyalty.

Keywords: Amerikan Continents Airports, Satisfaction Map, Terminal Cleaning, Queuing Times, Terminal Seating Facilities, Overall satisfaction, Spatial Outocorellation

Authors

Full Name	Author contribution roles	Contribution rate
Semra Günay Aktaş:	*Conceptualization, Methodology, Software, Formal analysis, Investigation, Writing - Review & Editing, Visualization, Supervision, Project administration, Funding acquisition,*	*35%*
Eşref Ay:	*Formal analysis, Data Curation, Writing - Original Draft, Visualization,*	*20%*
Nevin Yavuz:	*Resources, Data Curation, Writing - Original Draft,*	*20%*
Serkan Olgaç:	*Methodology, Validation, Formal analysis, Data Curation, Writing - Original Draft,*	*25%*

Author statement: Author(s) declare(s) that All procedures performed in studies involving human participants were in accordance with the ethical standards of the institutional and/or national research committee and with the 1964 Helsinki declaration and its later amendments or comparable ethical standards.

This paper does not required ethics committee report
Justification: The methodology of this study does not require an ethics committee report.

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A review of prominent theories in perceived CSR-employee outcomes link in hospitality literature

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Corporate social responsibility,
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ABSTRACT

Researchers' interests to corporate social responsibility (CSR) concept is increasing in tourism and hospitality literature. Thus far, many papers published that examined what, how and when CSR practices provide economic returns including financial performance and various stakeholders' positive reactions. Although there are many papers related CSR-financial performance, as a critical stakeholder, employees' reactions to CSR practices are underinvestigated. Current study seeks to extend Boğan's (2020a) initial research by providing the key tenets of prominent theories that provide a theoretical foundation for researchers interested in investigating employees' reactions to CSR practices in hospitality industry. These theories include social identity theory, social exchange theory, stakeholder theory, self-determination theory, justice theory and signaling theory. We explicate the underlying psychological processes in CSR-employee outcomes link by drawing arguments from these critical six theories. The study will provide some important theoretical baseline for future researchers whose research interests include perceived CSR-employee outcomes link.

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1. Introduction

In the tourism and hospitality literature, researchers' interest to concept of corporate social responsibility (CSR) is increasing (Boğan, 2020a; Boğan & Sarıışık, 2020; Gursoy et al., 2019). One of the possible reasons for this is the progress of the CSR in the management and marketing literature. Another important reason is the awareness that CSR is wider in scope than environmental practices associated with sustainable tourism (Coles, Fenclova & Dinan, 2013). CSR imposes some responsibilities on businesses in order to accomplish sustainable development (Boğan, 2020b). In other words, CSR underlines that business have some economic, social, environmental and ethical responsibilities in the region where they operate (Carroll, 1979; Martínez, Pérez & Rodriguez del Bosque, 2013).

It is possible to say that CSR practices have become a strategic trend regardless of the tourism and hospitality sector (Carroll & Shabana, 2010). This is confirmed by CSR awards given by different organizations every year. However, when examined in the context of the tourism and hospitality industry, it is seen that many food companies, hotels and travel companies carry out social responsibility projects and share them on different channels in order to receive strategic returns from their stakeholders (de Grosbois, 2012; Holcomb, Upchurch & Okumus, 2007; Okumus et al., 2020). For example, Hilton hotels communicate their social and environmental projects and objectives on corporate web pages (Hilton, 2021). Starbucks conveys its responsible initiatives and goals to its stakeholders under the titles of strengthen communities, green retail, create opportunities and source ethically and sustainably (starbucks.com/responsibility). Communicating such positive responsible initiatives to stakeholders results in getting positive returns (Boğan & Dedeoğlu, 2019a).

In recent years, individual stakeholders' reactions to CSR practices in the hospitality industry have been investigated not only in developed countries but also in developing countries (Boğan & Dedeoğlu, 2019a; Gursoy et al., 2019; Islam et al., 2016;). The responses of different stakeholder groups to CSR practices are called micro-CSR (Aguinis & Glavas, 2012; Glavas, 2016). Researchers have used a number of theories to

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demonstrate what reactions stakeholders will have and why. Put another way, they put their research models on theoretical ground. Theory refers to "a consistent and coherent group of general propositions used as explanations for a class of phenomena" (Bormann, 1996, pp. 83). The present study aims to reveal the theories used to explain the reactions of employees to CSR practices. These theories will enable researchers to take advantage of the models they build in CSR in the future. The study will be based on the bibliometric results given in the study of Boğan (2020b). Accordingly, the author carried out a bibliometric study, which covers empirical studies published in Q1 code journals that investigate employees' reactions to CSR activities published in tourism and hospitality journals. In the context of the content, the author emphasized the theories that the researchers used, and revealed that the social identity theory and social exchange theory were the most used theory.

2. Literature Review

Corporate Social Responsibility

The modern concept of CSR dates to the 1950s (Frederick, 1960). The fact that companies underestimate social interest and exhibit environmentally irresponsible behaviours has attracted the reaction of communities, NGOs and consumers, especially the media. In previous periods when all ways were considered legitimate in order to maximize profit, companies displayed irresponsible examples. Child labor, not providing a healthy and safe working environment to employees, polluting the natural environment are just a few of these irresponsible behaviors. However, as a result of the pressure put on by the stakeholders, it has been generally accepted that companies have some social and environmental responsibilities beyond economic returns (Carroll, 1989). Therefore, the success of the company is measured not only by financial indicators, but also by responsible initiatives they exhibit in social and environmental terms (Serra-Cantallops et al., 2018).

According to Carroll (1979), the concept of CSR in the modern sense started with the book of "social responsibilities of businessmen" written by Bowen (1953). Bowen (1953, p. 6) stressed the "obligations of businessmen to pursue those policies, to make those decisions, or to follow those lines of action which are desirable in terms of the objectives and values of our society". Although there are many definitions for the concept of CSR, Dahlsrud (2008) has revealed that the definition that researchers use the most is that of the Commission of the European Communities. Accordingly, EC (2001) defined CSR as "a concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis". Carroll (1979) created a pyramid to demonstrate responsibilities of companies in four dimensions as economic, legal, ethical and philanthropic respectively. Economic responsibility is the primary responsibility that includes producing goods and services that society needs and selling them at a fair price. Legal responsibility requires compliance with legal regulations in the production and sale of goods and services. Ethical responsibilities, although not covered by legal regulations, it covers practices and activities that are not allowed or expected by the community. Finally, philanthropic responsibility is the responsibility area that people think in the first place when social responsibility is concerned. Philanthropic responsibility activies reflect the company's own desires and wishes, that is, not caused by external pressure (Carroll, 1979, 1989). These four dimensions have been largely used to measure employees' CSR perception in tourism and hospitality literature (Fu, Ye & Law, 2014; Kim, Song & Lee, 2016; Kim et al., 2017; Lee et al., 2012; Song et al., 2015).

Perceived CSR and Employee Outcomes

In tourism and hospitality literature, CSR practices initially linked to financial performance (Inoue & Lee, 2011; Kang, Lee & Huh, 2010; Qu, 2014; Rhou, Singal & Koh, 2016; Youn, Hua & Lee, 2015). But later, various stakeholders' (including customers, employees, local people and prospective employees) responses to CSR practices investigated. Among these stakeholders, there is only limited papers related to employees' responses (Aguinis & Glavas, 2012; Glavas, 2016; Serra-Cantallops et al., 2018). Among these limited papers, researchers investigated the impact of employees' CSR perception on their work- and organization-related outcomes such as job satisfaction (Çalışkan & Ünüsan, 2011; Lee et al., 2012; Youn, Lee & Lee, 2018), organizational commitment (Fu, Ye & Law, 2014; Islam et al., 2016; Kim, Song & Lee, 2016; Song et al., 2015), work engagement (Ilkhanizadeh & Karatepe, 2017; Park, Lee & Kim, 2018), organizational trust (Boğan & Dedeoğlu, 2019a; Lee et al., 2012, 2013), affective commitment (Boğan & Sarıışık, 2020; Kim et al., 2017; Wong & Gao, 2014; Youn, Lee & Lee, 2018), organizational identification (Fu, Ye & Law, 2014; Islam et al., 2016; Park, Levy, 2014), innovative behavior (Park, Lee & Kim, 2018), career satisfaction (Ilkhanizadeh & Karatepe, 2017), organizational citizenship behavior (Fu, Ye & Law, 2014; Islam et al., 2016; Kim et al., 2017), work-life quality (Kim et al., 2017), perceived organizational culture (Wong & Gao, 2014) and voice behavior (Ilkhanizadeh & Karatepe, 2017). The findings of most these papers indicated that hospitality companies CSR practices play an important role to enhance employees' positive work- and organizational-related attitudes and behaviors.

Most Cited Theories in CSR-Employee Outcomes

The researchers who examined the link between CSR and employee outcomes used some theories to provide theoretical background for the model they proposed. Among these theories, according to the findings of Boğan (2020), social identity theory (Ashforth & Mael, 1989), social exchange theory (Blau, 1964), self-determination theory (Deci & Ryan, 1985) and stakeholder theory (Freeman, 1984) are the most used theories in tourism and hospitality literature during the period of 2012-2019. We provide some critical explanations of these theories to future researchers. This may provide some important benefits to researchers while creating the research model. Beyond these four theories, we emphasize that justice theory (Cropanzano et al., 2001) and signaling theory (Rynes, 1991; Spence, 2002) are two of most used theories in management literature. Stakeholder theory (Freeman, 1984) is mostly used while measuring employees' CSR perception (Park et al., 2018; Park & Levy, 2014; Wong & Gao, 2014; Zientara et al., 2015). According to this theory, companies have some responsibility not only to internal stakeholders (owners, investors, employees) but also to external stakeholders (customers, suppliers, government, community groups etc.). Hence, they must take all stakeholders' interest into account in decision making process (Farmaki, 2019; Karakuş, Onat and Yetiş: 2018).

According to social identity theory (Ashforth & Mael, 1989), people divide themselves and others into certain classes or categories. These classes or categories play an important role in the development or protection of the individual's self-concept. These categories also help the individual to position themselves and others in the social environment. Depending on the high quality or attractiveness of the category, people have some perceptions that are reflected positively or negatively on their attitudes and behaviors towards to it. It is clear that companies, which generally show socially and environmentally responsible behavior, have a high corporate reputation among its stakeholders. Working in such a highly reputable company or being a part of this company contributes to the employee positioning himself in a good place in his social environment. In particular, when the positive activities of the company are discussed or mentioned in a social community, the employee will be proud of being a member of this organization. That may most likely shape his attitudes and behaviors to the organization (Fu et al., 2014; Islam et al., 2016; Kim et al., 2016a; Park & Levy, 2014; Wong & Gao, 2014; Youn et al., 2018).

According to social exchange theory (SET) (Blau, 1964; Deckop et al., 2003) there are two types of exchanges between the organization and employees as economic and social. The fact that the employee gives his labor and gains his wages from the company in return for the labor put into the work creates the economic dimension of this exchange. This exchange is clearly stated in the employment contract. Social exchange, on the other hand, is the non-monetary part of the employment and covers the voluntarily behaviors of the employee. For example, participating in a charity project organized by the company or participating in planting project. Employee participation in such responsible projects can lead to a spiritual satisfaction or meeting the need to make sense of his life. Ultimately, employees can provide positive feedbacks to the company that meets this need. That reflects the basic reciprocity tenet of social exchange theory (Boğan & Dedeoğlu, 2020; Gürlek & Tuna, 2019; Jones, 2010; Kim et al., 2017).

Another one of most cited theories is self-determination theory (Deci & Ryan, 1985). Self-determination theory (SDT) focuses on the extent to which an individual's behavior is self-motivated and self-determined. According to this theory, the type of motivation (intrinsic versus extrinsic) that the individual has is the main determinant of the result of his behaviors. Socially responsible businesses engage in activities that provides benefits to both the business and the community. This is something beyond the economic and technical interest of the company (Aguilera et al., 2007). Employees' perception of CSR motivates them to enjoy their work, to satisfy their curiosity, and to meet their need of self-expression. Intrinsic motivation of employees working in a socially responsible enterprise is higher. Because, the company engages in practices accordance with the values of employees who are members of the wider community. Intrinsic motivated employees exhibit more positive work- and organization-related attitudes and behaviors. Since responsible initiatives increase intrinsic motivation, employees' CSR perception can be expected to reflect on their attitudes and behaviors (Hur, Moon & Ko, 2018). Some CSR papers in hospitality literature (Hu, Liu & Qu, 2019; Kim et al., 2016b) used SDT principles while developing the research model.

According to the justice theory (Cropanzano et al., 2001), employees want fair behaviors not only to themselves but also to their colleagues and even external stakeholders. This desire of employees arises from three types of individual needs. The employee wants to be treated fairly because this will reveal an individual benefit. He wants his colleagues to be treated fairly because he wants to belong to a group. He wants external stakeholders to be treated fairly because he wants to make sense of his life morally. This third need is a reflection of deontic justice. It is an important requirement of humanity not to remain silent against the injustices they witness even if it is not done to him. Because as much as he is concerned with himself, he is also concerned with his social environment. An individual living in Alaska is affected by hunger and famine in Africa or tsunami in Japan. Because the human nature requires that (Rupp et al., 2006). Here are some studies that used justice theory while developing the research hypotheses in tourism and hospitality literature (Boğan & Dedeoğlu, 2019a, 2019b).

According to the signaling theory (Rynes, 1991; Spence, 2002), job seekers or individuals who have just started working in the company do not have enough information about the working conditions and business environment and how the company will treat them. In these issues, the company's outreach social and environmental initiatives provide some tips or signals to the job seekers in order to make predictions. Employees may think that the company will treat responsibly to them thanks to the responsible initiatives it displays in the external environment. Therefore, the company can be considered reliable or attractive due to these initiatives. As a result, individuals seeking a job can provide positive feedback, such as preferring the company as a good place to work or recommending it to others looking for a job (Boğan & Dedeoğlu, 2019b).

3. Conclusion

The interest of researchers in CSR practices, which we frequently encounter in the tourism and hospitality sector, is increasing day by day (Boğan & Dedeoğlu, 2019a, 2020). So much so, over the past few years, researchers have developed complex models covering the reactions of different stakeholders to these practices (see Boğan & Dedeoğlu, 2020; Boğan & Sarıışık, 2020; Gursoy et al., 2019; Kim et al., 2017; Su et al., 2017; Su & Swanson, 2019;). In other words, the researchers are trying to reveal what, how and when the CSR practices result in positive stakeholder reactions. The findings obtained guide the practitioners in the form of a compass. The current study examines the theories used to explain the reactions of employees to CSR practices in the tourism and hospitality industry. Employees' attitudes and behaviors are critical to the success of companies operating in the service industry. Namely, employees are critical in shaping customers' service quality perception, customer satisfaction and loyalty (Boğan & Dedeoğlu, 2017; Heskett & Schlesinger, 1994). Among these theories, some of the most commonly used principles of social identity theory, social exchange theory, stakeholder theory, justice theory, self-determination theory and signaling are explained. This provides a comprehensive guide especially for the researchers who are interested in CSR and environmental practices. In this way, researchers will be able to express more easily what kind of contributions the research models they have created theoretically. Considering that the studies carried out especially in the tourism and hospitality sector have some theoretical shortcomings (Faulkner & Goeldner, 1998; Rivera & Pizam, 2015), the current study can be expected to guide researchers.

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INFO PAGE

A review of prominent theories in perceived CSR-employee outcomes link in hospitality literature

Abstract

Researchers' interests to corporate social responsibility (CSR) concept is increasing in tourism and hospitality literature. Thus far, many papers published that examined what, how and when CSR practices provide economic returns including financial performance and various stakeholders' positive reactions. Although there are many papers related CSR-financial performance, as a critical stakeholder, employees' reactions to CSR practices are underinvestigated. Current study seeks to extend Boğan's (2020a) initial research by providing the key tenets of prominent theories that provide a theoretical foundation for researchers interested in investigating employees' reactions to CSR practices in hospitality industry. These theories include social identity theory, social exchange theory, stakeholder theory, self-determination theory, justice theory and signaling theory. We explicate the underlying psychological processes in CSR-employee outcomes link by drawing arguments from these critical six theories. The study will provide some important theoretical baseline for future researchers whose research interests include perceived CSR-employee outcomes link.

Keywords: Corporate social responsibility, Employee outcomes, Hospitality literature

Authors

Full Name	Author contribution roles	Contribution rate
Erhan Boğan:	*Conceptualization, Methodology, Investigation, Writing - Original Draft, Writing - Review & Editing, Visualization,*	*100%*

Author statement: Author(s) declare(s) that All procedures performed in studies involving human participants were in accordance with the ethical standards of the institutional and/or national research committee and with the 1964 Helsinki declaration and its later amendments or comparable ethical standards.

This paper does not required ethics committee report

Justification: The methodology of this study does not require an ethics committee report.

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Sustainable tourism: Gen Z?

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Keywords:
Tourism,
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ABSTRACT

Tourism is a system that has social, environmental and economic impacts on a global scale. These impacts, which seem as a chronic problem especially in the balance of environment and economy, need to be evaluated from different perspectives. The concept "sustainable tourism" is an approach for overcoming problems associated with undesirable impacts. Economic gain, resource conservation and inter-and intra-generational equality are the core factors of this approach. Therefore, it is important to reinterpret it in terms of way to today's generation. This generation called Generation Z (Gen Z), have quite different characteristics from previous generations. As natives of the digital world Gen Z'ers, born and growing in a period of economic crises, wars and environmental problems. This innovative generation has a strong communication network, uses technology extensively and easily accesses information. Therefore, it is a significant subject of investigation for the applicability of the concept of sustainable tourism. In this study, the diverging and adaptive aspects of sustainable tourism and Gen Z are examined and various inferences have been made in the context of today's world.

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1. Introduction

Today's world is experiencing a depression due to the psychological, economic and environmental changes. This issue which characterized with the domination of the nature by human beings, stands at a critical crossroad (Kapecki, 2020; Özel, 2007). While this reality contains dramatic examples such as global warming, deforestation and desertification, it becomes more concrete with increasing consumption rates and social inequality levels (Weaver, 2006). At this point, sustainable development is an important concept in the triangle of environment, society and consumption (Çalışkan, 2017). The concept of sustainable development which expresses the success of social, economic and environmental goals (Koltun, 2010), on the other hand, has a controversial content that can be interpreted differently. It is seen that the concept, which includes different approaches regarding the meaning and depth of application, is ambiguous on the axis of socio-economy and environmental conflict (Giddings, Hopwood & O'Brien, 2002). As a matter of fact, the anthropocentric structure of human beings and the balanced use of limited resources are the oxymoron of sustainable development (Higgins-Desbiolles, 2018). Depending on crazy-quilt (Rosenau, 1995) and anthropocentric nature of modern life, Gen Z is the key factor of sustainable development. Moreover, by 2030, this generation will be the central workforce in society and will play a major role in creating a sustainable future and achieving sustainable development goals. In other words, Gen Z is an indispensable and strategic component of building sustainable future (Yamane & Kaneko, 2021).

An important context of the concept of sustainable development and Gen Z is the phenomenon of tourism and the understanding of sustainable tourism. Sustainable tourism is a derivative of sustainable development (Sharpley, 2010) and is built on the similar principles (Garrod & Fyall, 1998). Based on the motto of Brundtland Report "…meets the needs of the present without compromising the ability of future generations to meet their needs." (WCED, 1987: 43), the understanding of sustainable tourism also prioritizes the principle of intergenerational equality and emphasizes the fair distribution of

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benefits and costs (Liu, 2003). It should be noted that, tourism is one of the largest and fastest growing sectors in the world and has social, economic and environmental impacts on a global scale (Ap, 1992; Anderecek et al., 2005; Hall & Lew, 2009). Apart from global effects, the emergence of new demand structures and the increasing rate of enterprise highlight the concept of sustainability (Lordkipanidze, Brezet & Backman, 2005), and this indicates the perspective of intergenerational equality (McMinn, 1997).

Gen Z can be a critical question mark for sustainable tourism, which has priorities such as respect for the local culture and socio-economic benefit beside the principle of environmental conservation (Haddouche & Salomone, 2018). Low sense of belonging, being individualistic (Taş, Demirdöğmez, & Küçükoğlu, 2017) and growing up in a complex, changeable and chaotic period make Gen Z an important research topic for tourism, which is deeply affected by demographic changes (Robinson & Schänzel, 2019). From this point of view, this study examines the foci of the concepts of sustainable tourism and Gen Z and analyzes the contrasting and conflicting aspects of the two concepts. In this context, the future emphasis of the sustainable tourism is reinterpreted on the basis of today's world and suggestions are presented.

2. Moving Towards Society 5.0

According to the philosophy of Society 5.0, which was first emphasised by the Government of Japan, it depicts the construction of super-smart societies while also expressing an understanding that shapes the future and constantly generates new values and services (Government of Japan, 2016).

The world has witnessed different social transformations in the historical process. These transformations of human beings, the historical process can be summarized as follows: First, Society 1.0 (Hunting and coexistence with nature); Second, Society 2.0 (agricultural cultivation, increasing organizations and nation-building); Society 3.0 (industrialization and mass production); Society 4.0 (information society) and Society 5.0 (Prosperous humancentered society - built upon Society 4.0) (Harayama, 2017:10). In Society 5.0, it is essential to seek a common solution to global challenges, regardless of any region, gender or age. Here, each of economic and technological activities are necessary for the wellbeing of the whole societies, not a particular minority (See, Government of Japan, 2016; Fukuyama, 2018). It should be noted that, Sustainable Development Goals (SDGs) constitute the basis of this understanding (Roblek, et al., 2020; Arı, 2021). Understanding of Society 5.0 focuses on technologic innovations to reduce the global risks such as ageing of population, natural disasters, inequalities and security problems (Pereira, Lima & Charrua-Santos, 2020). In this sense, considering the impact of tourism on society and the environment, global restrictions are inevitable, on the other hand, existing tourism activities must be sustained. At this point, the concept of Society 5.0 refers to the building of a smart society with a high level of awareness, which points to international harmony and technology-oriented sustainable practices (Hysa, Karasek & Zdonek, 2021). Based on this, it can be argued that Gen Z is a strategic variable of the mentioned technological developments and social transformation (See Keskin, 2018).

3. Gen Z

As broadly known, the concept of generation can be defined as: "identifiable group that shares birth years, age location, and significant life events at critical developmental stages" (Kupperschmidt, 2000: 66). The notion of generation can be thought of as a kindredship referring to different levels in a common family tree. This concept serves a fundamental function in defining kinship relationships such as parents, grandparents, children, grandchildren. It is also necessary to systematically examine issues such as family systems, ethnographic studies and residential practicec (Alwin & McCammon, 2007). Accordingly, this concept is a characteristic that differs and transforms in the historical process. Generational separation based on cultural differences, historical events and social changes is the subject of research in a wide range of fields from sociology to psychology. In this context, generation classification is as follows: (1) Traditionalists (2) Silent Generation (3) Baby Boomer (4) X (5) Y and (6) Z Generation (Adıgüzel, Batur & Ekşili, 2014). In addition, as it is expected, while different results were obtained from previous studies on generations conducted in different time periods, these studies show that both similarities and differences exist among all these groups (Anantatmula & Shrivastav, 2012).

Considering today's realities, generational distinctions should be made according to sociological facts, rather than biological parameters (Keleş, 2011). In the new world order, "Digital" age began with the technological revolution. This era, which is a reflection of the radical transformations started with the industrial revolution, is a sociological reality that has led to the formation of new business models and systems and the development of new communication techniques. Nowadays, today's generation has easy access to unlimited information, adapts easily to rapid change, and adopts new lifestyles (Yalçın Kayıkçı & Kutluk Bozkurt, 2018). Therefore, the concept of "Gen Z" refers to a new sociological distinction based on information, technology, internet and social networks (Haddouche & Salomone, 2018). Gen Z'ers witness to a sequence of events such as political events (elections, protests, etc.); natural disasters / environmental crises (climate change, tsunami, etc.); social movements (refugee crises etc.), war and terrorism (9/11 Attacks, trade wars, etc.). These global events influenced on Gen Z'ers' feelings of collective consciousness and led to human values such as universalism, benevolence, self-direction, achievement and security (Sakdiyakorn, Golubovskaya & Solnet, 2021). In this context, the structural features of Gen Z are described in Table 1.

Table 1. Gen Z: Distinctive Features

Author(s)	**Distinctive Features**
Gabrielova and Buchko (2021)	*They are socially, emotionally and intellectually sensitive due to being raised by protectionist parents. This has made it difficult for them to become autonomous adults who can overcome life's difficulties. In addition, they may not want to take responsibility and take precautions in the face of difficult situations.*
Seibert (2021)	*They are successful in accessing information and communicating in the digital world. Similarly, they are productive consumers of digital technology.*
Priporas, Stylos and Kamenidou (2020)	*They are well educated, technologically equipped, innovative and creative. Gen Z, expressed as natives of the digital world, are individualistic, pragmatic, open-minded and sensitive to social issues.*
Hoxha and Zeqiraj (2020)	*Gen Z'ers are concerned with financial literacy and savings. They care creativity, uniqueness and authenticity. However flexibility, authenticity, choice, convenience and integration are important factors that characterize their lifestyle patterns.*
Klopotan, Aleksić and Vinković (2020)	*Gen Z'ers' ethical behavior is influenced by personal beliefs rather than general rules and procedures.*
Subawa et al. (2020)	*Information technology is part of their lives. They were born in an era where internet use and access to information have become a culture. Therefore, this culture has an influence on their values, ideas and goals.*
Chillakuri (2020)	*Gen Z'ers are entrepreneurial, result-oriented, tech-savvy, ambitious, high on self-learning, self-directed, independent of their families, self-confident and autonomous.*
Bağçı and İçöz (2019)	*It is a generation that uses technology intensively, socializes through the internet and constantly interacts with mobile technologies.*
Chicca and Shellenbarger (2018)	*They are in constant interaction in a digital world. Social relationship skills are not sufficiently developed due to intensive use of technology and isolation. This situation has made them at risk for psychological problems such as anxiety and depression. The pragmatic Gen Z'ers are open to different ideas but generally do not take an active role in social issues. Instead, they prefer passive activism.*
İnce and Bozyiğit (2018)	*They were born in a world surrounded by smartphones, internet and social media. Therefore, they can use technology with competence.*
Haddouche and Salomone (2018)	*They live in a world surrounded by smartphones, video games and the internet. Sending-sharing e-mails, SMS, likes are an integral part of their daily lives.*
Susanti and Natalia (2018)	*Gen Z tend to be closer to their friends than family members. They attach importance to social interaction with friends and have expectations to act independently.*
Francis and Hoefel (2018)	*The main point for Gen Z is not just to immerse themselves in stereotypes, but to experiment with different ways of being themselves and to shape their identities over time. The essence of Gen Z is the idea of expressing individual identity. Consumption is therefore a means of self-expression, not conforming to any group norms.*
Taş, Demirdöğmez and Küçükoğlu (2017)	*Gen Z, which uses computers and digital technology intensively, does not spend much time outside and communicate online. A life without a computer and mobile phone is unthinkable. As a matter of fact, they haven't experienced a life without technology. Gen Z, who grew up in a period of economic depression in the world, prefers to act more individually rather than teamwork.*
Samitra and Rozi (2017)	*Gen Z is a self-evolving creative generation. One of the most important advantages of the Gen Z is that they can quickly adapt to technology. However, the environmental sensitivity levels of the Gen Z, which has environmental and social awareness, may be relatively lower. Because their life is intertwined with social media and the level of interaction with the environment (nature) is low.*
Solmaz, Kara and Kartal (2017)	*Gen Z can be characterized as confident, environmentally conscious, intelligent, entrepreneurial and open-minded.*
Lanier (2017)	*Gen Z'ers are pragmatic. Living in a period of global recession provided them to be logical and stable, as well as focusing more on their careers and paying more attention to safety, security and privacy.*
Andrea, Gabriella and Tímea (2016)	*Gen Z is global generation in real terms. High technology is their structural features. Besides, they have grown up in an uncertain and complex environment that determined their perspective on business, education, and the world.*
Aydın and Başol (2014)	*They are good at creativity, claiming rights, and relationships with different sociological groups.*
Singh (2014)	*They were born in a period of intense concerns about terrorism and environmental issues. They witnessed the widespread use of electronic devices, internet and social networking technologies. They are virtually connected with global life, flexible and tolerant of different cultures.*

***Source**: Generated by Author*

Gen Z is the main dynamic of the near future. One of the most important characteristics of this generation is that they have witnessed many events and changes. The world is no longer the old world and there is a fluctuation from politics to economics and technology (Simangunsong, 2018). This situation increased the sense of safety and led to escapism behaviour (Priporas, Stylos, & Fotiadis, 2017). As a result, a unique generation that differs with their parents has emerged (Puiu, 2016).

4. Sustainable Tourism

As emphasised by McCool (2016a:7), "Underlying notions of sustainability are important human values such as equity, trust, ownership, ethics, empathy and so on. Sustainability is as much about our values as it is about the technology and expertise needed to apply those values…" In the same framework, the most commonly definitions of sustainable tourism is that "tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities" (UNEP-UNWTO, 2005:12). As can be understood, the main idea of sustainable tourism is to enhances the equality of and balance the present and future within the context of meeting the needs of today's visitor-host society (UNWTO, 1998).

It should be noted that global life is in a cycle that is difficult to sustain both socio-economically and environmentally. At this point, it is an undeniable reality that tourism with considerable dynamism cannot be dissociated from economic, social and cultural life (Ciolac, et al., 2019). Therefore, it is very difficult to harmonize the principles of sustainable tourism with the realities of the todays' world (Duran, 2011; Postma, Cavagnaro & Spruyt, 2017; Çalışkan, 2017).

Tourism, rooted in ancient civilizations, is one of the world's most important sectors. Its contribution to the world economy, increases the importance of tourism policies, especially in developing countries. However, it is inevitable that, rapid tourism development will have a negative impact on nature, culture and society. This dual nature of tourism, which is based on the predicted growth and projected damage dilemma, requires strategic approaches (Budeanu, 2005). However, the starting point of sustainable tourism is the negative effects of tourism activities on nature. At this point, it is imperative to balance social and environmental costs, protect natural resources and respect local culture. In addition, the outputs from tourism should create an opportunity for new generations (Escoto, Boza & Madrigal, 2019). Thus, highlights of sustainable tourism on social, economic and environmental dimensions are summarized in Table 2.

Table 2. Highlights on The Sustainable Tourism

Author(s)	Highlights of Characterizing Sustainable Tourism
Nechad (2019)	*Combining sustainability of natural resources and social and human structures and maintaining of the development capacities of future generations.*
Amerta, Sara and Bagiada (2018)	*Reducing overuse of natural sources, maintaining biodiversity, enabling natural sources for future generations.*
McCool (2016b)	*Environmentally appropriate, socially acceptable, and economically viable activities.*
Janusz and Bajdor (2013)	*Balancing use of environmental sources, economic growth, community/social values and economic benefits of tourism.*
Choi and Sırakaya Turk (2011)	*Managing tourism for community by considering the spectrum of economic, social, cultural, natural, technological, and political environments.*
Jamal, Taillon and Dredge (2011)	*Using not only vocational and technical knowledge, but also understanding and addressing ethical and critical thinking in the process of establishing sustainable tourism.*
Sharpley (2010)	*Sustainable use of sources, development of tourism by considering the physical and socio-cultural capacities, equitable opportunity to take advantage of tourism.*
Telfer and Sharpley (2008)	*Planned and managing environmental limits; raising awareness through education; monitoring impacts; involving indigenous people, women and minority groups.*
Lansing and De Vries (2007)	*Minimizing impact on and be proactive about preserving the natural resources (e.g. maintaining water and air quality, the protection of flora and fauna and their habitat); local participation, the prevention of profits leaking out of host country or community; mapping of sociocultural effects of tourism development.*
Kasim (2006)	*Creating collective consciousness in all segments of society, such as businesses, policy makers, planners and NGOs, to prioritize environmental and social issues.*
Sharpley (2000)	*Protecting and enhancing the natural, social and cultural sources upon which tourism depends.*
Welford and Ytterhus (1998)	*Development by considering the local economic limits and pattern of social diversity.*
Brown and Essex (1997)	*Long-term social, economic and environmental benefits, while enhancing the its own viability.*
Aronsson (1994)	*Providing a source of income for residents in an area and support the local culture.*
Owen, Witt and Gammon (1993)	*Managing and safeguarding of the earth's resources by considering the a number of unprecedented threats such as population growth, global warming, destruction of the ozone layer, degradation of the environment, the loss of biological species and habitats, and pollution in all its forms.*

Source*: Generated by Author*

As seen in Table 2, management and protection of sources, equality, viability, and participation are the key factors of sustainability and (balanced) tourism development. In other words sustainable tourism emerged by forging a link between sustainable development ideas and tourism, refers harmony between human activities and the nature (Zamfir & Corbos, 2015).

5. Sustainable Tourism and Gen Z

Conservation of the physical and human environment are main factors in the understanding of sustainable tourism (Butler, 1993). Likewise, natural resources, physical environment and social structure are the key variables of balanced economic growth (Swarbrooke, 1999). It should be noted that, the ultimate aim of tourism development is to provide economic and social gains. But sustainability of limited resources and the natural environment are the core principles of this understanding (Liu, 2003). At this point, there is no doubt that, it is necessary to establish a balance between the relevant components (Lane, 1994) and social participation should be ensured for the establishment of inter-generational equality (Hardy, Beeton & Pearson, 2002). However, conservation of cultural integrity, ecological diversity and vital resources is essential, and a resource management that takes into account economic, social and aesthetic needs is important (Neto, 2003). With the general approach, sustainable tourism should provide economic advantage and social benefit, not degrade the environment, and the goals in this denominator should be valid for both present and future generations (Mcminn, 1997; Hunter, 1997). Hence, respect for nature, culture (Niedziółka, 2014), community participation (Bramwell & Sharman, 2000) and future generations (Tosun, 2001) are the core factors in sustainable tourism. In this context, Gen Z'ers can be seen as the current, dynamic and basic variable of sustainable tourism. However, the Gen Z, which is the crystal generation of the digital age (Yalçın Kayıkçı &Kutluk Bozkurt, 2018), are collaborative but less loyal and have to face or solve difficult environmental, social and economic problems (Çetin & Karalar, 2016). This situation makes the Gen Z, which are practical minded, individualistic, self-directed and in constant communication with their social network (Desai & Lele, 2017), a sociological reality of sustainable tourism.

6. Conclusion and Discussion

It is necessary to consider and evaluate today's world from different dimensions. Each century has different lifestyles and habits in itself. Therefore, it is essential to analyze new life styles (such as Agricultural Society, Industrial Society and Digital/Information Society), which are an economic consequence of social changes (Yıldırımalp & Güvenç, 2020). At this point, it is important to discuss tourism in terms of social, economy and environment, on the basis of today's generations. As a matter of fact, while the digital age we are in has important effects on different sectors, this reality brings along sociological consequences in the context of the generation concept (Bağçı & İçöz, 2019).

The effects of the Digital Age have also been reflected in tourism, and so socio-political and economic restructuring has led to the spatial spread and market enlargement of tourism. Ultimately, this development has made the concept of sustainability a global reality (Butler, 1999). In this context, socio-culture, environment, economy, education, community participation and protectionism have been the prominent factors of sustainable tourism (Mowforth & Munt, 2009). Obviously, the existence of tourism is based on variables such as social and economic factors and is also under the constant pressure of these variables (Buckley, 2012). With a similar discourse, society and consumption become a dilemma of sustainability within the context of economic and social facts (Çalışkan, 2017). Therefore, it would be a constructive approach to interpret the positive and negative features of today's young generation with the principles of sustainable tourism.

As known, sustainable tourism can help reduce inequality (Grilli, et al., 2021), provides continuing of legitimacy of tourism development (Fermani, et al., 2020). Moreover, given that sustainable tourism is becoming a incontrovertible reality and a critical issue for relevant studies (Liu, et al., 2016), a sense of social awareness should be created in the understanding of sustainable tourism. Here, Gen Z'ers' easy access to information, having high perception skills (Seibert, 2021) and a structure that respects values (Çetin & Karalar, 2016) can be seen as an important opportunity. The individualistic nature of the Gen Z may cause an ambiguous situation in the perspective of sustainable tourism, but it is thought that their collaborative and collective structures can be functional in the implementation and evaluation processes. It should be especially emphasized that, considering their communication network, use of social media and interaction levels, it is seen that the Gen Z'ers have strong and fast perception and interpretation ability. Therefore, Gen Z has an important potential for a sustainable future. In this context, decision makers and practitioners should understand the culture of the Gen Z, analyze and use their dynamism. As a matter of fact, today's young generation who have already pro-sustainability lifestyle. However, getting more support on this issue may contribute to the establishment of a more sustainable lifestyle in general (Yamane & Kaneko, 2021).

Finally, the difficult socio-political processes experienced by Gen Z have become more rigid with the COVID 19 Pandemic. With the pandemic, which is the depression of all humanity, loss of life has been experienced, new health risks have occurred, everyday routines were disrupted and the concept of "new normal" has emerged (Karakaş, 2020). It is inevitable that such a global threat will affect today's generation. However, there are global constraints in terms of education, socialization and motivation of Gen Z'ers (Tekin, 2020). At this point, more observations and research related to socio-political, economic and psychological agenda in question are needed. Therefore, Gen Z'ers' behavioral structures, emotional tendencies and awareness levels of social problems need to be re-evaluated within the context of the pandemic

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Sustainable tourism: Gen Z?

Abstract

Tourism is a system that has social, environmental and economic impacts on a global scale. These impacts, which seem as a chronic problem especially in the balance of environment and economy, need to be evaluated from different perspectives. The concept "sustainable tourism" is an approach for overcoming problems associated with undesirable impacts. Economic gain, resource conservation and inter-and intra-generational equality are the core factors of this approach. Therefore, it is important to reinterpret it in terms of way to today's generation. This generation called Generation Z (Gen Z), have quite different characteristics from previous generations. As natives of the digital world Gen Z'ers, born and growing in a period of economic crises, wars and environmental problems. This innovative generation has a strong communication network, uses technology extensively and easily accesses information. Therefore, it is a significant subject of investigation for the applicability of the concept of sustainable tourism. In this study, the diverging and adaptive aspects of sustainable tourism and Gen Z are examined and various inferences have been made in the context of today's world.

Keywords: Tourism, Sustainable Tourism, Gen Z

Authors

Full Name	Author contribution roles	Contribution rate
Caner Çalışkan:	*Conceptualization, Methodology, Formal analysis, Investigation, Writing - Original Draft, Writing - Review & Editing, Project administration,*	*100%*

Author statement: Author(s) declare(s) that All procedures performed in studies involving human participants were in accordance with the ethical standards of the institutional and/or national research committee and with the 1964 Helsinki declaration and its later amendments or comparable ethical standards.

This paper does not required ethics committee report

Justification: The methodology of this study does not require an ethics committee report.

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Transformation of tourism and hospitality customers' perception of risk and customers' needs for control

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ABSTRACT

Although tourism and hospitality have transformed to be much safer activities compared with the past with the developments in transportation and information technologies, they still involve many risks. This review paper explains and discusses the influence of the perception of risk on consumer behaviour in tourism and hospitality and strategies that can be used to reduce consumers' risk perceptions. As eliminating or reducing consumers' risk perceptions help tourism and hospitality businesses attract more customers and maintain them, understanding concepts of risk and control may enable tourism and hospitality businesses to establish competitive advantage over their competitors. With this background in mind, the study introduces the concept of risk and the types of risks that may be associated with tourism and hospitality activities. The study also explains factors such as personality, personal characteristics which may influence customers' risk perceptions, and how these influences may take place in various contexts. Then, the study explains the theory of control and types of control which may be used to reduce consumers' risk perceptions.

Keywords:
Risk Perception,
Uncertainty,
Hospitality,
Types of Risks,
Control,
Culture,
Personality

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1. Introduction

Etymologically the word travel comes from the French word travail, which means to operate under great duress and endure hardship, very tiring labour and a great danger (Koc, 2000). The word travail also traditionally referred to an instrument of torture. Before the modernisation of transportation methods, travel was associated with adventure and it had inherent connotations of risk and danger. For travel and tourism to become a mass activity these above connotations attributed to travel had to change.

The purchase of services, in general, tend to be riskier for customers than the purchase of tangible products (Laroche et al., 2003; Cunningham et al., 2005; Nordin et al., 2011; Dorothea and Benkenstein, 2014; Villi and Koc, 2018; Koc, 2020a). This is mainly to do with the general service characteristics of inseparability, heterogeneity, intangibility, and perishability (Parasuraman et al., 1988) as these characteristics increase uncertainty and ambiguity, eventually leading to a relatively higher level of perception of risk by the customers. Furthermore, tourism and hospitality services may involve encounters with many unknowns in the form of destinations, people, accommodation, transport, food, etc. (Koc, 2006). Hence, the perception of risk has wide spread implications, influencing a wide variety of issues, both for the demand (customer) and supply (service provider) sides.

The unexpectedness, arising out of uncertainty, of an event, exacerbates people's feelings towards that event, whether its outcome is a positive or a negative one. Research shows that unexpected gains cause more pleasure than expected gains, and unexpected losses cause more displeasure or pain than the expected losses (Mellers et al., 1997). Mellers et al. (1997) found that a surprising $9 win was more enjoyable than an expected $17 win, and likewise, a surprising $9 loss was more painful than an expected $17 loss. Koc (2017) argues that the occurrence of service recovery paradox (i.e. customer's post-failure satisfaction is greater than pre-failure satisfaction due to the service recovery) and customer delightment (surprising a customer

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Review paper

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Table 1: Types of Risk in Tourism and Hospitality Adapted from Koc (2020a)

Type of Risk	Some of the Key Issues	Questions
Physiological - Physical Risk	Health, well-being, safety, security, hygiene, threat.	Would it be safe as the hotel is in nature, kilometers away from the nearest town? Would the staff be paying attention to hygiene requirements? Would the food in the restaurant be fresh, hygienic, and healthy?
Financial or monetary risk	Money, Losing, Wasting, Cheating, Swindle	Can I afford to stay at this hotel? Would there be extra charges? Is it worth the money they charge? Is it sensible to pay for the local trips beforehand?
Social risk	Fashionable, popular, high, showing off, class, prestige, old-fashioned, tasteless, low class, humiliating,	Would people be impressed when they see my photos on social media taken in this restaurant? Would people envy me because of the cruise I am taking? Does this destination have a poor image in the eyes of people?
Ego or psychological risk	Self-esteem, contentedness, feelings of guilt, regret,	Does the business operate in a socially responsible manner? Am I happy to be here?
The performance or Functional Risk	Performance, waiting time, ingredients, contents	Is it all-inclusive? Do they use all those ingredients? Are the dishes as delicious as they look?
Time Risk	Wasting time, irreversible, reversible, revocable, irrevocable, money-back guarantee	How effective is their refund policy? What if don't like the food there? What if the whole holiday turns out to be a failure?

Source: *Koc, E. (2020a). Cross-Cultural Aspects of Tourism and Hospitality: A Services Marketing and Management Perspective. London: Routledge.*

by exceeding her/his expectations) is to do with this unexpectedness. When the service recovery paradox and customer delightment occur, the surprise, or the unexpectedness of positive gains, cause elicitation of excessively/exacerbated positive emotions. Likewise, the unexpectedness of service failures may cause excessive negative feelings for the customers.

2. The Concept of Risk and the Types of Risk

Risk can be defined as the probability or the possibility of harm or damage. In other words, the risk is to do with the probability of a loss, an injury, or an unwanted consequence (Häyry and Takala, 1998). The feeling of uncertainty tends to increase the perception of risk as uncertainty may inherently contain possible unpleasant consequences. As people perceive risks as threats to their survival and well-being, they tend to try to avoid risks and prefer to refrain from engaging in further action (Koc, 2013). Koc (2020a) summarises the risks associated with tourism and hospitality as shown in Table 1.

The various risks described in Table 1 may influence consumer decision-making differently and may require different actions and strategies to be taken by the tourism and hospitality managers. Hence, the managers in these businesses need to be aware of various types of risks (Suciu et al., 2020) as unless eliminated or reduced they would stand as a major barrier between the customer and the business (Dorothea and Benkenstein, 2014; Koc, 2020a).

3. Factors Influencing Risk Perception and Risk-Taking Behaviours

Perception of risk and risk-taking behaviours of people may be influenced by a wide variety of factors such as physiological, personal, and cultural. As stated above, while most people tend to avoid risks, certain people, who may be classified as risk-takers, or risk lovers, may be comfortable or happy to take risks, to a certain extent, in certain situations. In terms of physiological factors, even a parasite (See the Information Box below) may influence risk perception and risk-taking behaviours of people.

Information Box:
Risk-Taking and Toxoplasma Gondii Parasite
It is known that Toxoplasma gondii, a parasite that can infect people, and also various animals such as cats, rats, and dogs, reduce the perception of risk in the brain (Koc, 2020a). Toxoplasma gondii, often referred to as toxo, reduces fear through dysfunctioning of the cortex and amygdala in the brain, the part of the brain responsible for detecting fear and preparing for emergency events. Toxoplasma gondii infected people and animals do not tend to fear and be more likely to take risks. Research shows that people who have Toxoplasma gondii engage more in traffic accidents as they are more likely to take engage in risky behaviours (Flegr, 2013). On the positive side, Johnson et al.'s (2018) study found that Toxoplasma gondii infection was a consistent positive predictor of entrepreneurial activity and entrepreneurial intentions. Likewise, people who engage in extreme sports such as sky diving, mountain cycling and climbing, and bungee jumping, and people who engage in adventure holidays such as rafting down the Grand Canyon, walking the Inca Trail, or climbing Kilimanjaro, or trekking and hiking may be Toxoplasma gondii infected (Koc, 2020a).

Also, according to risk-sensitivity theory individuals may engage in risky decisions depending on their needs. If people feel that they are unable to meet their needs through safer, lower-risk means, they may be more likely to engage in risk-taking behaviours (Kacelnik and Bateson, 1996; Mishra et al., 2017; Li et al., 2019). This means that when people need something, and especially when the strength of that need is relatively high, they may shift from risk-aversion to risk-taking, with the belief that risky options, though slim, may create for them at least some chance to satisfy their needs (Mishra et al., 2014; Li et al., 2019). In other words, individuals can make risk-sensitive decisions depending on the level of motivation they have to satisfy those particular needs. This means that people are more likely to take risks if they feel that those needs are unlikely to be met through safer, low-risk means (Kacelnik and Bateson, 1996, 1997; Mishra et al., 2017; Li et al., 2019).

Personal Factors: Personality and Gender

In terms of the personal factors, personality characteristics of people (e.g. openness to experience, conscientiousness, extraversion, agreeableness, and neuroticism), may influence people's attitudes towards risk (Koc, 2019 and 2020a). For instance, research shows that people who have a high level of extraversion and openness to experience, and lower levels of conscientiousness as personality characteristics, are more likely to be comfortable with risk-taking and more capable of enduring in uncertain and ambiguous environments (Tok, 2011; McGhee et al.,2012). Moreover, other sub-traits of personality may also play an important role in risk-taking behaviours of people. Gupta et al's (2006) study found that factors such as disinhibition, boredom, susceptibility, cheerfulness, and excitability, as well as low levels of conformity, and self-discipline were more strongly associated with risk-taking behaviours, such as gambling. Additionally, researchers (e.g. Pizam et al. 2004; Reisenger and Mavondo, 2005; Gray and Wilson, 2009; Williams and Baláž, 2013) demonstrated that there is a significant relationship between sensation seeking as a personality trait and risk-taking.

Another factor that influences people's responses towards risk is their gender (Meyers-Levy and Loken, 2015; Koc, 2020b). Due to males' mating concerns, their search for status, and their achievement orientation, in general, they tend to be more comfortable with taking a risk, and consequently, they are more likely to take a risk than females (Ellis, 2006; Charness and Gneezy, 2012; Ertac and Gurdal, 2012). On the other hand, due to their communal orientation, females, in general, tend to be more risk-averse, cautious, and avoidance-based than males (Fischer and Mosquera, 2001; Meyers-Levy and Locken, 2015; Koc, 2020b).

Culture

Culture also influences consumers' risk perceptions, attitudes towards risk, and their overall behaviours. Hofstede (2001) developed a cross-cultural variable, called uncertainty avoidance, to measure, classify and compare countries in terms of the degree of comfort members of a society feel in unfamiliar or unstructured situations and the degree to which a society tries to control the uncontrollable. The presence of cultural distance between the service provider in tourism and hospitality increases the perception of risk (Shenkar, 2001; Litvin et al, 2004). Ahmed and Krohn (1993) demonstrated that there are plenty of Japanese owned hotels in Hawaii, as many Japanese believe that only the Japanese can fully meet their needs.

4. Implications of Risk Perception and Uncertainty Avoidance for Consumer Behaviour

As stated above customers tend to perceive the purchasing of services as riskier than the purchasing of tangible products (Nordin et al., 2011; Dorothea and Benkenstein, 2014). Hence, the loyalty of customers towards services is higher than their loyalty to tangible products (Zeithaml, 1981; Setó-Pamies, 2012). This is mainly to do with the heterogeneity/variability inherent in services (Koc, 2017). Moreover, the switching costs of services (financial and non-financial costs, e.g. search costs in the form of effort, etc.) may be relatively higher compared with tangible products (Ruyter et al., 2001; Koc, 2017). Additionally, the availability of substitutes/alternatives, or as often referred to as repertoire, consideration set or the evoked set, i.e. the range of different service brands/products available for purchase and use by consumers may be relatively limited compared with tangible products (Koc, 2017).

Risk perception of customers may influence a wide variety of aspects of tourism and hospitality, ranging from their responses to all marketing mix elements (7Ps) to their general perceptions of and responses towards service quality perceptions and individual service quality dimensions. However, here the influences of risk perception on customers' product choices and information collection, loyalty and complaint behaviour, price, and marketing communications will be explained as examples.

Product Choices and Information Collection

As stated above, behaviours of consumers are very much influenced by the cultures they come from. For instance, as opposed to people from low-uncertainty avoidance cultures (e.g. Singapore, Sweden, Hong Kong, United Kingdom, United States, Norway, and New Zealand) people from high-uncertainty avoidance cultures are more likely to feel uncomfortable and threatened in unstructured, uncertain, and unfamiliar environments. These people tend to value structure and predictability more than other people (Litvin et al., 2004). Moreover, tourism and hospitality customers from high-uncertainty avoidance cultures are more likely to have a higher preference for their cuisine and are more likely to have food neophobia (fear of eating new or unfamiliar foods) (Koc, 2020a). Also, consumers who are from high-uncertainty avoidance cultures tend to collect more information, use more personal sources of information (e.g. brick-and-mortar travel agencies rather than on-line travel agencies and Internet sources), travel in larger groups, prefer safer activities (e.g. favour slow-paced, participate in more indoor activities, visiting friends and relatives, shopping and staged events (Money and Crotts, 2003; Manrai and Manrai, 2011; Chen and Jiang, 2019). Sabiote-Ortiz et al. (2016) demonstrated that travel agencies cause lower levels of uncertainty for customers due to personal interaction, and the control they offered to the customers. Tourism and hospitality customers with lower levels of risk perception (e.g. customers from the UK) do not tend to associate online information with high risk, while customers with higher levels of risk perception (e.g. customers from France, Belgium, and Italy) preferred travel agencies as low-risk information sources (Frias et al.,2012). While the risk perception may influence the types of tourism and hospitality activities, it may also influence the design of these particular services and the servicescape. For instance, Zein (2015) puts forward that in low-uncertainty avoidance cultures children are left on their own to play, while in high-uncertainty avoidance cultures children are carefully looked after, and are never let out of sight. For instance, Koc (2016a) argued that IKEA's Smaland application would not work in Turkey due to the high-risk perception and uncertainty avoidance of Turkish people. Smaland, named after the region in southern Sweden where IKEA originated, is a supervised children's area in IKEA stores, with a forest-themed playground equipped with a ball pit, where parents can leave their children with caretakers while they shop for as long as 90 minutes, free of charge. Koc (2020) argues the design of servicescape and amenities (e.g. the swimming pool; children's playgrounds, etc.) need to take into account the customers' level of risk perceptions.

Customer Loyalty and Complaint Behaviour

From a customer loyalty perspective, Ndubisi et al. (2012) demonstrated that when customers' risk perceptions were low (e.g. when they are from low-uncertainty avoidance cultures) their loyalty towards service providers appeared to be low. On the other hand, customers with higher levels of risk perceptions tend to stick to and be loyal towards the service providers who satisfy their needs. In general, customers frequently engage in variety-seeking behaviour when they purchase hedonic experiences like tourism and hospitality (Bigné, et al., 2009).

However, for customers with higher levels of risk perception, the thrill of seeking variety tends to be lower than the motivation to avoid risks. Hence, service providers' efforts to increase customer loyalty may work better with customers with high-risk perceptions.

Moreover, tourism and hospitality customers with higher levels of risk perception are more likely to praise the service provider and less likely to make a complaint (Tsaur et al., 2005). Customers with higher risk perceptions are less likely to switch to other services even if they encountered service failures with the current service provider. As in the proverb "better the devil you know than the devil you don't", these customers may think that switching to other service providers may involve further uncertainties and risks. Hence, these customers may refrain from switching to other service providers (Koc, 2020a). However, it must be borne in mind that, though these customers may not switch, yet other negative consequences may occur such as engaging in negative word-of-mouth communication, etc.

Price

It was explained above that tourism and hospitality decisions were risky due to the many unknowns, uncertainties, and general service characteristics such as intangibility and heterogeneity. Further, the purchase of particular types of touristic products/services may involve spending large sums of money on something which cannot be fully perceived before it is experienced. Though duration wise, tourism and travel activities may represent a relatively smaller proportion of time in a year, they may cost large amounts of money. For instance, Koc (2000) argues that while a week's holiday may represent less than 2% of the time in a fifty-two-week year, this holiday may cost as much as 10% or more of the annual income of the customer. Research shows that while an open demonstration of a tourism and hotel establishment's pricing information influenced risk aversive customers (e.g. customers from high-uncertainty avoidance cultures such as South Korea) positively, it had no effect on customers from low-uncertainty avoidance cultures (e.g. the USA) (Mattila and Choi, 2006).

Marketing Communications

As all promotional tools (advertising, public relations, sales promotion, and personal selling) are used to convey messages to the customers, when designing messages aimed at the target market, customers' levels of risk perceptions need to be taken into account. For instance, advertising messages need to use themes that are appropriate for customers who have high levels of risk perception. Albers-Miller and Gelb (1996) proposed three advertising appeals most relevant to customers from highly risk-averse cultures. These are i) safety (carefulness, guarantees, caution, and stability), ii) tamed (compliant, faithful, reliable, responsible, domesticated, docile, and civilised) and iii) durable (long-lasting, permanent, stable, strong, powerful, tough and enduring). However, one must be careful when conveying a safety message to customers. Rittichainuwat (2013) demonstrated that manifest safety measures and messages may increase risk perceptions of customers and scare them, especially the customers who are risk-averse. Rittichainuwat (2013) found that an increase in safety measures frightened about 33% of tourists. This may be attributable to priming (Koc, 2016a), or co-variance bias, since the safety measures, or cues relating to safety in communications, may act as signals or reminders for the risks and threats looming.

5. Control as a Risk Reduction Strategy

Customers perceive risks as uncertainties that cause helplessness or a lack of control against likely negative events that may take place. Hence, people, in general, prefer to have control in almost all situations in order to reduce the level of uncertainty and increase predictability (Ding et al., 2016; Koc and Boz, 2017). This is because of the absence of uncertainties and risk and the presence of predictability and control foster the survival of human beings.

Information Box:
Risk-Taking and Pro-Social Behaviour
According to Kenrick and Griskevicius (2013) exposure to fear (risk) increases people's tendency to engage in social behaviour. In other words, when people perceive risks or threats, their tendency to be part of a group, and their tendency to conform to a group increases. Kenrick and Griskevicius's (2013) research showed that when people were shown horror movies their tendency to like advertisements and commercials that implied togetherness and being with a crowd of people increased. On the other hand, people's tendency to like advertisements and commercials which implied being alone and separated from a group increased when they were shown romantic movies. This is because human beings since the early primitive ages have been aware that they would be unable to survive on their own. Even in today's modern world, loneliness and social isolation are among the high-risk factors for mortality (Holt-Lunsad et al., 2015), though for mainly psychological reasons, rather than the physiological ones.

Reducing risk and maintaining predictability has been so important that they have been even instrumental in the establishment of the main pillars of today's modern society. This is because the main motivation behind the move from a hunter-gatherer to agrarian society, around 8000 BCE in Mesopotamia, was based on the need to reduce risk and increase predictability, by having control over certain aspects of life (Harari, 2016; Koc and Boz, 2017). In the agrarian society, people tried to establish systems and life styles within which they were able to have control. According to Miller's (1979) "Minimax Hypothesis" control allows the individual to minimise the maximum danger/risk or discomfort. This means that the individual with control can attribute the cause of relief from the aversive event to a stable internal source, the self, rather than a less stable external source (Chen and Cooper, 2014). This means that when an individual has control over various events taking place in her/his environment, s/he may be in a position to ensure encountering a lower level of maximum danger than someone who does not have control (Koc and Boz, 2017).

In line with Miller's (1979) Minimax Hypothesis, Kahneman and Tversky's (1979) Prospect Theory demonstrates that human beings ascribe more value to not losing than the value they ascribe to winning. This is because losing may place people in jeopardy, preventing their survival, i.e. the primary goal of all human beings. In line with people's desire to control their environments, Averill (1979) suggested three types of control as i) cognitive, ii) behavioural, and iii) decisional.

Cognitive control (See Table 2) is about the control is to do with having sufficient information about the future, and being confident about the future (Faranda, 2001; Koc and Boz, 2017). Cognitive control ensures the evasion of encountering negative surprises (Faranda, 2001; Koc and Boz, 2017). In tourism and hospitality activities customers may be said to have control if they have been provided informed appropriately with the necessary details regarding prices, payments, and service features. For instance, tourists who are sensitive towards risk (e.g. due to their personal, personality, and cultural characteristics) tend to be more likely to purchase pre-paid all-inclusive packages to ensure that they have maximum control over their holidays (Koc, 2006). Likewise, hospitality establishments such as restaurants and cafes may clearly display their menus (in terms of all details regarding prices, ingredients, etc.) to allow their targeted consumers to have cognitive control (See Table 2).

As another type of control, decisional control (See Table 2) can be defined as the ability and the freedom of a consumer to make her/his own product/service decisions according to her/his needs and desires (Koc, 2013; Koc and Boz, 2017). Hence, decisional control also involves having a sufficient number of alternatives and being free from the pressures and intrusion of others when making decisions. The availability of alternatives for the customers enables the customers to make their choices more freely, choices that would match their needs better. For instance, the availability of several alternative holiday packages, and the right to make alterations to these packages according to one's needs would allow customers to have decisional control. Likewise, all-inclusive holidays with open buffet meals can allow customers to have decisional control in terms of choosing what to eat and the amount of food they would like to have. Burger King's "Have it Your Way" slogan is also another example of decisional control reminding customers that they can make alterations to food items according to their specific needs and wants.

However, decisional control may often cause a Pavlovian conditioning called the illusion of control (Heider, 1958; Langer, 1975; Unzicker, 1999; Koc, 2013). As a cognitive bias or an attributional error, Illusion of control is the tendency of an individual to overestimate her/his ability to control events and the attaching ascribing positive qualities to her and his decision. The illusion of control creates a feeling of illusory superiority or an optimistic bias and resulting in inflated self-efficacy beliefs (Lovallo and Kahneman, 2003). The illusion of control also increases the amount of value attached to and liking for the choices the individual makes (Bandura, 1997; Weiner, 2000; McKenna and Albery, 2001). As a similar phenomenon to the illusion of control, the endowment or divestiture effect (Thaler, 1980) is the attribution of increased value or increased liking for the choices an individual makes (Kahneman et. al, 1991).

Koc (2013 and 2016b) found that decisional control in all-inclusive open-buffet holidays caused customers to have an illusion of control. Customers on these holidays were more likely to attach more value to the food they chose from the open buffet restaurants and liked the food they chose more than they normally did. As a result, tourists on all-inclusive open-buffet holidays tended to consume more food, both quantity, and variety wise, than they did in their usual daily lives. Koc (2013 and 2016b) showed that all-inclusive holidays with open buffet restaurants had the potential to cause obesity among the customers.

As the third type of control, behavioural control (Table 2) is the ability of a customer to influence a situation or an event. Hence, for instance, behavioural control can be described as an ability of a customer to cancel her/his purchase of a service (a holiday reservation or a restaurant booking)

Table 2: The Three Types of Control and the Recommended Courses of Actions

Type of Control	Recommended Courses of actions
Cognitive Control	Provision of all the necessary information to the customers. Making information more accessible to customers. Making sure that customers know various aspects of the tourism and hospitality service such as the price, payment and package details, service times, etc. Forming standard product packages with fixed prices – e.g. all-inclusive holidays package holidays, set menus in a restaurant, etc. Eliminating the heterogeneity of services as much as possible and providing more standardised services.
Decisional Control	Offering as many alternatives and choices as possible for the customers. Allowing customers to take part in the design of the services to make services fit their specific needs. Allowing customers to make their choices freely without the intrusion of the sales staff. Avoiding hard-sell tactics.
Behavioural Control	Offering customers opportunities to cancel their purchase decisions when they wish to do so. Making sure that customers trust the business in terms of refunds. Making sure that customers believe that they can get their money back when/if they cancel.

Source: *Adapted from Koc, E. (2017). Service failures and recovery in tourism and hospitality: A practical manual. Wallingford, Oxford: CABI.*

without incurring any, or any significant costs/fines (See Table 2). Koc (2013) argues that businesses that allow cognitive, decisional, and behavioural control to their customers may be in a position to establish a competitive advantage over their competitors.

6. Conclusions

This review paper explains how consumers' risk perceptions may influence their beliefs, attitudes, and behavioural responses when they make purchasing and consumption decisions in tourism and hospitality. The study shows that unless eliminated or reduced, risk stands as a barrier between the customer and the service provider. Understanding the concept of risk, its main types, the factors influencing consumers' risk perceptions, and the strategies which may be used to eliminate or reduce risk may help practitioners in a number of ways. First, they may be able to attract more customers. Secondly, they may be able to expand the market they target. Thirdly, they may satisfy the needs of the customers better and they may be able to maintain and keep more of their customers. Therefore, understanding various aspects of risk and control relating to tourism and hospitality services may enable tourism and hospitality businesses to establish competitive advantage. For example; consumers should be clearly informed about the costs or legal obligations that they must face after purchasing the related product and service. Additionally, giving consumers the opportunity to return the product if they are not satisfied with it after the purchase will be a remarkable factor reducing the risk uncertainty.

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INFO PAGE

Transformation of tourism and hospitality customers' perception of risk and customers' needs for control

Abstract

Although tourism and hospitality have transformed to be much safer activities compared with the past with the developments in transportation and information technologies, they still involve many risks. This review paper explains and discusses the influence of the perception of risk on consumer behaviour in tourism and hospitality and strategies that can be used to reduce consumers' risk perceptions. As eliminating or reducing consumers' risk perceptions help tourism and hospitality businesses attract more customers and maintain them, understanding concepts of risk and control may enable tourism and hospitality businesses to establish competitive advantage over their competitors. With this background in mind, the study introduces the concept of risk and the types of risks that may be associated with tourism and hospitality activities. The study also explains factors such as personality, personal characteristics which may influence customers' risk perceptions, and how these influences may take place in various contexts. Then, the study explains the theory of control and types of control which may be used to reduce consumers' risk perceptions.

Keywords: *Risk perception, uncertainty, hospitality, types of risks, control, culture, personality*

Authors

Full Name	Author contribution roles	Contribution rate
Erdoğan Koç:	*Methodology, Resources, Writing - Original Draft, Visualization,*	*60%*
Bilge Villi:	*Validation, Resources, Writing - Review & Editing,*	*40%*

Author statement: *Author(s) declare(s) that All procedures performed in studies involving human participants were in accordance with the ethical standards of the institutional and/or national research committee and with the 1964 Helsinki declaration and its later amendments or comparable ethical standards.* ***Declaration of Conflicting Interests:*** *The author(s) declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article*

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How do flow experiences and emotional states of individuals participating in recreational activities affect their self-efficacy perceptions and life satisfaction?#

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Keywords:
Flow Experience,
Positive Emotions,
Negative Emotions,
Self-Efficacy,
Life Satisfaction

ABSTRACT

This research is based on social cognitive theory and aims to determine the effects of flow experience and positive and negative emotional states of individuals participating in recreational activities on their self-efficacy. The study also aimed to explore the effect of flow experience, self-efficacy, and positive-negative emotions on individuals' life satisfaction. The data were collected through a valid and reliable scale. Convenient sampling method was employed and 434 valid questionnaires were collected between January and April 2018. Hypotheses were tested by multiple regression analysis. Results show the balance between challenges and skills subscale of flow experience and positive emotional state affect self-efficacy. In addition, life satisfaction is affected by flow experience, positive emotions and self-efficacy. Based on the relevant findings and inferences, some suggestions have been developed for the enterprise or operators. Within the scope of the flow experience, balance between challenges and skills can be taken into account by the companies that work with intensive business timetable (for example: businesses where the service is offered on site, such as hotels, restaurants). A further suggestion can be made for managers of sports clubs, fitness center operators, course managers (such as swimming, dancing) and public managers. More individuals should be directed to do physical activities for themselves, regardless of whether they are indoor or outdoor activity.

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1. Introduction

The flow means that individuals get so much into an activity or event and this experience can be enjoyable to the extent that individuals need to pay a price for it (Csikszentmihalyi, 2005, p. 6). Flow examines the process of achieving happiness by controlling the inner life of the individual (Csikszentmihalyi, 1990). The Flow Theory, developed by Csikszentmihalyi, explains why people do something for themselves and participate in activities (Csikszentmihalyi & LeFevre, 1989, p. 816).

Subjective well-being in flow theory means that individual engages with activities that correspond to one's skills. In other words, it is accepted as the state of regularity in the consciousness formed by the sum of the flow experiences while struggling with difficulties (Csikszentmihalyi, 1990). The genetic characteristics of the individuals and the environment in which they live cause themselves to experience flow. The individual who experienced flow is happy because of developing and realizing oneself (Csikszentmihalyi & LeFevre, 1989), which in turn increases quality of life and life satisfaction (Sahranç, 2007).

Social Cognitive Theory defines self-efficacy as the internal belief that the individual can overcome encountered difficulties by self-evaluating the circumstances (Bandura, 1986). Experiences, the achievement of other individuals with whom one compares him/herself, the opinions of others about the one's competence and the physical and emotional state affect self-efficacy belief. The positive emotions increase his self-efficacy whereas negative emotions cause a decrease (Gupta & Kumar, 2010).

In the literature, there are studies examining the relationship between flow experience and self-

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Rearch paper

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efficacy (Basom & Frase, 2004; Frase, 1998; Hong et al., 2012; Mesurado, Cristina Richaud, & José Mateo, 2016; Reid, 2004; Sahranç, 2008). However, it has been observed that there is no study that directly examines this relationship in the recreation and tourism literature. Considering the relationship between flow experience and satisfaction with life, it can be mentioned that there are a limited number of studies in the field of recreation, tourism and sports (Sidorová, 2015; Baek, 2017; Ayazlar & Yüksel, 2018). Although limited, in parallel with the relational situations mentioned, in the case of individuals participating in recreational activities; how flow experience and emotional states affect self-efficacy and life satisfaction is the main problem of this study. This problem determines the purpose of the research. The main purpose of this study is to determine the effect of flow experiences and emotional states (positive-negative) of individuals participating in recreational activities on their self-efficacy and life satisfaction. In addition, the study aimed to determine the effect of self-efficacy on life satisfaction. Self-efficacy plays a key role in behavioural psychology, but there is no research that looks at the flow experience, life satisfaction and emotions. Besides, this research has looked into individuals doing recreative activities, which makes it unique since there is no empirical research in this field.

2. Literature Review

Flow Experience

Flow experience is defined individual participating in an any activity keep the balance between challenges and skill at a high level, have a clearly defined purpose, feel in charge and receive feedback, concentrate on the activity and enjoy it (Csikszentmihalyi, 2005). Moneta (2004) focusses on the individual's compliance with the activity, defines the flow experience as concentration of the individual on the activity, cognitive competence during the activity, the pleasure one gets from the activity and feeling fully compatible with the activity.

Flow experience, in other words, is optimal performance mood and a concept based on flow theory (Aşçı, Çağlar, Eklund, Altıntaş, & Jackson, 2007). Flow theory aims to understand why people do something for themselves (autotelic) and participate in activities. The theory argues, in the case of mental (psychic) disorganization, or irregularity in consciousness, the individuals may control their inner lives, as this will allow them to direct their attention to a particular purpose and to combat the challenges they come across. Meanwhile, the individual feels the joy and pleasure. This pleasant experience of the individual is accepted as flow experience (Csikszentmihalyi, 2005).

Csikszentmihalyi (1990) talks about many qualities that make activities more enjoyable and create a feeling of inner satisfaction. These qualities are listed as balance between challenges and skills, concentration, clear goals, unambiguous feedback, action-awareness, sense of control, loss of self-consciousness, transformation autotelic experience. If the individual has at least one of these mentioned qualities while performing an activity, then there is flow experience (Aşçı et al., 2007; Aykol & Aksatan, 2013; Csikszentmihalyi, 1990; Jackson & Marsh, 1996; Nakamura & Csikszentmihalyi, 2002).

There are many studies in the literature that looks into the qualities of flow experience and flow experience measurement and they investigate different dimensions and aspects of the experience (Jackson & Eklund, 2002; Jackson, Martin, & Eklund, 2008; Magyaródi, Nagy, Soltész, Mózes, & Oláh, 2013; Rheinberg, Vollmeyer, & Engeser, 2003; Sahranç, 2008). For example, Magyaródi et al. (2013) evaluated the scale of Flow State Questionnaire (FSQ). The scale has 20 items and has two subscales. These are balance between challenges and skills and absorption in the activity.

Balance between challenges and skills: It expresses the balance between the competencies of the individual and the cahallenges of the activity (Jackson & Csikszentmihalyi, 1999). At the same time, clear goals (the individual knows what to do during the activity) and the sense of control (the individual feels in charge during the activity) are evaluated within this scope (Magyaródi et al., 2013; Özdemir, Durhan, & Akgül, 2020; Turan, 2019).

Absorption in the activity: This is about the individual's complete immersion in the transformation of time (the individual loses the perception of the time) (Magyaródi et al., 2013). This subscale evaluates the loss of self-consciousness, total concentration on the task (the individual does not care what is going on around him and focues only on the goal) (Csikszentmihalyi, 1990) and action-awareness merging (Magyaródi et al., 2013; Özdemir, Durhan, & Akgül, 2020; Turan, 2019).

Emotional States

Emotional states are considered under two dimensions as positive and negative emotion.

Positive emotion (PE) defined as an individual's feeling of enthusiastism, awake and active whereas negative emotion (NE) defined as subjective distress and lack of pleasure in enjoying the life (Watson, Clark, & Tellegen, 1988). Positive emotion includes pride, satisfaction, happiness, trust, comfort and similar emotional states. Negative emotion expresses a different structure where the individual experiences sadness or fear (Doğan & Özdevecioğlu, 2009).

While high PE refers to high energy, full focus and enjoyment of life, low PE refers to the situation where enjoyment of life is low, and the individual is more likely to be inactive. High NE expresses a situation where negative moods such as anger, fear and guilt are prevalent; low NE refers to the state of being calmer and quiet (Watson et al., 1988). Experiencing anger, tension, anxiety and guilt is not compatible with the absence of positive emotion. This situation is defined as the lack of negative emotions (Cropanzano, Weiss, Hale & Reb, 2003; Doğan & Özdevecioğlu, 2009). Although positive and negative moods seem to be opposite and negatively related, they are theoretically and empirically independent structures. Therefore, it is likely that individuals can experience both emotions simultaneously (Diener & Emmons, 1984; Warr, Barter, & Brownbridge, 1983).

Life Satisfaction

Neugarten, Havighurst and Tobin (1961) are the first one who used the concept of Life Satisfaction. Life satisfaction is defined both cognitively and emotionally. Cognitively, it compares the standards set by the individual with their own conditions. It is expressed as the individual's own assessment, and the criteria deemed appropriate, independent of the standards imposed by external factors (Diener, Emmons, Larsen, & Griffin, 1985). Emotionally, life satisfaction is defined as the conscious experience of the individual based on positive emotions over negative emotions (Frish, 2006, p. 21). Since the measurement of cognitive life satisfaction is easier than measurement of emotional life satisfaction and more consistent results can be achieved in terms of validity and reliability, the definition of life satisfaction in a cognitive sense is more prominent in the literature (Diener & Seligman, 2004; Deniz, 2006).

General life satisfaction, which corresponds to the cognitive evaluation of life satisfaction, is the result of the individual's assessment of life satisfaction as a whole (Sahranç, 2007). Life satisfaction differs from satisfaction in specific living spaces (such as job or marriage satisfaction) in the form of a subjective state of consciousness. Life satisfaction is an assessment of life or life satisfaction as a whole, and it is different from satisfaction with specific living spaces (such as job or marriage satisfaction) as a subjective state of consciousness (Ehrhardt, Saris, & Veenhoven, 2000).

Self-Efficacy

Although, the concept of self-efficacy is one of the structures of Social Cognitive Theory. The theory is introduced in Bandura's (1986) book of 'Social Foundations of Thout and Action'. Bandura (1986) argues that self-efficacy is one of the concepts that form the core of Social Cognitive Theory. He advocates that Social Cognitive Theory is effective on behaviours. According to the theory, individual evaluates and controls himself/herself before encountering conditions that determine future. The individual is the product and the producer of environment and social systems. Individual’s power on the environment and social systems stems from one’s belief in own talents (Bandura, 1977; Bandura, 1986). Bandura (1982, p. 123) emphasizes that one’s belief in own abilities can be predicted and called as 'self-efficacy'. Bandura (1986, p. 391) defines self-efficacy as a belief in how well an individual can take the necessary actions to manage possible situations. According to Bandura, self-efficacy beliefs affect an individual's feelings, thoughts, motivation and behaviour. Self-efficacy is not a perceived or observed skill, but an internal assessment of what an individual can do with certain skills against certain conditions (Akgündüz, 2013; Bandura, 1994; Keskin, 2020; Kızanlıklı & Silik, 2019; Maddux, 2002).

Hypothesis of the Research

Self-efficacy, based on Social Cognitive Theory, affects how the individual behaves, how much effort one takes and how long it lasts (Tipton & Worthington, 1984). In this context, depending on the flow theory, it can be said that the self-efficacy beliefs they have about the activities they will participate in affect the attitudes of individuals towards these activities.

Individuals' success or failure affects their attitudes towards similar activities they will do in future (Sahranç, 2007). Completing the activity successfully increases the desire to participate in the activity and the level of the effort, depending on the effect of experiences on self-efficacy (Bandura, 1986). Therefore, a successful flow experience increases the individual's self-efficacy belief for both the achieved and similar activities. This also leads to the absorption in the activity.

The research of Tandon (2017), Mesurado et al. (2016) and Reid (2004) also show the positive effect of flow experience on self-efficacy. H1a and H1b hypotheses have been developed based on relevant explanations, conclusions and studies supporting the relationship between flow experience and self-efficacy.

H1a: The perceptions of individuals participating in recreational activities regarding the balance between challenges of the activity and their skills positively affect their self-efficacy.

H1b: Individuals participating in recreational activities absorption in the activity positively affect their self-efficacy.

According to the activity theory, individuals consider their physical and emotional states while judging their capacities (Certel, Bahadır, Saracaloğlu, & Varol, 2015, p. 309). Therefore, flow theory can best explain the emotional state (Yetim, 2001). The individual feels delightful if s/he believes that s/he can overcome the difficulties of the activity with his/her own skills. In other words, if the skill level of the person is sufficient, the flow of activities and the factors that resist these activities will increase the pleasure. If the individual evaluates the activity as very easy, he / she will consider this activity annoying. If the activity is considered to be difficult then this will increase the anxiety (Yetim, 2001, p. 257). Therefore, perception of difficulty or achievability regarding the activity affects the emotional state of the individual (Csikszentmihalyi, 2005).

Bandura (1986) emphasizes that the physical and emotional state of the individual is one of the factors affecting the self-efficacy belief. Therefore, the feelings of anxiety and stress my increase if individuals believe that they cannot successfully complete the activity. When they believe that they can achieve using their skills, then their self-efficacy and positive emotions increase (Bandura, 1986). Therefore, it can be said that the relationship between individuals' positive and negative moods and self-efficacy beliefs begins with the evaluations of individuals about their own skills. The research of Marat (2003), Gupta & Kumar (2010) and Caprara et al. (2006) show that there is a relationship between positive and negative emotions and self-efficacy. Based on the explanations and studies that are thought to support the relationship between these two concepts, it is predicted that positive emotional state will affect self-efficacy positively, negative emotional state will affect self-efficacy negatively. H2a and H2b hypotheses have been developed as follows:

H2a: Positive emotional states of individuals participating in recreation activities positively affect their self-efficacy.

H2b: Negative moods of individuals participating in recreation activities negatively affect their self-efficacy.

Life satisfaction is a general assessment of the individual's experience of activities in work and family life (Sahranç, 2007). The individual who is happy with the experience of the activity and who enjoys the experience looks for more experience (Moneta, 2004, p. 115). These experiences also include actions taken in daily life. Depending on the flow experience, the relationship between flow and life satisfaction arises from the activities that the individual performs within the working time and in free time (Larson & Csikszentmihalyi, 1978). The research of Collins et al. (2009), Han (1988) and Bryce and Haworth (2002) that looks into flow experience and life satisfaction show that the relationship between flow experience and life satisfaction is twofold. Accordingly, the flow experience ensures that the individual is happy. Drawing on the aforementioned research, it has been predicted that the subscales of flow experience will positively affect life satisfaction and H3a and H3b hypotheses have been developed.

H3a: Perceptions of individuals participating in recreational activities regarding the balance between their skills and the challenges of the activity positively affect their life satisfaction.

H3b: Individuals' absorption in the activity positively affects their life satisfaction.

According to the flow theory, which is considered as the determinant of the activity theory, the individual falls into certain emotional states (Csikszentmihalyi, 2005). Since the positive and negative emotions of the individual participating in the activity shape the emotional well-being, the evaluation of this emotional state will have an impact on the life satisfaction of the individual. This situation is explained in the form of life satisfaction as a result of the individual's expectations and the comparison of what one (Çetinkaya, 2011). Therefore, life satisfaction can be examined as an output of the flow experience.

The research of Deniz et al. (2012), Kuppens, Realo and Diener (2008), and Palmer, Donaldson and Stough (2002) suggests that negative emotions reduce life satisfaction, and positive emotions increase life satisfaction. Consequently, H4a and H4b hypotheses have been developed since positive and negative emotional states are expected to affect life satisfaction based on these inferences and research.

H4a: Positive emotional states of individuals participating in recreation activities positively affect their satisfaction with life.

H4b: Negative emotional states of individuals participating in recreation activities negatively affect their life satisfaction.

Life satisfaction is determined based on the individuals' evaluation of the processes associated with their life patterns and standards (Telef, 2011). Life satisfaction can be expressed as the degree of achieving the goals set by the individual (Aysan & Bozkurt, 2004). Self-efficacy beliefs positively affect the individual's living conditions as it motivates individuals to achieve their goals regardless of other factors (Bandura et al., 2001). The empirical study of Singh and Udainiya (2009), Azar, Vasudeva and Abdollahi (2006), Verbruggen & Sels (2010) and Şahan et al. (2012) show that there is a relationship between self-efficacy and life satisfaction. Therefore, as the Social Cognitive Theory suggests, the H5 hypothesis has been developed. It is expected that there will be a relationship between the individual's beliefs about their own competencies, that is, self-efficacy beliefs and life satisfaction.

H5: Self-efficacy of individuals participating in recreation activities positively affects their life satisfaction. Figure 1 presents the model showing the research hypotheses.

3. Method

Data Collection

The research process was carried out in two stages. First, pretest was conducted to test the comprehensibility and reliability of the scale items between October and November, 2017 in Mersin. Data were collected by convenient sampling and through face-to-face interview technique with 67 participants who were active in indoor and outdoor areas. However, the data of 63 participants were taken into consideration when the missing data were removed from the data set. The reliability coefficients (α> .70) for the whole scale and the items representing each structure were highly acceptable (Nunnally, 1978, p. 245).

After the pre-test process in which item reliability was tested, data collection process was performed to test hypothesis. This process was carried out between January and April, 2018 with convenient sampling method. The population of the study includes individuals who participate in activities and who are active in the indoor and outdoor areas. The data were collected from individuals and university students participating in mountaineering, dance, travel and hiking clubs, fitness and bowling halls, playing outdoor and indoor football and basketball, and taking part in walking trails activities in Mersin, Antalya, Adana, Kayseri and Sivas. Mersin Youth Services Sports Provincial Directorate contributed to the data collection process and helped us collect data from their sports units.

Population and Sampling

At the end of the data collection process, 466 questionnaires were obtained. However, during the

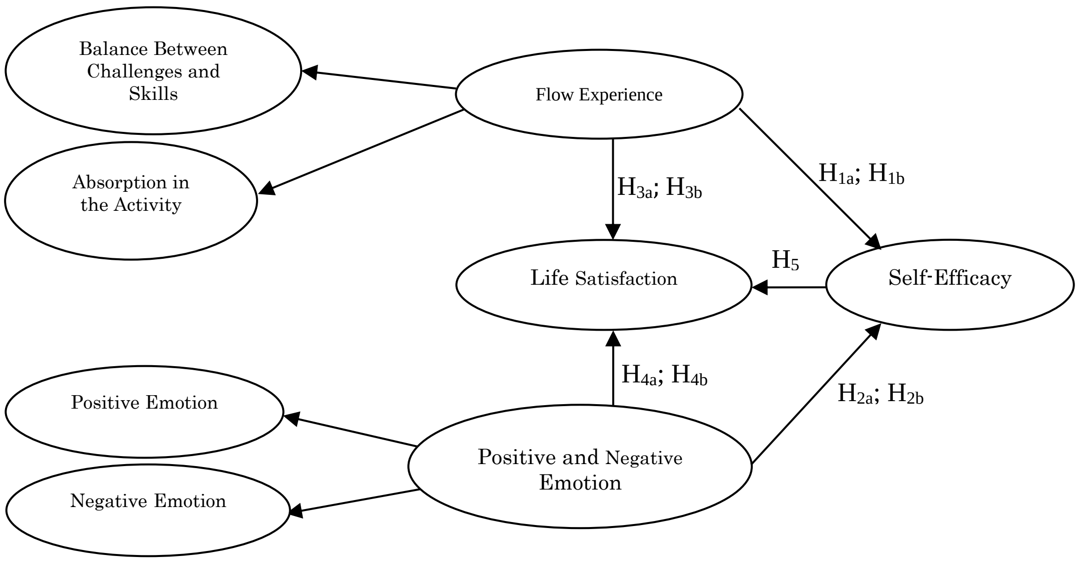

Figure 1: Research model and hypotheses

Source: *Authors*

preparation of the data for analysis, 31 questionnaires were found to have missing data and 1 questionnaire determined as a sling in multiple normal distribution test, and therefore they were removed from the analysis. In total, 434 questionnaires were used. According to Sekaran (1992), the number of samples for the universe size of 10.000.000 and above is 384. According to the Turkey Statistical Institute, 2017 Turkey's population is 80.810.525 (TÜİK, 2018). Thus, the current 434 data reached at the end of the data collection process are thought to represent the population.

Data Collection Tool

Questionnaire form was used to collect data. The survey form consists of two parts. The first part consists of four scales. Flow State Questionnaire (FSQ) developed by Magyaródi et al. (2013) was used and adapted to Turkish. The FSQ has 20 items and two subscales and aims to measure flow experience. In the adaptation process, we first got expert opinions and then pretested with it with 63 participants for the comprehensibility and reliability of the items. Scale reliability (α> 80) was found high. However, statements (Since the data were collected face to face, relevant determinations were made by following the verbal statements of the participants) that were found 2018

to be not understood by the participants during the data collection process were reviewed once again by the same experts at the last stage. Then again data collection has started. From this point of view, it can be said that the content validity for flow experience scale items is met. Content validity is evaluated as referring to "expert opinion" and determining the appropriate one accordingly, regarding situations where the expression structures in the measurement tool are not suitable or appropriate for the purpose of measurement, representing the area to be measured or not (Karasar, 2002, p. 151)

The Positive and Negative Affect Schedule (PANAS) developed Watson et al. (1988) was used to measure emotional states. The sale has 20 items and two subscales. The scale was adapted to Turkish by Gençöz (2000). We used the work of Gençöz to measure positive and negative emotional states.

Generalised Self-Efficacy Scale consisting of 10 items and one subscale was used. The scale was developed by Schwarzer et al. (1997) The translation of the scale from Germen to Turkish was done by Yeşilay, Schwarzer and Jerusalem (1996). We adapted the statements according to the purpose of this study.

The Satisfaction with life Scale (SWLS) consists of 5 items and one subscale. It was developed by Diener et al. (1985). Köker (1991) and Dağlı and Baysal (2016) carried out the Turkish adaptation of the questionnaire. Based on the relevant studies, we adapted the statements according to the purposes of the research. All scale items are expressed in 5-point Likert type.

The second part of the questionnaire includes demographic statements such as age and the province, gender, marital status, educational status (primary, secondary, high school, associate, undergraduate, graduate), family monthly income (1650 TL and less, 1651 TL -3300 TL, 3301 TL - 4950 TL, 4951 TL -6600 TL, 6601 TL -8250 TL, 8251 TL - 9900 TL, 9901 TL and above), income group (low, middle, middle, middle, high).

In order to follow and observe the variety of activities in the demographic section, the participants were asked most frequently and how often they exercise. At the same time, the type of physical activity (individual (alone), group (made with the team), and the area in which they performed the activity (nature-outdoor, indoor-indoor) were asked as closed-ended statements.

Analysis and Findings

In the analysis process of the research, the aim is to describe the characteristics of the participants, test the validity and reliability, and analyze the relational structures. Then, we tested the hypothesis using regression analysis.

Before proceeding to the analysis, the loss data rate was calculated to be around 10% (Hair, Black, Babin, & Anderson, 2010) and no data has been removed from the data set. Then, multiple sling analysis was conducted. As a result of the analysis, only one data was determined as a slingshot and was removed from data set. After multiple sling analysis, multiple normal distribution control was performed and it was determined that the data showed a multivariate normal distribution (correlation coefficient> .962) (Kalaycı, 2010). The data (434 questionnaires) were evaluated and the analysis phase was started. In the analysis process, descriptive analysis related to demographic variables were used to determine the characteristics of the participants. Findings regarding the demographic characteristics of the participants are presented in Table 1.

Tablo 1: Demographic information of the participants

Gender (n=434)	**n**	**%**	**Employment Status** (n=397)	**n**	**%**
Female	168	39	Employed	198	50
Male	266	61	Unemployed	199	50
Age (n=431)			**Monthly Income** (n= 420)		
12-20	95	22	1650tl and less	89	21
21-30	244	57	1651tl-3300tl	176	42
31-40	70	16	3301tl-4950tl	90	21
41 and above	22	5	4951tl-6600tl	41	10
Marital Status (n=387)			6601tl-8250tl	17	4
Married	90	24	8251tl-9900tl	3	7
Single	297	76	9901tl and above	4	1
Education Status (n=428)			**Income Group** (n=428)		
Primary	5	1	Low	63	14
Secondary	9	2	Lower-Middle Income	100	23
High School	75	17	Middle Income	193	45
Associate Degree	104	25	Upper Middle Income	58	14
Undergraduate Degree	204	48	High	14	4
Postgraduate Degree	5	7			
Activity Type (n=432)			**Activity Area** (n=434)		
Individual (solo)	179	41	Outdoor	200	46
Group (with a team)	253	59	Indoor	234	54

Source: *Authors*

In addition to the demographic information presented in Table 1, the type of physical activity of the participants has also been identified. The most common activities were listed as fitness, hiking, mountaineering, dance, football, basketball, mixed martial sports, bowling, cycling, volleyball, swimming, skiing. The least performed activities are tennis, table tennis, kickboxing, handball, golf, pinball, diving, billiards, paragliding, archery, horse riding and athletics, respectively. Participants stated that they carried exercise "three days a week", "every 15 days", "once a month" or "daily".

Explanatory factor analysis was used for construct validity. The purpose of the explanatory factor analysis (EFA) is to test whether the items represent that structure. In factor analysis, each subscale should consist of at least three factor items, and one item should load only one factor (value).

However, if the items load on more than one factor and extraction values (how much each item affects the total factor) is below 0.40, re-analysis is recommended without including those items in the scale (Büyüköztürk, 2013, p.135; Sipahi, Yurtkoru, & Çinko, 2010, p. 81). Accordingly, using the principal components method and the Varimax conversion method, factor structures with an eigenvalue above 1 (no load value differences between the items exceeding 0.200) were preferred (Büyüköztürk, 2013, p. 135). In the next stage of the analysis process, considering the relevant criteria, factor analysis was performed for each variable separately. The findings are included in Table 2.

In the first stage, factor analysis related to flow experience with two subscales was carried out (balance between challenges and skills and absorption in the activity). In this process, the analysis took place in two stages. In the first-round analysis, it was determined that the extraction values of the two items were below 0.40 for balance between challenges and skills. (Sipahi et al., 2010, p. 81). This was considered as an appropriate value to exclude these items from the analysis. The second round of analysis was carried out after the two items mentioned were removed. The balance between the challenges and skills of the flow experience scale in EFA was gathered under 10 items and absorption in the activity under 8 items and two factors.

In the second stage, we conducted factor analysis with two subscales positive mood and negative emotions. Each subscale is gathered under its own structure. In the third stage, EFA was applied to the self-efficacy scale consisting of 10 items. The results show that all items were collected under one subscale. In the fourth stage, EFA was applied to the life satisfaction scale and the analysis took place in two stages. In the first round analysis, it was determined that the extraction value of a substance was below 0.40 and therefore an item was removed. In the second round, life satisfaction was evaluated on four items. In the factor analysis process, Kaiser-Meyer-Olkin (KMO), which is a measure of the sampling adequacy of the data structure, and Barlett Sphericity tests, which are used to determine whether the data has a multivariate (interrelated) structure, were conducted (Çokluk, Şekercioğlu, & Büyüköztürk,

Table 2: Flow experience, emotional states, self-efficacy and life satisfaction factor analysis results

Items	Load*	Eigenvalue	Explained Variance	Mean	α
Balance between challenges and skills - 10 Items	.742 - .560	5.972	33.180	3.92	.915
Absorption in the Activity - 8 items	.758 - .544	4.355	24.197	3.88	.885
Kaiser-Meyer-Olkin Sample Adequacy: 95%; Chi-Square for Bartlett's Sphericity Test: 4549.279; sd:153; p<0.0001; α Co-efficient for the scale: .939; total explained variance: 57.38%					
Positive Emotional State - 10 Items	.811- .711	5.853	29.264	3.84	.865
Negative Emotional State - 10 Items	.803 - .562	5.073	25.367	2.01	.881
Kaiser-Meyer-Olkin Sample Adequacy: 91 %; Chi-Square for Bartlett's Sphericity Test: 4501.030; sd:190; p<0.0001; α Co-efficient for the scale: .835; Explained Total variance: 54.63%					
Self-Efficacy - 10 Items	.781 - .662	5.301	53.007	3.79	.900
Kaiser-Meyer-Olkin Sample Adequacy: 92%; Chi-Square for Bartlett's Sphericity Test: 2014.974; sd:45; p<0.0001; α Co-efficient for the scale: 53%					
Life Satisfaction- 4 Items	.882 - .803	2.891	72.267	3.22	.870
Kaiser-Meyer-Olkin Sample Adequacy:82%; Chi-Square for Bartlett's Sphericity Test: 853.919; sd:6; p<0.0001; Explained Total variance; 72%					

**The largest and smallest factor of the items is the load ranges.*

***Source**: Authors*

2012, p. 219). KMO value is expected to be higher than 0.50 and Barlett test results should be significant to evaluate whether the data set is suitable for factor analysis (Hair et al., 2010). Bartlett's spherical test values of KMO and data in Table 2 show that the scales used are suitable for factor analysis. Based on the determined results, it can be said that the structure validity of the flow experience scale adapted to Turkish and other scale structures (It has been determined that the structure/structures to be measured are measured by those items/dimensions) (Erkuş, 2009, p. 135).

Correlation analysis results to determine the relationship between the variables are given in Table 3. The results show that life satisfaction has a significant relationship with self-efficacy (r=.600 p<.01), negative emotion (r=-0.093 p<.01), negative emotion (r=0.299 p<.01), absorption in the activity (r=0.392 p<.01), balance between challenges and skills (r=.401 p<.01). There is a positive significant correlation between negative mood of self-efficacy (r=-0.170 p<.01), positive mood (r=.388 p<.01), absorption in the activity (r=.501 p<.01), the balance between challenges and skills (r=.541 p<.01). In addition, the results show that there is a positive correlation between positive mood and the balance between challenges and skills (r=.388 p<.01) and absorption in the activity (r=.435 p<.01) and a negative correlation between negative mood and the balance between challenges and skills (r=-.266 p<.01) and absorption in the activity (r=-.179 p<.01). A significant negative correlation was found between positive mood (r =-.184 p <.01) and negative mood. Finally, there seems to be a positive linear and high correlation between balance between challenges and skills and absorption in activity (r =.746 p <.01). It is undesirable to have a coefficient of .90 and above for the expressions that are tested to be related to each other (Hair et al., 2010). Therefore, it can be said that these two subscales, which are not independent from each other, do not have the same meaning.

Table 3: Table of correlation values between variables

		1	2	3	4	5	Mean	Std. Deviation
1	Balance between Challenges and Skills						3.91	.77
2	Absorption in the Activity	.746**					3.93	.77
3	Positive Emotional State	.388**	.435**				3.84	.80
4	Negative Emotional State	-.266**	-.179**	-.184**			2.01	.95
5	Self-Efficacy	.541**	.501**	.388**	-.170**		3.78	.71
6	Life Satisfaction	.401**	.392**	.299**	-.093**	.600**	3.22	.92

*** For all co-efficients: p<0.01*

***Source**: Authors*

Regression analysis was applied to test the research hypotheses. Multiple regression analysis results performed to determine the effect of flow experience and emotions on self-efficacy are summarized in Table 4.

Table 4: Regression analysis results regarding the effect of flow experience and emotion on self-efficacy

Model	Non-standardized coefficients		Standardized co-efficient	t-value	Meaning level	Related Statistics		
	B	Std. Error	Beta			Tolerance	VIF	CI
(Constant)	1.332	.204		6.532	.000			1.000
Balance between Challenges and Skills	.323	.056	.347	5.752	.000	.422	2.368	5.087
Absorption in the Activity	.149	.056	.161	2.652	.008	.417	2.396	13.029
Positive Emotion	.162	.039	.181	4.110	.000	.794	1.260	17.583
Negative Emotion	-.012	.031	-.016	-.381	.703	.919	1.089	22.856
Dependent Variable: Self-Efficacy DW: 1.838	Model: R=0.584; R^2=0.341; Adjusted R^2=0.335; F=55.524, p<0.0001							

*Self-Efficacy= 1.332 + 0.323*Balance between challenges and skills + 0.149*Absorption in the activity + 0.162*Positive Emotion*

***Source:** Authors*

According to the model, 33.5% of the total variance related to the dependent variable (self-efficacy) is explained by independent variables (flow experience and emotional state). (F: 55.524 p<0.0001). The constant term was found to be 1.332. This means that even if the independent variable is zero, 1.332 unit of value is obtained for self-efficacy.

One unit increase in balance between challenges and skills increases self-efficacy by .323 units, while one unit increase in absorption in the activity increases self-efficacy by .149 units. However, one unit increase in positive emotion increases self-efficacy .162 units. Based on these results, H1a, H1b and H2a hypotheses were accepted. Since the negative emotion did not have a significant effect on self-efficacy (t =-. 381; p> 0.05), the H2b hypothesis was rejected.

When Table 5 is examined, the model was found significant (F: 47.351 p <0.0001). 18.9% of the total variance related to the dependent variable, ie life satisfaction, is explained by the flow experience subscales and emotional states. The constant term was found to be .709. This means that even if the arguments are zero, .709 units of value are obtained for life satisfaction. One-unit increase in balance between challenges and skills increases life satisfaction by .277 units, while one-unit increase in adopting activity increases life satisfaction by .191 units. However, one-unit increase in positive emotions increase life satisfaction by .165 unit.

According to the model, only negative emotions did not have statistically significant correlation life satisfaction. Three of the independent variables are statistically significant in affecting life satisfaction.

Based on this result, 'balance between challenges and skills' (t: 3.478; p <0.000), 'absorption in the activity' (t: 2.398; p <0.000) and 'positive emotions' (t: 2.964; p <0.000) may have an impact on the life

Table 5: Regression equality test for flow experience and emotional situations satisfaction

Model	Non-standardized coefficients		Standardised co-efficient	t-value	Meaning Level	Related Statistics		
	B	Std. Error	Beta			Tolerance	VIF	CI
(Constant)	.709	.289		2.454	.015			1.000
Balance between challenges and skills	.277	.080	.232	3.478	.001	.422	2.368	5.067
Absorption in Activity	.191	.080	.161	2.398	.017	.417	2.396	13.029
Positive Emotional State	.165	.056	.144	2.964	.003	.794	1.260	17.583
Negative Emotional State	.023	.044	.023	.519	.604	.919	1.089	22.856
Dependent variable: Life Satisfaction DW: 1.725	Model: R=0.443; R^2=0.197; Adjusted R^2=0.189; F=26.259, p<0.0001							

Life Satisfaction= 0.709 + 0.277 Balance between Challenges and Skills + 0.191*Absorption in Activity + 0.165* Positive Emotion*

***Source:** Authors*

satisfaction of the participants. According to Table 5, H3a, H3b and H4a hypotheses are supported. H4b is not supported.

Variance Inflation Factor (VIF) and Durbin-Watson (DW) statistics are two approaches to test the explanatory variables and they should not be multiple linear dependent and sequential dependent in the regression model. VIF tests for multiple linear dependencies between the explanatory variables and if VIF = 1 indicates that multiple linear dependencies disappear and 1 <VIF≤5 indicates moderate multiple linear dependencies (Özdamar, 2011, p. 526). The Durbin-Watson coefficient is used to test autocorrelation (whether the error terms show consecutive dependency) and the DW value is expected to be between 1.5 and 2.5 (Kalaycı, 2010). DW values (1.838- 1.725) ranging from 1.5 to 2.5 indicate no autocorrelation. DW values (1.838- 1.725) ranging from 1.5 to 2.5 indicate no autocorrelation. Other coefficients to be considered are the tolerance value (TV = Tolerance Value = 1-R2) and the condition index (CI = Condition Index). The tolerance value indicates whether there is a connection problem like VIF value and if it is greater than .10, it indicates that there is no multiple connection problem between variables (Sipahi et al., 2010, p. 170; Çokluk et al., 2012, p. 36). According to the models in Table 4 and Table 5, there is no multiple connection problem, since the tolerance value between each variable and self-efficacy and life satisfaction is in the range of .417- .919. In the condition index, it is an indication of whether there is a multiple c onnection problem. In addition, if the CI value is between 10 and 30, then it is at the "medium level", and if it is greater than 30, then it indicates "high level" multiple linear connection problem (Çokluk et al., 2012, p. 36).

According to both models, the balance between challenges and skills and self-efficacy (5.087) and life satisfaction (5.067) do not show multiple direct connectivity problems. In addition, it can be said that the multiple connection problem is at a medium level since there is a condition index value (in the range of 13.029-22.856) between the variables and self-efficacy and life satisfaction.

When Table 6 is examined, the model created was found significant (F: 51.162 p <0.0001). According to the model, 35.8% of the total variance related to the dependent variable (life satisfaction) is explained by self-efficacy (Büyüköztürk, 2013, p. 98). The constant term was found to be 0.316. This means that even if the independent variable is zero, a value of 0.316 is obtained for life satisfaction. An increase in self-efficacy increases life satisfaction by 0.769 units.

Considering the model found significant, self-efficacy is statistically significant in influencing life satisfaction. Based on this result, it can be said that self-efficacy (t: 15.571; p <0.000) has a positive effect on life satisfaction. H5 hypothesis is supported for the model according to Table 6.

Considering the VIF value according to the findings in Table 6, there is no multiple linear dependence between self-efficacy and life satisfaction (VIF = 1). The DW value (1.765) ranging from 1.5 to 2.5 indicates no autocorrelation. Considering the tolerance value (TV = 1.000) between self-efficacy and life satisfaction, there is no multiple connection problem. The condition index (CI) suggests that the multiple connection problem between self-efficacy and life satisfaction (10.615) is at a medium level.

4. Conclusion

This study has been carried out on individuals participating in recreational activities (being active in indoor and outdoor areas) and aims to understand the reasons why individuals participate in activities. The research is based on the Social Cognitive Theory, which is related to Flow Theory and behaviors. We identified the role of the flow experiences, positive and negative emotions of individuals performing recreative activities on self-efficacy. In addition, we also looked in to the effects of flow experiences, positive

Table 6: Regression equality test regarding self-efficacy and life satisfaction

Model	Non-standardised co-efficient		Standardised co-efficient	t-value	Meaning Level	Related Statistics		
	B	Std. Error	Beta			Tolerance	VIF	CI
(Constant)	.316	.190		1.664	.097			1.000
Self- Efficacy	.769	.049	.600	15.571	.000	1.000	1.000	10.615
Dependent Variable: Life Satisfaction DW: 1.765	Model: R=0.600; R^2=0.359; Adjusted R^2=0.358; F=51.162, p<0.0001							

Life Satisfaction= 0.316 + 0.769 Self- Efficacy*

***Source:** Authors*

and negative emotions and self-efficacy on life satisfaction. The research is focused on the relationship structure of each variable and compared the purpose of the research through the relevant analysis.

Firstly, the participants who are active in open and closed areas were described. Based on the findings, data varies considerably in terms of different cities, and indoor and outdoor activities. The results of are more generalizable for individuals engaged in recreational activities. In the next stage, research hypotheses were tested. In this process, the balance between the challenges and skills that constitute the subscale of the flow experience of individuals participating in recreation activities was expected to positively affect the self-efficacy. The findings supported this expectation. In other words, findings show that the balance between challenges and skills leads to an increase in self-efficacy.

This result shows that the individual who undertakes the activity knows what to do, feels that the activity and his/her skills are compatible and can meet the requirements of the event. The individual also believes that he/she can cope with the difficulties. At the same time, absorption in the activity, not understanding how time passes and being completely immersed in the activity increases the belief that the individual can transform the skills into action. Theoretically, the research echoes similar results with the work of Hong et al. (2012), Mesurado et al. (2016) and Tandon (2017). In addition, the findings are in line with Reid's (2004) study which determined that the feeling of control, one of the general abilities of the flow experience, increased self-efficacy. Therefore, in this study, the balance between challenges and skills, including the sense of control, and absorption in the activity affects self-efficacy.

Secondly, during the process of testing hypotheses, it was expected that individual's self-efficacy and negative emotional states would negatively affect their self-efficacy. Based on the results of the analysis, only positive emotions support this expectation. It was determined that the effect of negative emotions on self-efficacy was insignificant. In other words, although the positive emotions caused an increase in self-efficacy, negative emotions did not affect self-efficacy as expected. This result shows individual who joins recreational activities believes that the emotional, strong, enthusiastic, proud, vigilant, inspired, determined, careful and active moods are sufficient. On the other hand, negative emotional states such as being troubled, sad, nervous, anxious, did not affect the self-efficacy belief. Yalnız's research (2014) with university students supports the findings regarding the positive effect of positive emotional state on self-efficacy. His study revealed that the positive emotions of the students had a positive effect on their self-efficacy, while their negative affect had a negative effect on their self-efficacy. However, the results contradict the study in terms of negative emotional states. Unlike this study, his research was directly student-oriented and this may be the reason for this contradiction.

Thirdly, it was expected that balance between challenges and skills and the absorption in activity would positively affect the life satisfaction. The findings obtained support this expectation. This result shows that the individuals who fulfill the activity know what to do during the event, feel that the activity and skills are compatible and that they can meet the requirements of the event, and believe that they can cope with the difficulties. When the related literature is examined, the results of Peterson, Park and Seligman (2005), Chen et al. (2010) and Ayazlar (2015) are in line with the results of this research.

Fourth, in testing hypotheses, it was expected that positive emotional states of the individuals would affect their life satisfaction positively whereas their negative emotional states would negatively affect their life satisfaction. The results of the analysis show that positive emotions increase life sense, while negative emotions do not significantly affect life satisfaction. Negative emotions did not support this expectation and its effect on life satisfaction was found insignificant. In other words, the findings show that although the positive emotions cause an increase in life satisfaction, and the negative emotion do not decrease life satisfaction. This result shows that if the active individual has an excited, strong, enthusiastic, proud, alert, inspired, determined, careful and active emotional state, this will contribute to the life satisfaction. On the other hand, this finding indicates that when the individual has negative feelings such as distressed, sad, nervous, anxious, this situation does not affect life satisfaction positively or negatively. From a theoretical point of view, the positive effect of positive emotions on life satisfaction align with the research of Deniz et al. (2012) and Kuppens et al. (2008).

Fifth, self-efficacy of individuals was expected to positively affect their life satisfaction. The findings support this expectation. In other words, findings show that self-efficacy increases life satisfaction. From a theoretical point of view, the studies of Sahranç (2008), Telef (2011), Çakar (2012) and Capri et al. (2012) examine the relationship between self-efficacy and life satisfaction and support the findings of this research.

Based on the relevant findings and inferences, some suggestions have been developed for the enterprise or operators. Within the scope of the flow experience, balance between challenges and skills can be taken into account by the companies that work with intensive business timetable (for example: businesses where the service is offered on site, such as hotels, restaurants). As the flow experience will increase the belief that the individual will be able to fulfill one's duties in the business life, the performance will also increase. This can be achieved by stripping the working individual from the busy work schedule for a while and encouraging participation in recreational activities. It may even play a greater role in the belief that the individual performing the activity will be more prone to positive emotions. On the other hand, activities should be carried out to increase the self-efficacy beliefs of individuals who perform the activity. For example, the individual's successful performances in the past may have increased self-efficacy (Bandura, 1977). When the individual has successful experiences, there is an increase in self-efficacy. Or the individual's active, enthusiastic and exciting emotional situations (Bandura, 1977) while performing the activity contribute to self-efficacy. This causes an increase in any action performance. In this regard, businesses can increase the life satisfaction of the employee with a self-efficacy belief. A productive, happy employee with life-satisfaction can be provided with different experiences. For example, organizing a sports organization such as football or basketball once a week, or organizing a regular course can be helpful for increasing the self-efficacy of employees.

A further suggestion can be made for managers of sports clubs, fitness centre operators, course managers (such as swimming, dancing) and public managers. More individuals should be directed to do physical activities for themselves, regardless of whether they are indoor or outdoor activity. If necessary, they should take an initiative together (such as public awareness or raising awareness with collective organizations). It is necessary to ensure that individuals use their abilities and skills to ensure that they develop positive emotions. From a social perspective, training of individuals who are trying to develop a healthier and conscious self-development has paramount importance because these are the basic needs for individuals in life (Özer & Topaloğlu, 2008). Therefore, self-realization is an ever-ending need of the individual.

Lastly, the study has a number of limitations. The variables (flow experience, positive and negative emotional states, self-efficacy and life satisfaction) used in the research make up the structural limitation of this study. There are some restrictions on the data collection process of the research. Due to the financial limitations, research data were collected from Mersin and nearby provinces.

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How do flow experiences and emotional states of individuals participating in recreational activities affect their self-efficacy perceptions and life satisfaction?

Abstract

This research is based on social cognitive theory and aims to determine the effects of flow experience and positive and negative emotional states of individuals participating in recreational activities on their self- efficacy. The study also aimed to explore the effect of flow experience, self-efficacy, and positive-negative emotions on individuals' life satisfaction. The data were collected through a valid and reliable scale. Convenient sampling method was employed and 434 valid questionnaires were collected between January and April 2018. Hypotheses were tested by multiple regression analysis. Results show the balance between challenges and skills subscale of flow experience and positive emotional state affect self-efficacy. In addition, life satisfaction is affected by by flow experience, positive emotions and self-efficacy. Based on the relevant findings and inferences, some suggestions have been developed for the enterprise or operators. Within the scope of the flow experience, balance between challenges and skills can be taken into account by the companies that work with intensive business timetable (for example: businesses where the service is offered on site, such as hotels, restaurants). A further suggestion can be made for managers of sports clubs, fitness centre operators, course managers (such as swimming, dancing) and public managers. More individuals should be directed to do physical activities for themselves, regardless of whether they are indoor or outdoor activity.

Keywords: *Flow Experience, Positive Emotions, Negative Emotions, Self-Efficacy, Life Satisfaction*

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Full Name	Author contribution roles	Contribution rate
Gamze Eryılmaz:	*Conceptualization, Methodology, Software, Validation, Formal analysis, Investigation, Resources, Data Curation, Writing - Original Draft, Writing - Review & Editing, Visualization, Supervision,*	*50%*
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Yılmaz Akgündüz:	*Conceptualization, Methodology, Validation, Formal analysis, Investigation, Data Curation, Writing - Original Draft, Writing - Review & Editing, Visualization, Supervision,*	*25%*

Author statement: *Author(s) declare(s) that All procedures performed in studies involving human participants were in accordance with the ethical standards of the institutional and/or national research committee and with the 1964 Helsinki declaration and its later amendments or comparable ethical standards.* ***Declaration of Conflicting Interests:*** *The author(s) declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article*

This paper does not required ethics committee report

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