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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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Table of Contents

1	<p>Cruise tourism directed to natural and cultural landscape areas in the Black Sea Basin</p> <p style="text-align: right;">https://doi.org/10.31822/jomat.2022-7-2-1 <i>Banu Bekci</i></p>	<p>Research Article</p> <p><i>Page: 1-17</i></p>
2	<p>Behavior intention to adopt IRCTC application for railway ticket reservation service: A case study of Goan consumers</p> <p style="text-align: right;">https://doi.org/10.31822/jomat.2022-7-2-19 <i>Jick Castanha, Mayuri Prabhu, Subhash Kizhakanveatil Bhaskaran Pillai, Indrawati, Thiago Duarte Pimentel</i></p>	<p>Research Article</p> <p><i>Page: 19-30</i></p>
3	<p>The experience economy analysis of distinct destinations</p> <p style="text-align: right;">https://doi.org/10.31822/jomat.2022-7-2-31 <i>Ferhat Şeker Kamil Unur</i></p>	<p>Research Article</p> <p><i>Page: 31-43</i></p>
4	<p>The mediating role of perceived risk in the impact of tourist behavior on liminoid behavior in the covid-19 pandemic</p> <p style="text-align: right;">https://doi.org/10.31822/jomat.2022-7-2-45 <i>Kerem Kaptangil, Kübra Aşan</i></p>	<p>Research Article</p> <p><i>Page: 45-56</i></p>
5	<p>Comparative content analysis in hospitality journals</p> <p style="text-align: right;">https://doi.org/10.31822/jomat.2022-7-2-57 <i>Gürkan Çalışkan, Kutay Oktay</i></p>	<p>Research Article</p> <p><i>Page: 57-69</i></p>
6	<p>Tourism and hospitality education in high school: A lifelong learning approach</p> <p style="text-align: right;">https://doi.org/10.31822/jomat.2022-7-2-71 <i>Mateus José Alves Pinto, Marcia Shizue Massukado Nakatani</i></p>	<p>Systematic Reviews and Meta Analysis</p> <p><i>Page: 71-83</i></p>
7	<p>The Roots of Tourism: Hippies</p> <p style="text-align: right;">https://doi.org/10.31822/jomat.2022-7-2-85 <i>Gözde Türktarhan, Arzu Toker, Nazmi Kozak</i></p>	<p>Research Article</p> <p><i>Page: 85-94</i></p>
8	<p>The concept of halal recreation</p> <p style="text-align: right;">https://doi.org/10.31822/jomat.2022-7-2-95 <i>Muhammet Cenk Birinci, Yusuf Karakuş</i></p>	<p>Review Article</p> <p><i>Page: 95-102</i></p>

Cruise tourism directed to natural and cultural landscape areas in the Black Sea Basin

Banu Bekci

ABSTRACT

Keywords:

Black sea basin,
Cultural routes,
Cultural tourism,
Social sustainability,
Cruise tourism,
Destination loyalty

Cruise tourism and tourism routes directed to the natural and cultural landscape areas of the region constitute the paradigm of this study, which is considered as an alternative tourism type in the Black Sea basin. With this paradigm developed for international port cities that have coasts on the Black Sea basin, each dynamic of the cultural, social, and economic values of the cities at national and international levels are approached as a phenomenon in this study. In this study, the results obtained by correlating the cognitive states of individuals resulting from the "natural sociability-social experience-social environment" approach in touristic travel with the cruise tourism type in the Black Sea basin are examined with empirical methods. In addition to correlation and regression analysis, landscape planning and design criteria are also used in route planning to reveal the causal relationships between cruise tourism experiences and people's destination loyalty. Both the sustainability of the attraction of natural and cultural landscape areas in destination loyalty and the positive conscience gained from the tourism experiences the people are examined with proactive solution suggestions in this study. In this context, with cruise tourism, which is suggested as an alternative tourism type for cities on the coast of the Black Sea basin, a management model for touristic routes is developed by providing opportunities both for the people to experience different tourism activities and the development of regional tourism.

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1. Introduction

When we consider the tourism activities around the world, the fact that there is a great increase in both the number of passengers and the expenditures strengthens the idea that this situation will continue so even in the future (UNWTO, 2015). The steady growth of domestic and foreign tourism in the dynamism of the global economy promises that the tourism economy forms an international basis (Gee & Fayos-Sola, 1997). This also means an increase in the number of people and tourism activities in the growing global economy. While the increase in the number of visitors contributes to the economy in the region where tourism takes place, it also raises the recognition of the socio-cultural structure and the environmental connections (Martin Martin, Guaita Martinez & Sanas Fernandez, 2018; Bogenç & Bekci, 2020b).

Majdoub (2010) defines the complexity of the cultural route (Yavuz, Acar & Zülfikar, 2019) as a geographical journey that passes through the local identity of a region besides the trip it creates in minds with values, senses, expectations,

experiences, and the tourism products (Düzenli & Alpak, 2017). This meta system also gathers up different regional systems according to the general system theory. To increase the richness and visibility of sustainable tourism, local administrations of the cities should invest in natural and cultural properties (Bogenç & Bekci, 2020a; Cengiz, Atmiş & Görmüş, 2019). Creativity and innovation are not only related to the research and cultural industries, but also to the organizational structure of a city, which should be consumed less (Ravetz, Fusco Girard & Bornstein, 2012). Alternative tourism activities indicate that new cultural routes are needed for natural and cultural attraction centers (Steenjacobsen, 2010).

The enhancement and sustainability of cultural heritage sites is a strategic factor that improves the competitiveness of country systems. The characteristics of traditional natural and cultural landscapes in the countries located in the Black Sea basin are considerably apparent. However, this variety in the landscape cannot be reflected by large-scale inventories and routes. Although the rich cultural heritage areas of the Black Sea basin

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Research paper



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present an enormous opportunity to improve local economic growth, they cannot be managed efficiently and effectively. This study built on the above concept, emphasizes a variety of alternative tourism directed to the port routes of the countries bordering the Black Sea basin and the natural and cultural landscape assets of international port cities in Turkey. When it comes to tourism diversity, the first thing that comes to mind is road trip and air travel. However, presenting the natural and cultural landscape beauties of the Black Sea coast to individuals through a different experience is very important for regional development. Cruise tourism, which is designed at the national level, has the quality to be a start for the Black Sea basin and is a type of tourism that can be carried to the international level in the future. An integrated method combining deductive and inductive processes is used in the constitution of tourism routes which are the subject of this study. An alternative tourism strategy and management model is developed by referring to the cultural landscape areas as the primary component of the created routes and by using the different characteristics of the areas.

General context of the study

In planning the dynamic interactions of land use and social changes in natural and cultural landscape areas, it is observed that especially the land morphology is in a constant change. While these changes that take place today cause the rapid destruction of traditional culture and natural landscapes, they are also deemed as an evolution that adversely affects the characteristic identities of the regions (Antrop, 2005). Experiencing these changes felt on tourism routes also affects people's perception acquired through their travel experiences (Bogenc, 2020). These changes felt in values also formalize the use and perception of natural and cultural landscape areas. The individual perception changes experienced in the variety of cultural landscapes and their identities form the base of this study. The routes to be planned should be multi-stage and qualified to experience regional systems and to be used together with touristic systems. For this reason, this study thoroughly discusses the concepts of tourism, route, and human while developing different qualitative approaches to the planning of the routes that are the subject hereof. However, the theoretical framework to be used in determining thematic and cultural routes should be designed in a sensitive way to the up-to-date developments. The ideal tourism route to be designed is linear and its effects on individuals are extensive and

complex. The "natural sociality-social experience-social environment" (Maffesoli, 1996; Urry, 1990; Wang, 1999) concepts used in the phenomenon of this study, which is developed as a paradigm related to touristic cruise travels in the Black Sea basin in the 19th century, and the routes discussed are examined multidimensionally and the individuals' cognitive emotions are interpreted (Zabbini, 2012).

Cultural landscape, human, and tourism

To define natural and cultural landscape areas, traditional landscape areas should be discussed (Antrop, 2005). The word "traditional" is quite important for the landscape visibility and sustainability of the region (Cullotta & Barbera, 2011). Traditionalism is a concept that maintains the former character of the space, slowing down its development and enabling it to harmoniously integrate with the environment. Traditional landscapes on tourism routes, on the other hand, provide partly natural and partly cultural landscape areas, ensuring the interaction between humans and nature to last a long time (UNESCO, 1999). This strong relationship between tourism and the environment is dependent on a clean and pristine environment in some tourism types (Roberto & Salom, 2001). While examining the tourism preferences of individuals, it is observed that many tourists want to travel to these delicate and extraordinarily valuable intact regions.

It is very important to examine both ecological and socio-economic landscape qualities and characteristics as per the European Landscape Convention (Jones & Stenseke, 2011). Thus, while preparing the dynamic strategies and holistic planning approaches of the studies, the cultural landscape should be maintained and improved (Tagil, Gormus & Cengiz, 2018). It should not be forgotten that the structure of a cultural landscape area is a whole with its landscape quality, biological diversity and economic value. "Landscape composition and configuration, traditional land management, linear components and characteristics in rural areas, tangible and intangible cultural heritage features" consisting of the primary landscape elements developed by Moreira, Queiroz and Aronson (2006) and his friends after the components Cullotta and Barbera (2011) handled in their study are extremely significant for the sustainability of landscape areas. These values, which are seen as an important power in the preservation of a region's historical, cultural, religious and industrial past, also strengthen its cultural tourism (Terzic &

Bjeljac, 2016). With the integration of natural and cultural heritage areas in tourism, global trends take shape and increase the number of cultural routes and regions existing in the world (Di Pietro, Guglielmenti Mugion & Francesca Renzi, 2012). These changes felt on tourism routes positively affect people's travel experiences. Diversity and identity studies, which demonstrate alterations in cultural landscapes, constitute the center of tourism routes and enable them to take shape. While creating tourism routes, the complexity of natural and cultural landscape areas should be analyzed and planned in a comprehensible way without being assimilated (Czeczynski, 2008). The complexity of the system lies in bringing in a multidisciplinary and holistic perspective to the cultural landscape. The perceptibility of the impact of cultural routes on the region and the historical past that they bring into the visual quality is only possible through the interpretation of the collective autobiography and data analysis of the area. It should not be forgotten that tangible and intangible cultural heritage values are the main leading factors that determine the value of the.

Maritime tourism and its historical process

Cruise tourism has been one of the fastest-growing leisure travels in recent years. Being integrated into the globalized economy, expanding its economic reach, and coordinating the resources and transportation, cruise tourism has opened a new window into the sector by carrying around 25.8 million passengers worldwide in 2017 (Yan, 2018). Cruise tourism has rapidly grown from 2017 to 2018, reaching 28.5 million passengers with a growth rate of approximately 7%. After 2018, it has grown by 6% worldwide and reached a passenger capacity of 1.4 billion (CLIA, 2019). The cruise industry champions the entertainment industry as well as the transportation sector. Considering the certain segments of the market created by cruise ship travel as a "long-lived community", various transformations are needed for recreational activities off and on the ship, as well as for the customers. Although the cruise tourism type, which performs a rapid growth today (Lester & Weeden, 2004), is defined to be limited in the literature (Wood, 2000) and having narrow study areas (Liburd, 2001; UNWTO, 2017), it has now begun to be diversified and started to secure its position in the sector. With the realization of cruise tourism, thousands of jobs have been created at sea and ports of call, and large amounts of income have been brought to the economies of the touristic destinations (Kizielewicz, 2013; Nugraha Budi, 2016). Effective management of the natural

environment, which forms the basis of the tourism industry, is another important issue to be handled in cruise tourism. Marsh (2012) emphasizes that high-quality tourism can be achieved by ensuring the sustainability of natural and cultural landscape assets in the scope of careful management and regulation of cruise tourism. Port areas are an interface between the city and the sea (Ligteringen, 2012). The economic globalization processes of these areas have started in the early periods of history. The globalized economy initially reaches the port cities and spreads from there. Port cities are core places that lead the way in terms of economic power. Port cities are the most competitive places and they constitute 36 of the 50 most competitive cities (Fusco Girard, 2013). According to the World Tourism Organization, maritime tourism is defined as an activity using excursion vessels that include at least two visiting ports (start and end) (Kizielewicz, 2012). According to the European Commission, spatial benefits will be provided to the city by improving the image (infrastructure and social acceptance) of the ports that will be reserved for cruise ships by carrying out tourism activities (Fusco Girard, 2013). Thus, recreational and touristic activities in cities can be promoted as a different type of tourism.

Together with climate change, there has been an increase in Arctic tourism over the last few decades (Johnston, Johnston, Stewart, Dawson & Lemelin, 2012). This change in shipping access resulting from the melting of sea ice in the Arctic has also been felt in maritime tourism activities and exploration of new places in the Arctic (Lasserre & Tetu, 2015). However, the cruise travel experience varies according to the cruise experience of the passenger, not to the schedule of the cruise ship (Jones, 2011). Only the desire of a person to go on a cruise trip is even deemed as an important motivation reason.

The cruise tour and passenger quantities of Turkey's international port cities along the coast of the subject of this study, the Black Sea basin, which began immediately after the proclamation of the Turkish Republic in 1934, has decreased gradually by the time and become limited with freight shipping today. According to the documents in Turkey Maritime Organization's records, the maritime transportation network which had 158,000 passengers in 1964, dropped down to 18,000 passengers in 1984. After this date, no maritime passenger transportation has been performed (Fışkın, Kaya & Balık, 2015). The cargo ships supporting the international ports in Turkey

located in the Black Sea basin, have provided great benefits to these ports and switched the investment activities to this market segment. Preparing a handling development plan according to the cruise ships in the ports, does not, unfortunately, constitute a priority for the authorities in Turkey. Besides, the fact that the main cruise route in Europe does not pass through the Black Sea basin also adversely affects such efforts. On the other hand, this support is strongly felt in the main ports serving tourism in the Baltic Sea.

2. Methodology

Selection of study areas

The rugged terrain of Turkey’s Black Sea and Marmara regions being located on the coast of Black Sea basin makes it difficult to have access to the shore. The Black Sea basin is conventionally planned within itself and serves its hinterlands (Aytaç, Çelik & Türe, 2007). The fact that the mountains in the Black Sea Region are high and very close to each other makes the transportation between the coastal and inland parts harder. The most important highway connections established to the extent permitted by the topography are Kalkanlı Pass in the south of Trabzon and Kop Pass on Kop mountains (Sezen & Yılmaz, 2010). It is a great contradiction that road transportation is still preferred instead of maritime and railway in cargo and passenger transport in a region with such difficult geography. Road users suffer principally time and then economic losses. It is observed that users who felt this drawback by the time need new transportation models and routes.

This study, inspired by the maritime passenger transportation carried out in the Black Sea Region between 1930-the 1980s, consists of the idea that "the contribution of cruise tourism to be performed in Black Sea basin to the region", the routes of the regular cruises to be made in the future, and tourism routes planned for the natural and cultural landscape areas of the region (Figure 1). The fact that cruise tourists show a similar tendency of visiting the same attractions as land tourists (Brida & Zapata, 2010) is another issue used in shaping this study.

Survey procedures

The surveys for this study, which is performed with the study on the subject “A case study on the relationship between coastal ecosystem and humans”, have begun to be prepared on 17.11.2021 upon the approval given by the “Social Sciences and Humanities Ethical Committee”. The survey forms prepared to determine the qualitative and quantitative data of the study are applied to the people who are curious about the Black Sea basin, who have visited the place, and who still have touristic places to see in the basin. The forms prepared for surveys and interviews are firstly applied online and then face to face to the individuals. The face-to-face surveys conducted during the Covid-19 pandemic are also applied to employees of state institutions and organizations by considering the mask and social distancing rules. Landscape architecture undergraduate and graduate students’ assistance is received for online and face-to-face survey applications. Each data

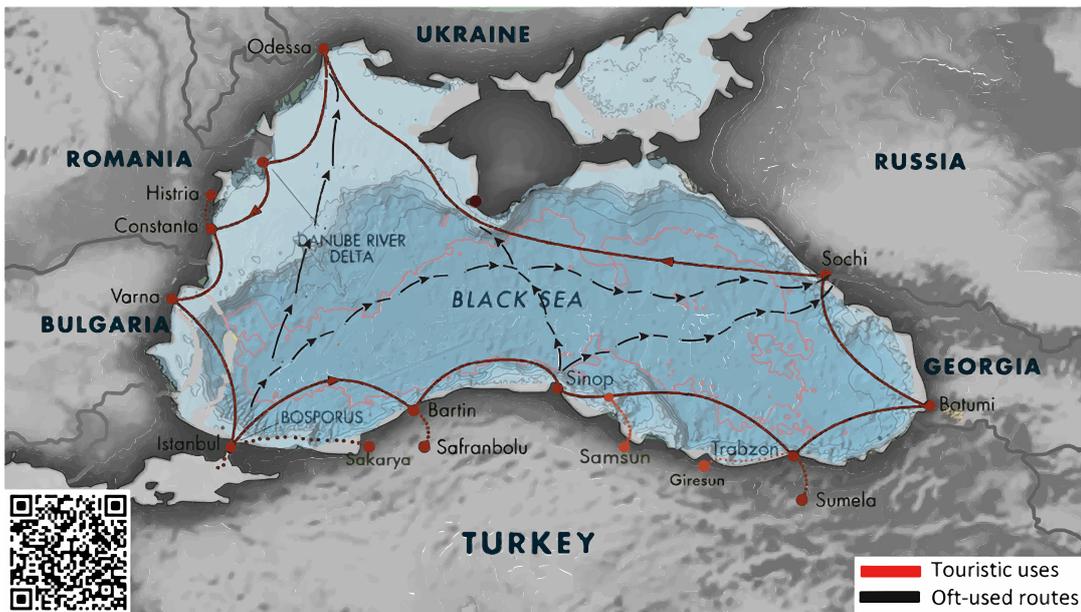


Figure 1: Black Sea Basin as the study area.

Source: elaboration by author

obtained has been archived in a digital environment without waiting. Survey participants are selected using non-probability sampling, and care is taken to choose different samples from the populations during data collection (Narayan, 1996). Besides, the data is archived by checking the number of surveys and the quality of the application every day during the survey period. Individuals are encouraged to participate in the survey regardless of their gender, age, income, and social status. The form is prepared in three stages so that the individuals could fill it comfortably. The survey is delivered to 1027 people and only 904 of them responded.

Survey design

The survey consists of three main parts. The interviews directed to the determination of cruise tourism travel in the Black Sea basin between the years 1934-1984 constitute the first part, the

individuals' points of view to the cruise tourism considered to be performed in the Black Sea basin are the second part, and planning the tourism routes directed to Turkey's international port cities located along the Black Sea basin is the third part. Table 1 lists the variables corresponding to these issues and their short remarks.

The questions that make up the survey are prepared in multiple-choice and open-ended formats. Since this study aims to create the tourism routes that will enable cruise tourism in Turkey's international port cities located on the coast of Black Sea basin and to reveal the causal relationships among the people's tourism experiences, brief explanations and examples are given to the individuals to avoid false interpretations. The key feature that is sought in the survey participants is the willingness to attend

Table 1: Relevant survey items and their corresponding variables.

Variable	Survey item
Reflections of the individuals who participated in the cruise tourism in Black Sea basin between the years 1934 - 1984	<i>Interview</i>
Socio-demographic questions, Eastern Black Sea cruise tourism experiences (the process experienced in cruise tourism, travel duration, travel conditions, comparison with other transportation means, type of transportation to be preferred under today's conditions)	<i>The past and current experiences of the individuals are discussed by asking open-ended questions (Liu, Wang & Yue, 2020).</i>
Examination of the individuals' points of view to the cruise tourism in the Black Sea basin	<i>The cruise tourism in the Black Sea basin is examined with 3 different evaluation methods.</i>
Examination of the individuals' points of views to cruise tourism (views to tourism and cruise tourism in international ports, cruise tourism's future state and contribution to their social interchange)	
Examination of the individuals' cruise tourism preferences over the selected independent variables, (Would you like to try different travel experiences (plane, train, ship, bicycle, etc.) Would you like to have the accommodation and travel at the same timeframe in cruise ship tourism? Would you prefer maritime travel while wishing to see and experience different places?)	<i>While some of the questions are multiple-choice and evaluated by Yes/No answers, the others are evaluated by scoring (Berti, 2013).</i>
The effects of the individuals' cruise holiday experiences on their social interactions (Does the social interaction that you would gain with cruise tourism positively affect your holiday experience? Do the natural and cultural landscape routes to be created have a role in the development of your social interaction?)	
Constitution of tourism routes within the area of study	<i>Route Planning</i>
Even if the cultural routes take place in different regions, it is aimed that they have an effect from the local to intercontinental levels and demonstrate a common consistency by being configured as sub-networks. To increase the visibility of the routes, consistency and image sustainability are enabled.	<i>(Terzic and Bjeljac, 2016; Zabbini, 2012; Richards, Russo & Grossman, 2008; Dayoub, Yang, Dayoub, Omran & Li, 2020; Berti, 2013).</i>
The routes are classified under 4 articles (UNWTO, 2015); Classification according to design, (Start and finish points, establishing a network model, finding the inter-point portindex) Classification according to the general theme, (The route itself constitutes a theme or is formed of several themes, etc.) Classification of routes within the regional context, (Local, regional, national, trans-national (several countries), and international) Reconfiguration of the cultural routes with their history and current situations.	

Source: elaboration by author

maritime travels and cruises along the Black Sea basin.

Data analysis

To create a sustainable cultural route, first of all, the delicacy of the places that are accepted as a part of the routes and the opportunities they offer should be carefully considered besides the intangible principles. The most important factor in planning the routes for cruise tourism is to fully include the elements that will support destination loyalty (Berti, 2013). Both the relationship between the natural and cultural landscapes on the route and the evolution through the route are examined by conducting surveys and interviews with the users to enable destination loyalty for the study areas.

The research has been conducted in two stages as an interview and a survey study. In the interview part, which constitutes the first stage of the study, the individuals are asked open-ended questions about their cruising travels in the Black Sea basin between 1934-1984, and the data obtained by examining the experiences of the individuals in the past and their expectations from the cruise tourism (Liu, Wang & Yue, 2020) are interpreted. The second phase of the study consists of the socio-demographic status (gender, age, marital status, educational status and, employment status) of the surveyed participants, the users' points of view through the projected cruise tourism in international port cities of Turkey bordering the Black Sea basin, the effects of the cruise holiday on the social interaction of individuals, and the planning of the routes directed to the natural and cultural landscape areas of these port cities. In this stage, the data obtained are analyzed with statistical methods and landscape planning decisions.

The changes in cruise tourism in the Black Sea basin between 1934-1984 and its future process are analyzed, and the causal effects experienced during this tourism activity are revealed. In the survey study, first of all, the individuals' perspectives on cruise travel are examined against 8 different criteria and 3 different elements; "their points of views on tourism and cruise travel in international ports, the future state of cruise tourism, and its contribution to social interactions of the individuals" (Berti, 2013). The data obtained are analyzed using the Correlation (Pearson) with a 95% confidence level ($p < 0.05$) and the positive and negative significant results are interpreted in Table 2. However, the dependent variable "Do you like traveling?" asked to the participants in the

study is predicted with 3 different independent variables: "Would you like to try different travel experiences (plane, train, ship, motorcycle, etc.)? Would you like to have your travel and accommodation within the same timeframe in cruise ship tourism? Would you prefer a cruise ship while you want to see and experience different places?" and the data obtained are examined using the Regression analysis method (Table 3) (Figure 2). Besides, the impact of social interactions gained in cruise vacation experiences on individuals are defined under 2 different titles: "Does the social interaction you get with cruise tourism affect our holiday experience positively? Do the natural and cultural landscape routes to be created have a role on the development of your social interaction" and 10 different criteria: "It improves my imagination, it increases my social interaction, it helps me discover my skills, it helps me develop my relationships with family and friends, I return to home rested and enjoyed, I like to experience new places, I like to be interested in things that will increase my knowledge, I want to be familiar with the cultures of the region, I like to come together with people who have common pleasures, I like to manage my life with different points of view", and the individuals' holiday experiences which they acquire through their social interactions during the travel process are analyzed by correlation analysis (Pearson) method.

Immediately after analyzing the individuals' perspectives on cruise travel, tourism routes are planned by examining the natural and cultural landscape routes projected for the study areas by focusing on local people and proactive local management policies (Edwards, Jones & Nowell, 1997). The planning aims to increase the sustainability and preferability of living cultural heritage assets by creating an awareness on the local people. Thus, with the planning approaches, natural and cultural landscape areas defined on a national scale can be transferred to the international platform. The preferability of Turkey's international port cities "Trabzon, Giresun, Samsun, Sinop, Kastamonu (İnebolu), Bartın (Amasra), Zonguldak (Ereğli), Düzce (Karasu)", selected primarily as the study area in the creation of the routes are examined with 5 different questions, and the individuals' expectations from the port cities are determined. On the planned routes, it is tried to create platforms for travelers and tourists to communicate with local people. Besides, while the planned cultural and natural routes are expected to serve as a guide to sustainable development, it

is also kept in mind that these routes are local people's living spaces. To avoid homologation on the routes, the natural and cultural landscape areas are focused, without being affected by the consequences of social identity loss (Jenkins, 2014) and settlement with migration (Walton Roberts, 2007). The routes are planned to continue by land starting from the destination points reached by the sea route, and the topographical elements on the routes are examined by considering the cluster connections (Acovitsióti-Hameau, 2018; Fusco Girard, Baycan & Nijkamp, 2011). Thus, by ensuring the sustainability of the connections between people and the spatial plane, perceptual analysis of the region is conducted by reading the memory of the relationships between people and places.

3. Results

With the natural and cultural tourism routes created to improve the recognition of the cities' images, it is aimed to provide individuals with regional experiences. As much as each tourism experience and expectation offered to the individuals, the natural and cultural landscape experiences, where tourism diversity is presented, are emphasized. In this study, the concepts of "tourism-route-human", which are considered as the basic installations, are considered together with both the settlement typology of the international port cities on the Black Sea basin and the natural and cultural landscape values. With this planning approach adopted in the study, a new cruise tourism route is planned in the Black Sea basin and an alternative tourism type is developed for the consumer.

The analysis of the experiences of cruise tourism conducted in Black Sea basin between the years 1934-1984

In the study, individuals who had cruise travel experience between 1934 and 1984 are contacted and interviews are made to determine their travel experiences. In the interviews, each of the participants is asked 5 questions and their responses are discussed below (Table 1).

Interview 1: (Male, 74 years) When I was 17 in 1964, I remember that there were piers in Hopa, Fındıklı, Çayeli, and Rize city center. Ships were anchored in the open to allow passengers to be landed and boarded, and transportation between the pier and ship was provided by boats. The ship departing from Artvin would stop at various ports all the way to Istanbul and complete its travel. The tour took 2 to 3 days. The ship that we traveled during our 1975 trip to Istanbul with my wife was divided into 3 classes according to the services it provided. Although the cruise took longer than land travel at that time, it was safer. There were many traffic accidents since the highway was in poor condition. The most

popular item in cargo transportation were hazelnuts, apples, and tea products. Although the sea voyage took 1-2 days more than the road trip, I would still prefer it today if I had a chance.

Interview 2: (Male, 82 years) In 1958, I went from Hopa to Istanbul for my university education. Since Hopa did not have a harbor, one could go to the ship with boats and get on via a ladder. However, there was a pier in Istanbul and the ship could dock at the port. The voyage would take 2 to 3 days. Traveling on cruise ships was made in three classes. I traveled in Class I. So, my journey was very comfortable. Sea travel was more expensive than land travel. Despite being more expensive, it was preferred for its reliability and comfort. The passenger ship and the ship carrying cargo and animals were separate from each other. Although I have seasickness, I would still prefer a cruise if I had a chance today.

Interview 3: (Female, 65 years) In 1966, when I was 10 years old, we went to the ship anchored in the open with the boats departing from the Hopa pier. It was very nice for me at that moment as I saw the ship and the sea for the first time. The journey to Istanbul would take about 2 nights and 3 days. During the journey, a few more cities were visited. That's why the journey would take a long time. Since my father had bus sickness, we preferred the cruise. There were three different preference options on the cruise. We picked Class I, which included bed and dining. We used to ride a bicycle with my sibling on the deck. I am 65 years old now, but I could never forget those memories. At mealtime, the bell would ring and we would go down to the dining room as the whole family. Everything was decent and well prepared. We would listen to the piano in the afternoons. There were wooden sunloungers on the deck and we would sunbathe there during the day. However, the darkness of the night and the deep sound of the waves would be very scary. Although the cruise was expensive and long, it was preferred because of being safer and more comfortable than road travel. Today, I would still prefer the cruise ship to air travel.

Interview 4: (Female, 68 years) I used the cruise three times when I was in my 20s and each time I felt like I was on a honeymoon. We would drop by many ports like Sinop, Samsun, and Zonguldak on the way to Istanbul. There would be a 2-3 hour break at each port. We used to spend these breaks dining in the city center. The voyage took 2 nights and 3 days. The comfort and cleanness of the cruise made in the 1st class were perfect. This comfort of the ship was preferable to the highway. Providing food, swimming pool, disco, and game arcade services to passengers during the journey made the trip expensive. Although it was expensive, it was quite difficult to allocate a place on the ship. I also witnessed people spending the night on the sun loungers on crowded days. I would still prefer the cruise ship due to its relaxing atmosphere.

Interview 5: (Female, 78 years) I had many cruise travels between Ordu-Trabzon when I was young, and between Trabzon-Istanbul after I got married. There was not a port in each place, so you could reach the ships by boat. During the journey, Sinop, Samsun, and Zonguldak were visited. I do not remember having been traveled in the cities. The cruise travel was great and it took about 3 days. I would like to prefer the ship again due to its comfort. Pricing was categorized as upper, middle, and lower classes. Some people would spend the night outside on the deck to avoid paying a lot of money. There was a huge demand for cruise ships. For this reason,

all of our journeys had been crowded. When I think of cruise tourism, I remember stylish clothes and polite people. I would like to have a cruise trip if I were healthy enough, but my age is not that suitable for this anymore.

Interview 6: (Female, 70 years) Since my husband loved cruise travel, we used to have it frequently. I loved cruise ships. I would have special clothes made for the cruise. Passengers used to get on and off at different ports during the voyage, but I remember spending a lot of time in Sinop port. We used to walk around the city center in Sinop. The trip took 2 nights and 3 days. The cruise ships offered a very comfortable journey when you travel with your kids

The cruise voyage in the Eastern Black Sea region, whose starting and ending points were Hopa and Istanbul, respectively, took place between 1934-1984. According to the impressions obtained from the interviews, it is determined that while the ships berthed to the dock in Istanbul and picked up the passengers, the transportation to the ships was provided by boats due to the absence of a dock in Hopa. 3 classes were offered to the passengers during the cruise travels and it is determined that the participants of the interview preferred the 1st Class which included bed and dining. It is stated that the voyage took longer than the road trip, as it took 2 nights and 3 days to pick up and drop passengers by stopping by various ports. This duration is found to be more relaxing by the participants as the passengers had a safe and comfortable journey. It is emphasized that the passengers were allowed to tour the city for about 2-3 hours when they stopped by the ports to take passengers and this time was spent by gastronomy activities in the city centers. Although cruise travel was expensive, it is stated that it was preferred by individuals due to the safe and comfortable service it offered.

Analysis of the individuals' points of view to cruise tourism

While evaluating the cruise travel preferences of the participants, some relationships that are found to be significant among the individuals' socio-demographic structures (gender, age, marital status, educational status, employment status) are not interpreted since they are not related to the scope and purpose of the study. However, positive and negative significant relationships at 95% confidence level ($p < 0.05$) between the socio-demographic status of the individuals and their cruise travel preferences, which are not included in Table 2, are evaluated. It is found that women participating in the survey deem traveling as a need, they would like to travel alone or with their families, they could prefer cruise travels, and this type of travel would positively contribute to the tourism of the region at the international and national scale ($r = .107^{**}$; $r = -.182^{**}$; $r = -.066^*$; $r = -.066^*$). While the young people participating in the survey state that they would like to experience different types of travels and see the skylines of the cities during their cruise ($r = .082^*$; $r = -.080^*$), they also wish the cruise travels between the years (1934-1984) to be realized again ($r = -.103^{**}$). However, while the educational status of the individuals is not found to be significant with the cruise travel preferences, the opinion of the working individuals is that cruise travel would support tourism at national and international level ($r = -.093^{**}$); it is even concluded that employing this type of tourism in the Black Sea basin is necessary.

According to Table 2, where participants' perspectives on cruise travel are examined, it is

Table 2: Analysis of the individuals' points of view to cruise tourism.

	b	c	d	e	f	g	h
Do you think that traveling is a need? (1: Yes; 2: No)	-	.177**	.073*	.178**	.029	.158**	.094**
Who would you like to travel with? (1: Alone; 2: My family; 3: My friends; 4: My family and friends)	.066*	-	-.047	-.041	-.009	.054	-.047
Would you like to experience different vehicles (plane, ship, boat, etc.) for your travels? (1: Yes; 2: No)	.097**		.264**	.127**	-.014	.116**	.059
Would you like to take your trip to Black Sea region with the projected cruise tourism? (1: Yes; 2: No)					.410**	.248**	.218**
Do you think that it is a deficiency in terms of tourism that the cruise tourism in Black Sea (1934-1984) does not exist anymore? (1: Yes; 2: No)						.378**	.322**
Do you think that a potential cruise tourism would positively affect national and international tourism? (1: Yes; 2: No)							.164**
Would you like to watch the city skylines on your cruise travel? (1: Yes; 2: No)							.295**
Do you think that it is an advantage to be given a long time to tour the centers of the port cities? (1: Yes; 2: No)							.176**
							.102**

**Correlation is significant at the 0.01 level (2-tailed); *Correlation is significant at the 0.05 level (2-tailed)
Source: elaboration by author

Table 3: The multivariate regression analysis results of the individuals' desire to experience the cruise travel according to their travel preferences.

Data	Unstandardized		Bootstrapping BCa 95%CI		Standardized		R ²	F
	B	SE _B	Lower Limit	Upper Limit	β	t		
Constant	-.319	.288	-.885	.247	-1.106		.679	.000 ^a
Do you like to travel?	.071	.034	.005	.138	.047	2.100		
Do you wish to try different travel experiences (plane, train, ship, motorcycle, etc.)?	.267	.036	.197	.337	.219	7.509		
Do you like to have the travel and accommodation in the same timeframe in your cruise travels?	.072	.032	.008	.136	.064	2.215		
Do you prefer a sea voyage when you wish to see and experience different places?	.587	.029	.531	.643	.595	20.536		

p < .001

Source: elaboration by author

found that individuals who like to travel alone and with their families (r = .066 *) would prefer different travel experiences (car, plane, ship, boat) (r = .177 **), they would like to benefit from the future cruise travel experience in the Black Sea basin (r = .073 *), they deem it as a deficiency (r = .178 **) that cruise travels (1934-1984) do not take place in the Black Sea basin, they would love to watch the city skylines during the cruise (r = .158 **), and they think that the opportunity of spending a long time in cities (r = .094 **) would positively affect the image of cities. Besides, it is highlighted that individuals who deem it as a deficiency to not having cruise travels in the Black Sea basin (1934-1984) think that a future cruise travel route would positively affect the national and international tourism by giving the chance to watch the city skylines (r = .322 **) and increasing the experience by spending a long time in the cities (r = .164 **). Other significant relationships in Table 2 are not reinterpreted since what they reveal is similar to the above.

The analysis of the individuals' cruise travel preferences through the dependent variables

The dependent variable "Do you like to travel?" is predicted by 3 independent variables consisting of the participants' desire to try different travel experiences (airplane, train, ship, motorcycle, etc.), their fancy to have the travel and accommodation in the same timeframe during the cruise travel, and their cruise travel preferences; and the obtained data are analyzed by using a multivariate regression analysis method. As a result of the analysis, a significant regression model F (4,898) = 474,374, p < .000 is obtained and it is determined that 68% of the variance in the dependent variable (R²adjusted=.68) are explained by the independent variables. The answers given by individuals who

like to travel β = .47, t (898) = 2,100, P < .036, pr2 = 0.0016 are interpreted to be positive and significant, as well as the individuals' desires to try different travel experiences (β = .219, t (898) = 7.509, P < .000, pr2 = 0.002), to have the accommodation and travel in the same timeframe in cruise travels (β = .064, t (898) = 2.215, P < .027, pr2 = 0.002), and to see and experience different places (β = .595, t (898) = 20,536, P < .000, pr2 = 0.18) (Table 3).

Examining the data in Table 3 and the graphic in Figure 2, it is observed that when the dependent variable "Desire to have travel" is studied together with the independent variables by Regression analysis method, the results are found to be significant and even that the results obtained from the dependent variables support the individuals' desire to experience the cruise travel.

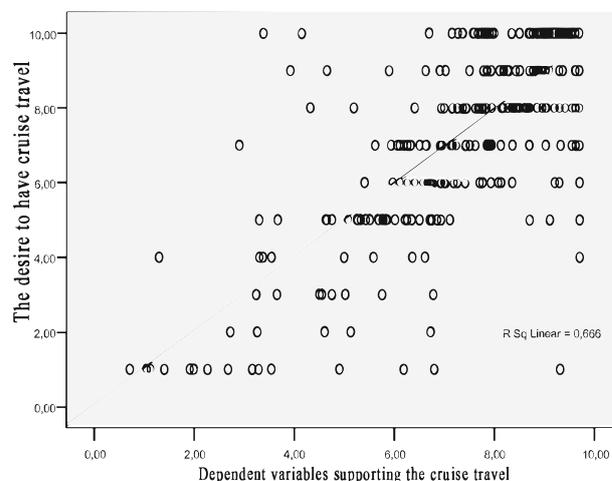


Figure 2: Dependent variable graphic of cruise travel
Source: elaboration by author

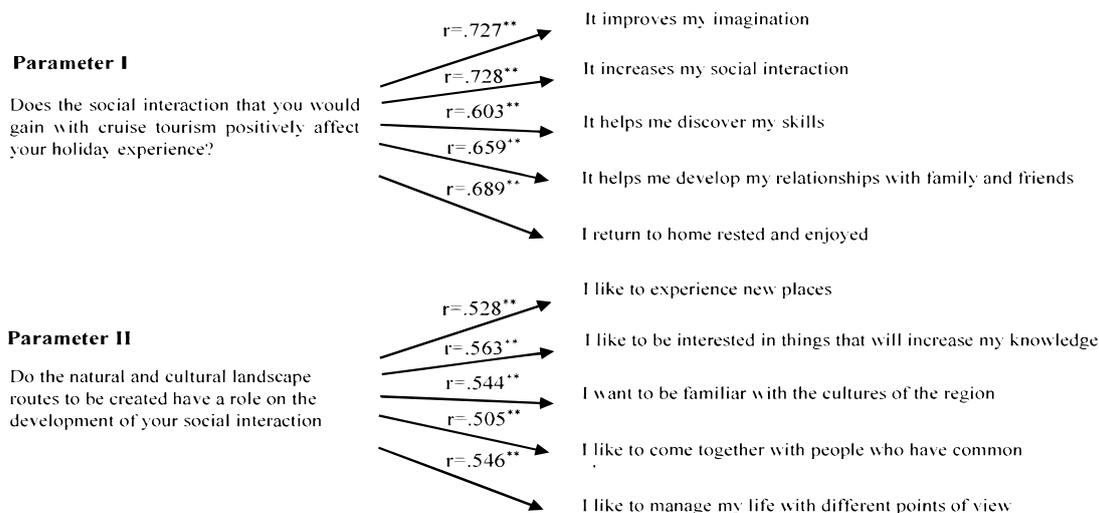


Figure 3: The analysis of the social interactions’ effects on cruise holiday experiences with 2 parameters and 10 criteria.

Source: elaboration by authors

The effects of the cruise holiday experience on the social interaction of the individuals

The measurement of the social interactions of the participants towards their cruise tourism experiences is conducted right after the determination of their travel experiences and expectations. In this measurement, while it is found that the experience levels of the participants from their social interactions vary with a confidence level of 95% ($p < 0.05$), the elements discussed are analyzed under two titles.

It is determined that the question "Does the social interaction that you would gain with cruise tourism positively affect your holiday experience?", which is discussed as the first title, reveals significant positive results with the parameters "1: It improves my imagination, 2: It increases my social interaction, 3: It helps me discover my skills, 4: It helps me develop my relationships with family and friends, 5: I return to home rested and enjoyed" at ($p < 0.05$) confidence level ($r = 0.727$ **; $r = 0.728$ **; $r = 0.603$ **; $r = 0.659$ **; $r = 0.689$ **). It is also determined that the question "Do the natural and cultural landscape routes to be created have a role on the development of your social interaction?", which is discussed as the second title, reveals significant positive results with the parameters "1: I like to experience new places, 2: I like to be interested in the things that will increase my knowledge, 3: I want to be familiar with the cultures of the region, 4: I like to come together with people who have common tastes, 5: I like to manage my life with different points of view" at ($p < 0.05$) confidence level ($r = 0.528$ **; $r = 0.563$ **; $r = 0.544$ **; $r = 0.505$ **; $r = 0.546$ **) (Figure 3). While it

is observed that the passengers who prefer cruise travel mostly improve their "social experience" acquisitions (Urry, 1990), their desire to benefit from the qualities of the natural and cultural landscape on the tourism routes they choose also matches up with their "social environment" (Wang, 1999) interactions.

Planning the tourism routes directed to the cultural and natural landscape assets of Turkey’s international port cities located along the Black Sea basin

In this study, to diversify the tourism routes, both a sustainable tourism route and destination points are created for tourists by making use of the synergetic interactions in the "experience-expectation-quality of the natural and cultural landscape" acquired from the routes. With the help of the proposed tourism routes, it is aimed to create a multiplier effect in the tourism economy. While planning sustainable cruise tourism, initially the information is obtained about the familiarity of the individuals on Turkey’s international port cities bordering the Black Sea basin and their natural and cultural landscape values (Figure 4). As can be seen from the graphics handled in Figure 4, the expectations of individuals from the international port cities vary. The Istanbul international port is excluded from the survey due to being in the Marmara Sea and the possibility of its natural and cultural landscape values overshadowing other cities subject to the study. When the individuals are first asked the question "Which port’s natural and cultural landscape areas would you like to see the most?", it is observed that they prefer Sinop,

Amasra, and Trabzon with the percentages 35.21%, 30.89%, and 27.24%, respectively. Individuals have 40.64% and 33.55% up-to-date information on the major city ports of Samsun and Trabzon, and it is detected that the cities which they most want to see and spend time are Sinop 34.10% and Bartın (Amasra) 32.44%. Besides, it is observed that the city of Sinop comes to the forefront by having the first areas desired to be seen in terms of natural landscape 35.21% and cultural landscape 33.55%.

As the results reveal, individuals state that they wanted to visit Sinop and Bartın (Amasra) cities due to their natural and cultural landscape values and they even needed time to spend in these cities. The fact that these cities are located in the Western Black Sea region makes it difficult for individuals to visit the cities since the Black Sea Coastal Highway only passes through the Eastern Black Sea region. However, although this problem in transportation seems negative in terms of tourism, it provides an opportunity for alternative tourism types by keeping the natural landscape values of the cities untouched. As a result of these evaluations of the participants, the study proceeds to the final phase; planning of cruise tourism routes. Connections and corridors on cruise tourism routes developed in the study are planned as "multi-point routes" that an ordinary tourist can understand (Figure 5). With this planning manner,

it will be possible to tour many regions having different qualities from each other. With these routes, regional competition and cooperation will be supported by increasing the satisfaction of tourists, and regional cooperation opportunities will be provided. The national and regional classification technique taken as a reference in the development of cultural landscape routes in Europe will be used for planning the routes. Tangible cultural landscape sites develop many dialogues in time and space by affecting the exchanges among countries and regions multifacetedly (UNESCO, 2004).

While the routes created will provide the individuals with a cruise experience, they will also offer an alternative tourism experience with tours to natural and cultural landscape areas. The level of satisfaction at the start and end points, which are important elements in the creation of destinations, will provide positive motivations for tourists. Having a positive satisfaction level will also positively affect the destination loyalty for the planned routes. As Briedenhann and Wickens (2004), Hoel and Perfater (1992) and Leiper (1990) discussed, practical applications of attraction theory are also included in the development of routes.

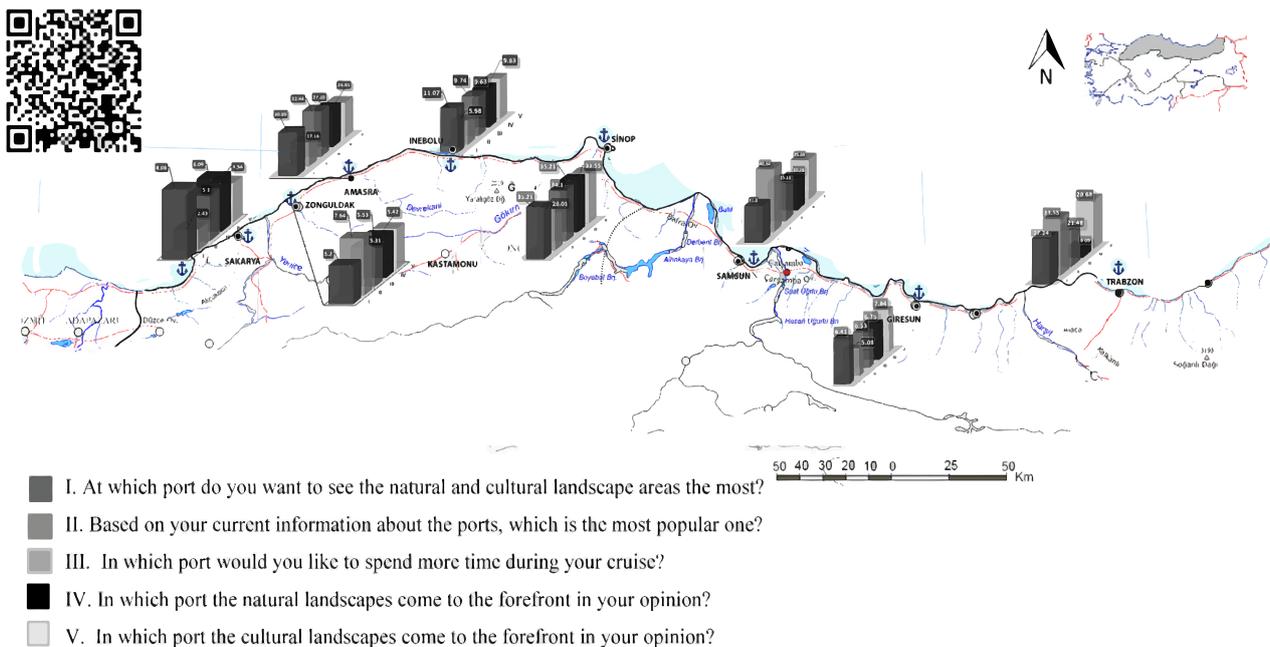


Figure 4: The preferability of the port cities along the Black Sea basin.

Source: elaboration by authors

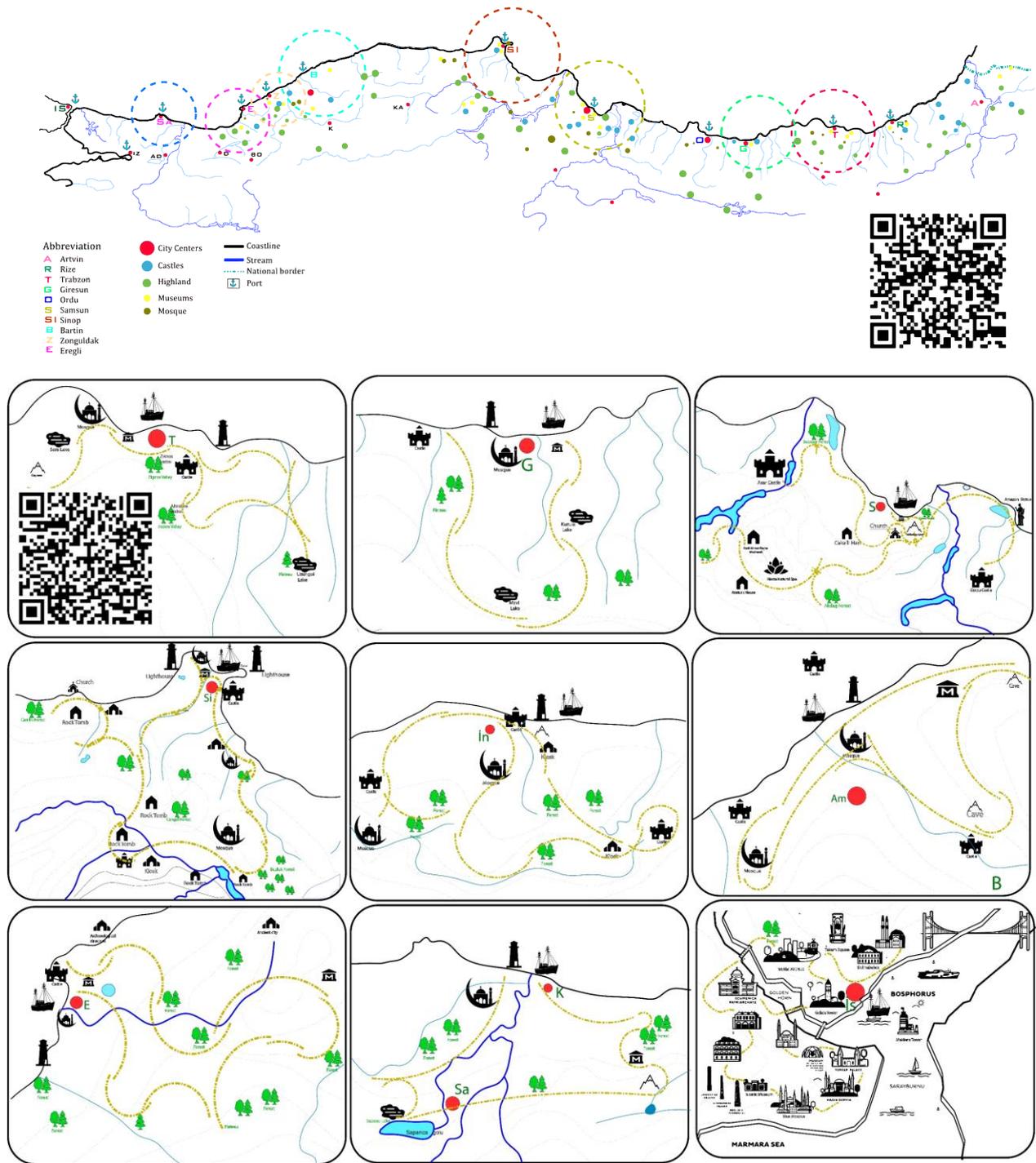


Figure 5. Planned touristic routes directed to the international port cities in Turkey bordering the Black Sea basin.
 Source: elaboration by authors

While access to a single and primary tourism center will be provided with these routes, local tourism will also be improved by connecting secondary attraction centers to each other (Figure 5). Unlike the conventional destinations, the planned routes are created without including the accommodation sites in the routes. One of the most

important points to be considered on the routes is that people could experience the satisfaction of highways, through which they will take advantage of the natural and cultural landscape assets in the areas they travel.

4. Discussion and suggestions

The interaction among the physical environments of natural and cultural landscape characters creates restrictions on people and forms singular fields (Acovitsióti-Hameau, 2018). However, there is a strong bond between this immaterial structure of singular fields and their ecosystem services. The unreal background of this bond is formed of the elements that individuals grasp with their thoughts and emotions (Tunali, 2020). For this reason, the protection of traditional landscapes that have been shaped by homologations and survived until today has gradually become more important in terms of tourism. Whether it is a single country or all European countries, the information obtained about the consistency and variability of the natural and cultural landscapes of a particular area composes an inventory for tourism (Cullotta & Barbera, 2011; Fusco Girard & Torre, 2012; Hritz & Cecil, 2010). As stated in the Florence European Landscape Convention (2000), the micro-political practices in European landscape areas should be excluded from the management model and it should be administered from an international point of view (Olwing, 2007).

There is no methodology for the maritime tourism inventory for the port cities in Turkey, which have been discussed in this study, having a coast in the Black Sea basin. However, there is a serious need for routes and methodologies to guide the creation of national and international policies, to establish international landscape connections, and to ensure continuity among these connections. Authorities and stakeholders, who have a significant effect on cruise tourism, prioritize integrated coastal management to improve their tourism planning (Stewart & Draper, 2006; Pashkevich, Dawson & Stewart, 2015). Although there have been developments in port facilities in recent years, there is a vacancy in cruise tourism in the Middle East and Eastern Asia. There is even a lack of awareness being felt among the individuals about cruise tourism culture and management (Yan, 2018). One of the most important behavioral problems of cruise tourism encountered in academic studies is the assumption that the sense of elitism prevails among the cruise passengers (Yarnal & Kerstetter, 2005).

Once the interviews conducted in the study are examined, it is observed that the women who had experienced cruise travels emphasize the changes in the sociological dimension of the region. It is seen that female passengers who had cruise travels remember more details than males, as understood

from the expressions such as "I used to get prepared attentively, I would like to attend all the recreational activities on the ship by turning the trips into a feast, I had the opportunity to socialize with many polite people during the activities." It is observed that women considered cruise travels as a tourism activity, while it was a means of transportation for the men. This information remembered in detail tells us that opportunities for experiencing such excitement and performing such behavior are no longer offered to people in 21st-century conditions. This situation sheds light on only a few of the negative situations that women in the study region encounter today. However, cruise tourism, which is considered as only a type of travel, can also give us information about the historical process of the sociological changes in the region (Domash & Seager, 2001). As the participants get younger, the number of memories remembered and the marks they leave on individuals get deeper. Pleasant experiences gained in tourism activities at a young age are remembered again in individuals' older years and create a sense of happiness. What is more, it is observed that women experience the same excitement while reminiscing their pleasant experiences years after. This detection about the emotional state coincides with the tendency of individuals to recall happy moments when they experience negative emotional states, as stated in the majority of the studies examining the effect of mood on cognitive and information processing, (Erber & Erber, 1994; Foland-Ross, Cooney, Joormann, Henry & Gotlib, 2013; Rusting & DeHart, 2000). The fact that the cruise travels made in the past are gladly remembered and wished to be preferred by many people, has frequently given rise among the researchers to the question of why it was removed. The need for different types of tourism in today's conditions has brought forward the necessity of reconfiguring the plans for cruise travel.

The cruise tourism type, which provides a considerable economic input to the countries, is esteemed as a source of motivation in the Arctic region, where is largely affected by climate change (Johnston, Johnston, Stewart, Dawson & Lemelin, 2012; Preston Whyte, 2004). Howell, Duguay and Markus (2009) emphasizes the importance of tourism routes and industrial preparations to be created in journeys to new regions and highlight the necessity of presenting natural and cultural landscape areas that will affect tourists to increase the satisfaction of the routes to be planned. By reorganizing the traditional land management

with the tourism routes to be planned by taking these conditions into account, the sustainability of the natural and cultural landscape areas that have been surviving for centuries will also be ensured (Oikonomopoulou, Delegou, Sayas & Moropoulou, 2017) Regardless of the type of alteration in the planning, development, and research of tourism, changes in the tourism paradigm should not be considered separately from the ones affecting all scientists and science fields (Dwyer, 2017). When evaluated from this perspective, it is seen that cruise tourism is gradually turning into a more important sector (Seidl, Guiliano & Pratt, 2007). Each tourism route planned without harming local competitiveness supports the local competition power by creating an alternative to economic development. Social interaction acquisitions that the individuals will gain from their holiday experiences coincide with the criteria of "Natural Sociability" (Maffesoli, 1996), "Social Experience" (Urry, 1990), and "Social Environment" (Wang, 1999). Besides, regular preference of the type of tourism shaped by individuals' desire for social interaction increases destination loyalty and promotes sustainability in destination loyalty, general satisfaction, and destination image.

Tourism activities will provide the country with the foreign currency inflow it needs and will also make it possible to increase the living standards of the local people. In her study, Diedrich (2010) emphasizes that instant acquisitions in the development of tourism cannot be sustained for a long time with the illiberality inherent to the political cycle and uncontrolled tourism. In this context, long-term economic acquisition solutions are suggested for the sustainability of the tourism scenario created for an area (Dragin, Dragin, Plavsa, Ivkov & Djurdjev, 2007). This type of approach, which is considered to be an ideal solution suggestion in terms of environmental sustainability, is so effective as there was no tourism activity in the area.

5. Conclusion

In this study, international port cities used for trade purposes are considered as application areas where alternative tourism can be developed. These areas offering potential opportunities contain both contradictions and conflicts in tourism. However, each study, regardless of covering a particular region or the entire European or Asian continent, provides information to individuals about the natural and cultural landscape assets of the study area. In this context, the concept of "Sustainable Development in Spatial Planning and Tourism" is

considered as a starting point for the planning of tourism routes that are subjects of this study as per the EU directives. By so, the cruise tourism type discussed in the study area and the inclusion of other countries' ports along the Black Sea basin in tourism in the future, will provide opportunities for the creation of new tourism routes. This study, which includes an important political approach in the development of international tourism, contains an exemplary methodology for establishing cross-border landscape connections. However, the alternative cultural routes and diversity of activities developed in the study area in a feature to keep the researchers busy for some more time. With the paradigm established in this study, the attention of tourism managers and researchers will be drawn to cruise tourism and management models directed to different natural and cultural areas can be created. Moreover, with these suggested planning and design approaches, revitalization can be performed in the port cities and the spirit could be brought to the places again. To conclude, the port cities can be transformed into more attractive and prosperous areas with cruise tourism and the image of the cities can be improved.

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INFO PAGE

Cruise tourism directed to natural and cultural landscape areas in the Black Sea Basin

Abstract

Cruise tourism and tourism routes directed to the natural and cultural landscape areas of the region constitute the paradigm of this study, which is considered as an alternative tourism type in the Black Sea basin. With this paradigm developed for international port cities that have coasts on the Black Sea basin, each dynamic of the cultural, social, and economic values of the cities at national and international levels are approached as a phenomenon in this study. In this study, the results obtained by correlating the cognitive states of individuals resulting from the "natural sociability-social experience-social environment" approach in touristic travel with the cruise tourism type in the Black Sea basin are examined with empirical methods. In addition to correlation and regression analysis, landscape planning and design criteria are also used in route planning to reveal the causal relationships between cruise tourism experiences and people's destination loyalty. Both the sustainability of the attraction of natural and cultural landscape areas in destination loyalty and the positive conscience gained from the tourism experiences the people are examined with proactive solution suggestions in this study. In this context, with cruise tourism, which is suggested as an alternative tourism type for cities on the coast of the Black Sea basin, a management model for touristic routes is developed by providing opportunities both for the people to experience different tourism activities and the development of regional tourism.

Keywords: *Black sea basin, Cultural routes, Cultural tourism, Social sustainability, Cruise tourism, Destination loyalty*

Authors

Full Name	Author contribution roles	Contribution rate
Banu Bekci:	<i>Conceptualization, Methodology, Software, Validation, Formal analysis, Data Curation, Writing - Review & Editing,</i>	100%

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Behavior Intention to Adopt IRCTC Application for Railway Ticket Reservation Service: A Case study of Goan Consumers

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ABSTRACT

Keywords:

IRCTC application,
UTAUT2,
Behaviour intention,
Technology adoption,
Indian railways

Last decade witnessed an increase in usage of internet which led to increase in smartphone usage with various applications developed for making the life of people easy, resulting in dynamic change in the lifestyle of people. One such dynamic change taken place in India is in the area of transport, especially rail travel application started by Indian Railways, namely, Indian Railway Catering and Tourism Corporation (IRCTC) portal. Present paper tries to identify the reason why people consider the IRCTC application as the most reliable application. Model was proposed by adopting the factors from Unified Theory of Acceptance and Use of Technology (UTAUT2) along with an addition of perceived trust as an influencing factor. Data from 193 usable questionnaires was collected from Goa and were tested against the research model. Result indicated that habit, hedonic motivation, performance expectancy, and perceived trust were the main predictors of behavior intention to adopt and use IRCTC application. The proposed model was able to explain 65% variance on behavior intention. The study also provides valuable insight for the management to improve the IRCTC application in order to motivate customers to adopt and continuously use the services of this application.

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1. Introduction

There has been increase in smartphone usage in our day to day life, where variety of applications are available for all purposes, making it an indispensable accessory as it helps in making calculated decisions with minimum time. India is currently the world's second largest telecommunication market with subscriber's base of 1.20 billion (IBEF, 2020). Usage of mobile internet is also growing rapidly, it reached to 687 million (IBEF, 2020). Advancement in Information and Communication Technology (ICT) has led to development of many mobile applications which in turn affected the management of many enterprise, as management has not only develop new applications but also keep on improving the functionality from time to time to retain the user and ensuring that continuous usage is happening. In India, 4.8 billion download of mobile applications were registered which comes to 165 percent growth in app download over the last two years (IBEF, 2020). Present study focused on identifying the determinants of mobile apps

adoption of IRCTC for booking railway tickets and to avail the other services offered by Indian railways.

Indian railways have been popular and is a preferred mean of transports from its inception (Patel and Grover, 2010), mainly because there are no competitors, in a way complete monopoly is enjoyed by Indian railways. Due to technological advancements, from 2002 onwards Indian railways started online e-ticketing system through IRCTC portal, which helped in reducing the waiting time of people while booking railway tickets. Still the issue of network connectivity was faced by people who use internet from home and also the people waiting at the reservation counter. By 2014, development in technology as well as availability of high-speed network connectivity, IRCTC launched mobile ticket booking application, IRCTC Rail Connect, which was found to be more convenient, comfortable and also much easier while booking. The user base of IRCTC has increased manifold over the years, still there were no major problems

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Research paper

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or issues with respect to technical difficulties faced by users. This application not only helps customers to book the train tickets but also facilitates users to check train status, PNR enquiry, timing of trains, meal booking, etc. IRCTC claims that payment system is totally secured along with privacy protection of stored data, of course minor issues were identified and rectified on time (Business Line, 2016; Mithun, 2018; Live Mint, 2020; The Hindu, 2020). IRCTC also promotes tourism by offering attractive promotional schemes, tour packages, special-trains, coaches to domestic and foreign tourists.

The goal of this research is to identify the factors influencing the usage and adoption of IRCTC application using UTAUT2 model with an aim of providing valuable inputs to the management for improving the services offered. As far as the authors' knowledge, very few studies are carried out so far, which makes this paper different as it throws some light on an otherwise unexplored area which needs to be studied in detail and how best the management can improve the service quality offered to have complete customer satisfaction and improved brand loyalty and, therefore, the study fills the gap by adding valuable knowledge, new perspectives, and presents possibilities for consideration. The paper offers valuable inputs for academicians and researchers, developers of IRCTC applications, business entities using similar ICT applications, the governments, and other stakeholder groups.

2. Literature Review

In the field of Information System (IS) research, over the years, many theories and models have been developed to examine the customer's behavior intention to adopt and to use the technology. Researches in this field is being dominated by Technology Acceptance Model (TAM) and the Unified Theory of Acceptance and Use of Technology (UTAUT) (Venkatesh et al., 2003; Williams et al., 2015), along with the Extended Unified Theory of Acceptance and Use of Technology (UTAUT2) (Castanha et al., 2021). The UTAUT2 has seven constructs as proposed by Venkatesh et al., 2012, namely, Performance expectancy, effort expectancy, social influence, facilitating condition, hedonic motivation, price value and habit, which influence the behaviour intention of customers to adopt and use particular technology. Studies shown that UTAUT2 has more predictive capacity in the consumer context over other technology adoption models (Venkatesh et al., 2012; Castanha et al., 2021). Hence it was

decided to use UTAUT2 model for the study to predict behavior intention of customers towards adoption of IRCTC application.

From existing literature, it was identified that authors tried to study the consumer behaviour intention to purchase airline tickets from the website (Escobar-Rodríguez and Carvajal-Trujillo, 2013 and 2014). Similarly, factors leading to adoption of online railway ticket reservation services was studied in Indonesia by using UTAUT2 model (Indrawati and Yusliansyah, 2017). With the introduction of mobile application, there arises need to study behavior intention of customers towards the adoption of mobile application (Gupta et al., 2018; Alalwan et al., 2017; Baabdullah et al., 2019), due to which researcher started to explore the factors which influence the behaviour intention to adopt the technology in various fields such as Mobile usage (Trojanowski and Kulak, 2017); mobile wallets (Madan and Yadav, 2016); mobile banking (Alalwan et al, 2017; Baabdullah et al., 2019); mobile application (Gupta et al., 2018), using different technology adoption theories and models.

In Indian context, few studies are done with respect to railway ticket reservation service. Sahney et al., (2013) tried to explore the determinants of trust in online buying of railway tickets using IRCTC website, wherein transaction security, consumer data safety, guaranteed return policies and perceived image of website were used as determinants of online trust creation. Similarly, Kapoor et al., (2013) examined the adoption factors of IRCTC by using innovation of diffusion theory as a theoretical base. Sahney et al., (2014) also tried to study the motivational factors that influence the online buying decision of people in online reservation of railway tickets. The identified motivational factors were convenience, time and effort, information search, attributes if online ticket booking, economic motivational factors, service excellence, situational factors and social motivational factors.

Since the introduction of IRCTC rail connect application few studies were reported to examine the customer intention to adopt the same. Kapoor et al., (2013, 2015) tried to explore the behavior intention for adopting IRCTC mobile ticketing service by using three innovation attributes, namely, attribute set one (relative advantage, compatibility, complexity, trial ability, and observability); attribute set two (cost, communicability, riskiness, social approval); and attribute set three (Voluntariness, image, result

demonstrability, visibility, behavioral intention). Ghosh et al., (2017) tried to measure the satisfaction of passengers traveling by railways. Sahu and Singh (2017) tried to study the factors influencing consumer behaviour intention to adopt IRCTC connect mobile application using UTAUT2 model in Allahabad city, India. Even Ahmed and Kranthi, (2019) studied various mobile ticketing application adoption using smartphone in Bengaluru, India.

This being the present scenario of literature, arises a need to investigate the factors influencing behavioral intention to adopt and use IRCTC application services. This study adds to the existing literature, as per authors knowledge no study has been done in state of Goa to understand the consumer behaviour intention to adopt and use IRCTC application. Secondly, studies are done to understand the purchasing of railway tickets using website and using UTAUT2 model only one study was done on IRCTC mobile application. Although it studies adoption of IRCTC mobile application but trust factor has been added as it plays a very important role in online transaction. Hence the present study fills the gap providing valuable insight to stakeholders, academicians, researchers, government and to general public at large.

3. Proposed Research Model

The Unified Theory of Acceptance and Use of Technology (UTAUT) was developed by Venkatesh et al., (2003) by combining eight theories and models of technology adoption which includes Diffusion of Innovation Theory (IDT) by Roger in 1960, Theory of Reasoned Action (TRA) by Martin Fishbein and Ajzen in 1975, Social Cognitive Theory (SCT) by Bandurra in 1986, Technology Adoption Model (TAM) by Davis in 1989, Theory of Planned Behaviour (TPB) by Ajzen in 1991, Model of Personal Computer Utilization (MPCU) by Thompson and Higgins in 1991, Motivation Model (MM) by Davis, Bagozzi and Waeshaw in 1992, Extended Technology Adoption Model (TAM2) by Venkatesh and Davis in the year 2000 (Sharma and Mishra, 2014; Castanha et al., 2021). Thus, UTAUT consists of four major constructs, namely; (1) performance expectancy, (2) effort expectancy, (3) social influence and (4) facilitating condition which influence the behavior intention and use of technology. Latter, in 2012, UTAUT model was extended with the inclusion of three more construct, namely: (5) hedonic motivation, (6) price value and (7) habit (Venkatesh et al., 2012) which are the determinants of behaviour intention and this model being commonly known as UTAUT2.

In this study the seven constructs of UTAUT2 model were adopted along with the addition of one more construct: (8) perceived trust. These constructs were performance expectancy (PE), effort expectancy (EE), social influence (SI), facilitating condition (FC), hedonic motivation (HM), price value (PV), habits (HB), and perceived trust (PT), which influence the consumer behaviour intention (BI) to adopt and use IRCTC application. The study proposed the research model as shown in Figure 1 which was empirically tested in the result section.

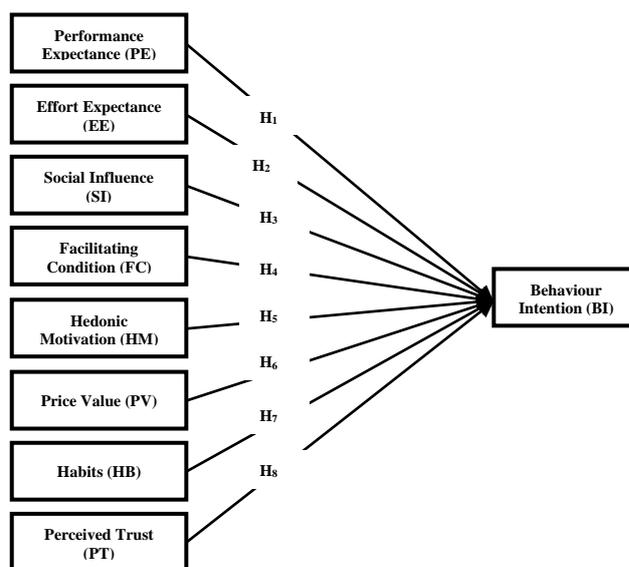


Figure 1: Research Model and its hypothesis

Source: Authors own compilation

4. Research Hypothesis

- *Performance Expectancy (PE)*

PE can be conceptualized as the benefits that users could attain by using IRCTC application that is expected by them (Compeaub and Higgins, 1995; Venkatesh et al., 2003). It was developed using five constructs from earlier models which includes perceived usefulness (TAM/TAM2), extrinsic motivation (MM), job fit (MPCU), relative advantage (IDT) and outcome expectation (SCT) (Venkatesh et al., 2003). Existing research proved that PE has significant and positive relationship with BI in several context, especially in ticket booking (Indrawati and Yusliansyah, 2017; Ahmed and Kranthi, 2019; Escobar-Rodríguez and Carvajal-Trujillo (2013; 2014); Mobile usage (Trojanowski and Kulak, 2017); mobile wallets (Madan and Yadav, 2016); mobile banking (Alalwan et al, 2017; Baabdullah et al., 2019); mobile application (Gupta et al., 2018). Thus, this study assumes following hypothesis:

H1: PE will positively influence customers BI to adopt IRCTC application.

- *Effort Expectancy (EE)*

EE is defined as the extent to which technology is easy to use (Venkatesh et al., 2003). The concept of EE has been captured from three construct of the previous models perceived ease of use (TAM/TAM2), complexity (MPCU) and ease of use (IDT) (Venkatesh et al., 2003). EE has proved to be significant predictor of BI in many contexts; online ticket booking Escobar-Rodríguez and Carvajal-Trujillo (2014), mobile banking (Alalwan et al, 2017; Tan and Lau, 2016; Martins et al., 2014); mobile application (Hew et al., 2015). Hence, following hypothesis was formulated:

H2: EE will positively influence customer BI to adopt IRCTC application

- *Social Influence (SI)*

In accordance with Venkatesh et al., 2003, SI is the degree to which an individual perceives that important others believe he or she should use the new system". Such people include family, friends, relatives, co-workers, media and social media (Cudjoe et al., 2015; Merhi et al., 2019). SI is represented as subjective norm in TRA, TAM2, TPB, social factors in MPCU and image in IDT (Venkatesh et al., 2003) which act as direct determinant of behaviour intention proved in various studies, namely, ticket booking applications (Escobar-Rodríguez and Carvajal-Trujillo 2014; Indrawati and Yusliansyah, 2017; Sahu and Singh, 2017); Mobile Banking (Baabdullah et al., 2019), Mobile application (Hew et al., 2015; Gupta et al., 2018). Thus, we hypothesize:

H3: SI will positively influence customer BI to adopt IRCTC application

- *Facilitating Condition (FC)*

FC is characterized as the degree to which an individual believes that organization and technical infrastructure exists to support the use of the system (Venkatesh et al., 2003). FC was theoretical conceptualized from three different construct namely, perceived behavioral control (TPB), facilitating condition (MPCU) and compatibility (IDT) (Venkatesh et al, 2003). It was found from the studies that FC positively influence BI in many context; ticket booking (Escobar-Rodríguez and Carvajal-Trujillo, 2013; 2014; Indrawati and Yusliansyah, 2017); Mobile usage (Trojanowski and Kulak, 2017); mobile banking (Baabdullah et al., 2019); mobile wallets (Madan and Yadav, 2016). Thus, we hypothesize:

H4: FC will positively influence customer BI to adopt IRCTC application

- *Hedonic Motivation (HM)*

HM is conceptualized as the feeling of joy, cheerfulness, pleasure and enjoyment derived from using the technology (Venkatesh et al., 2012). It was conceptualized as perceived enjoyment (Venkatesh et al., 2012) having significant relationship on BI across various contexts, including ticket booking application (Escobar-Rodríguez and Carvajal-Trujillo 2014; Indrawati and Yusliansyah, 2017); Mobile usage (Trojanowski and Kulak, 2017); mobile banking (Alalwan et al, 2017; Baabdullah et al., 2019); Mobile application (Hew et al., 2015); mobile commerce (Shaw and Sergueeva, 2019). Thus, we hypothesize:

H5: HM will positively influence customer BI to adopt IRCTC application

- *Price Value (PV)*

PV represent "consumer cognitive trade-off between the perceived benefits of the application and monetary cost involved for using it" (Venkatesh et al., 2012). Customers always look for cost saving (Jensen, 2012), hence it is considered to be a significant predictor of BI, especially in context of ticket booking applications (Escobar-Rodríguez and Carvajal-Trujillo 2013; 2014; Sahu and Singh, 2017; Ahmed and Kranthi, 2019); mobile banking (Alalwan et al, 2017; Baabdullah et al., 2019); mobile application (Gupta et al., 2018). Thus, we hypothesize:

H6: PV will positively influence customer BI to adopt IRCTC application

- *Habit (HB)*

HB is conceptualized as the extent to which customers automatically perform a behavior because of learning (Venkatesh et al., 2012). Existing research have highlighted the significant effect of HB on BI in context of ticket booking applications (Escobar-Rodríguez and Carvajal-Trujillo, 2013; 2014; Sahu and Singh, 2017; Ahmed and Kranthi, 2019), Mobile usage (Trojanowski and Kulak, 2017), mobile banking (Baabdullah et al., 2019), mobile application (Gupta et al., 2018). Thus, we hypothesize:

H7: HB will positively influence customer BI to adopt IRCTC application

- *Perceived Trust (PT)*

PT can be defined as set of specific beliefs dealing directly with the integrity, benevolence and ability of another party (Gefen et al., 2003). It is consumer beliefs on the service provider and feeling secure while making any transaction (Komiak and

Benbasat, 2004). Trust was found to be a crucial predictor of BI to adopt technology which has been proved in many context; mobile application (Gupta et al., 2018); ticket booking (Escobar-Rodríguez and Carvajal-Trujillo, 2014; Ahmed and Kranthi, 2019); mobile banking (Alalwan et al., 2017; Merhi et al., 2019); Mobile social network games (Baabdullah, 2018). Thus, we hypothesize:

H8: PT will positively influence customer BI to adopt IRCTC application

5. Methodology

In order to validate the proposed model and to examine the research hypothesis, 200 structured questionnaires were distributed using convenience sampling method to the respondents through Google forms to understand the behavior intention and adoption of IRCTC web/mobile applications. The study was conducted in the state of Goa during the period from January 2020 to March 2020. After screening for missing data, 193 valid responses were considered for data analysis with the response rate of 96.5 percent, during the period from January to March 2020. The structured questionnaire was divided into two parts, first deals with the demographic characteristics of the respondents: Gender, age, education, income, occupation, location, and experience; and second part deals with the 45 scale items to measure the fundamental construct mentioned in proposed model. As it can be seen from Figure 1, the proposed model having 9 constructs and to measure each construct 5 statements were used. The main construct of the UTAUT2 (PE, EE, SI, FC, HM, PV, HB, and BI) were measured by items used by Venkatesh et al., 2012; Alalwan et al. (2017), (Indrawati et al, 2020a; 2020b). Perceived Trust (PT) was also measured using 5 items which were adopted from Alalwan et al. (2017), (Indrawati et al, 2020a; 2020b). Trust was incorporated in the study as it is very important when it comes to online transaction (Sahney et al., 2014; Alalwan et al., 2017). The 45 scale items were modified to cater the need of the current study. A 5-point Likert’s scale, ranging from 1 (strongly disagree) to 5 (strongly agree) was used to measure the items used in the questionnaire.

The statistical software package used for data analysis was Smart PLS. The data was analyzed in four stages. In first stage, demographic characteristics were analysed using descriptive statistics. In the second stage, measurement model was estimated as suggested by Hair et al., (1998), to check the reliability and validity of the model, which is done by using cronbach alpha, composite

reliability, average variance extracted and discriminant validity. In the third stage, Path Coefficient and their significance were calculated using structural equation model (Gefen et al., 2000).

6. Results

Descriptive Statistics

One hundred and ninety-three valid questionnaires were received from the respondents. It can be seen from Table. 1, 57.5% of the respondents were male whereas 42.5% were female of the total respondents. With respect to age, largest part of the sample was in age group of Up to 29 years (83.4%). It was noted that most of the respondents were having Bachelor degree (62.2%). With reference to income level, majority of the respondents was less than 1 Lakh (50.8%). About 58% of the respondents belongs to non-working class whereas 42% of the respondents were employed. Around 66.3 % respondents were from North Goa and others were from South Goa (33.7%). With respect to experience of using IRCTC application, it was found that majority of respondents (71%) were having experience of more than 6 months.

Table 1: Result of Descriptive Statistics

Demographic Characteristics		#	%
Gender	Male	111	57.5
	Female	82	42.5
Age	Up to 29 years	161	83.4
	Above 29 years	32	16.6
Education	Up to Graduation	120	62.2
	PG and Above	73	37.8
Income	Less than 1 Lakh	98	50.8
	More than 1 Lakh	95	49.2
Occupation	Working Class	81	42.0
	Non-Working Class	112	58.0
Location	North Goa	128	66.3
	South Goa	65	33.7
Experience	Less than 6 Months	56	29.0
	More than 6 Months	137	71.0

Source: Authors own compilation

The two stage Structural Equation Modeling (SEM) has been applied in the current study, where in first step is to assess measurement model validity and next step is to test the hypothesis. In the first stage, testing of the measurement model for reliability, convergence and discriminate validity is must as suggested by Hair et al., (2016) and Shaw and Sergueeva (2019) as shown in Table 2 and 3. Using PLS algorithm, outer loading for each of the items of the nine constructs were calculated and all loading were above 0.7, which is clear indication that items are strongly related to their associated construct and are one indication of construct validity (Hair et al, 2010; Henseler et al., 2009; Shaw and Sergueeva, 2019). As all items

Table 2: Loadings, Cronbach Alpha, Construct Reliability, and Average Variance Extracted

	Loading	CA	CR	AVE
Performance Expectancy (PE)				
PE1: I find IRCTC useful for booking the tickets	0.883	0.930	0.947	0.781
PE2: Using of IRCTC helps in getting faster services	0.880			
PE3: IRCTC increases chances of booking services	0.884			
PE4: IRCTC is useful when I want to book tickets/services	0.896			
PE5: IRCTC helps in getting services more effectively	0.873			
Effort Expectancy (EE)				
EE1: IRCTC is easy to learn and operate	0.893	0.921	0.941	0.760
EE2: Interaction with IRCTC is understandable	0.858			
EE3: Learning of IRCTC usage is less time consuming	0.881			
EE4: IRCTC is easy to use	0.877			
EE5: It is easy to become skillful in using IRCTC	0.849			
Social Influence (SI)				
SI1: People who are important to me advised me to use IRCTC	0.873	0.912	0.934	0.740
SI2: People who influences my behavior advised me to use IRCTC	0.857			
SI3: People who are close to me are using IRCTC	0.812			
SI4: People whose opinion I value prefer using IRCTC	0.891			
SI5: People who are close to me recommends using of this app	0.864			
Facilitating Condition (FC)				
FC1: I have the resources necessary to use IRCTC	0.760	0.868	0.903	0.651
FC2: I have necessary knowledge to use the IRCTC	0.840			
FC3: I get help when I am having difficulties while using IRCTC	0.755			
FC4: I have the required gadgets needed to use IRCTC	0.834			
FC5: It is very easy to get information needed to use this app	0.841			
Hedonic Motivation (HM)				
HM1: It's fun to use the features of IRCTC app	0.856	0.910	0.933	0.736
HM2: Using of IRCTC is enjoyable	0.888			
HM3: I feel excited using IRCTC	0.901			
HM4: I like to reserve hospitality services through IRCTC	0.792			
HM5: IRCTC travel packages features entertains me	0.849			
Price Value (PV)				
PV1: Services offered by IRCTC are inexpensive	0.850	0.933	0.949	0.789
PV2: IRCTC offers better value for money	0.887			
PV3: I like to search for cheap deals in IRCTC	0.887			
PV4: Money is saved with the usage of IRCTC for bookings	0.924			
PV5: IRCTC provides reasonable prices on ticket bookings	0.892			
Habit (HB)				
HB1: It became a habit of using IRCTC for booking tickets	0.789	0.914	0.936	0.745
HB2: IRCTC became habit when think about rail travel	0.874			
HB3: I must use IRCTC for all my tickets bookings	0.848			
HB4: I am addicted to use IRCTC for my bookings	0.879			
HB5: Use of IRCTC became routine to book my tickets	0.921			
Perceived Trust (PT)				
PT1: IRCTC is trustworthy	0.923	0.955	0.965	0.846
PT2: I believe transaction done through IRCTC is secured	0.919			
PT3: IRCTC assures your transactions	0.924			
PT4: IRCTC is reliable	0.909			
PT5: IRCTC can be completely trusted	0.924			
Behavior Intention (BI)				
BI1: I intent to use IRCTC in future for my bookings	0.805	0.901	0.926	0.716
BI2: I will keep using IRCTC regularly	0.873			
BI3: My intention is to continue using IRCTC over other	0.856			
BI4: I would strongly recommend others to use this app	0.832			
BI5: I plan to use IRCTC frequently	0.863			

CA= Cronbach Alpha, CR= Construct Reliability, AVE= Average Variance Explained

Source: Authors own compilation

were above .7, no items were removed hence have good validity content. Cronbach Alpha (CA), Composite Reliability (CR) and Average Variance Extracted (AVE) were used to test the construct reliability and validity. It was found that for all nine construct Cronbach alpha was greater than 0.8 (Cronbach and Meehl, 1955; Shaw and Sergueeva, 2019), ranging from 0.955 (PT) to 0.868 (FC). Similarly, for all construct Composite

Reliability values were above 0.9, ranging from 0.903 for FC construct to 0.965 for PT construct. Acceptable value of AVE must be higher than 0.50 (Fornell and Larcker, 1981; Henseler et al., 2009; Hair et al., 2010, Baabdullah et al., 2019). The AVE values of the study are within the acceptable limits.

Discriminant validity is the extent to which individual items represents one latent construct and each construct is distinct from other constructs

Table 3: Discriminant Validity

	PE	EE	SI	FC	HM	PV	HB	PT	BI
PE	0.884								
EE	0.709	0.872							
SI	0.534	0.538	0.860						
FC	0.588	0.574	0.471	0.807					
HM	0.512	0.533	0.678	0.521	0.858				
PV	0.551	0.528	0.336	0.515	0.500	0.888			
HB	0.528	0.522	0.650	0.496	0.684	0.495	0.863		
PT	0.599	0.581	0.297	0.535	0.502	0.776	0.561	0.920	
BI	0.608	0.482	0.559	0.489	0.681	0.468	0.720	0.575	0.846

Source: Authors own compilation

(Hair et al., 2010). In order to test discriminant validity, square root of AVE was done. Thumb rule applicable to Discriminant validity is values of each construct should be greater than any correlation between any other construct (Hair et al., 2014) as can be seen from Table 3.

The Structural Model

Having established adequate reliability and validity of the factors in the proposed model, the structural model was estimated using Structure Equation Modeling (SEM) by calculating path coefficient and variance explained in behaviour intention. The result obtained (Table 4) from the estimation of the structured model, the four construct namely, PE, HM, HB, PT were found to be having positive and significant relationship on BI, whereas other four construct namely, EE, SI,

these results suggest that hypothesis, namely, H1, H5, H7 and H8 were supported, whereas H2, H3, H4 and H6 were not supported in this study. Moreover, Coefficient of determination (R2) was calculated which is the proportion of the dependent variables explained by the influencing variables. In the study R2 for Behavior Intention is 0.653.

Table 4: Results of Path Coefficient and Hypothesis Status

Relation	Path coefficient	t- statistics	p- values	Hypothesis status
PE → BI	0.293	2.978	0.003*	H ₁ Supported
EE → BI	-0.151	1.78	0.076	H ₂ Not Supported
SI → BI	0.019	0.244	0.807	H ₃ Not Supported
FC → BI	0.003	0.041	0.967	H ₄ Not Supported
HM → BI	0.300	3.911	0.000*	H ₅ Supported
PV → BI	-0.122	1.597	0.111	H ₆ Not Supported
HB → BI	0.361	4.248	0.000*	H ₇ Supported
PT → BI	0.222	2.579	0.010*	H ₈ Supported

*Significance at 0.05

Source: Authors own compilation

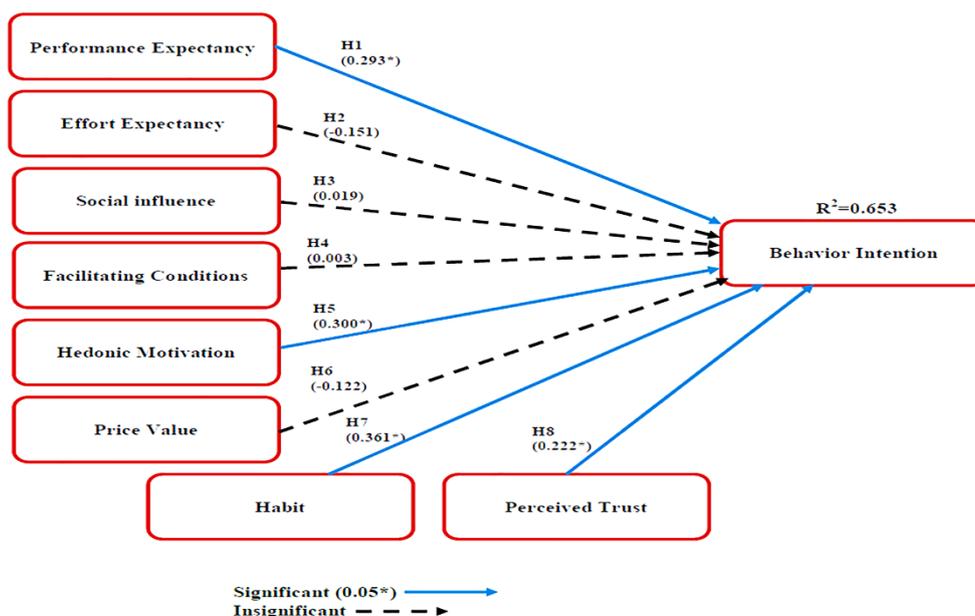


Figure 2: Result of testing the model

Source: Authors own compilation

7. Discussion

According to the statistical results presented above, proposed research model of modified UTAUT2 with inclusion of perceived trust is able to predict 65% of behavior intention of customer with respect to adoption of IRCTC web/mobile application service, which is in moderating range from 0.5 to 0.75 (Hair et al., 2011). About more than 50% of the studies formulating UTAUT2 accounted the variance in BI between 61% to 80% (Castanha et al., 2021). For instance, study on online-web railway ticket reservation service by Indrawati and Yusliansyah (2017) accounted 62% of the variance in BI.

According to path coefficient, four factors (PE, HM, HB, PT) were proved to have significant and positive relationship with the behaviour intention to adopt IRCTC application. Thus, adopting and using IRCTC application depends on consumer's habit of utilizing the application; the hedonic experience that customer enjoys when using the application; performance of the application; and consumer trust in online transaction. As presented in the results section, habit was observed to be among the strongest factor predicting the customer's behavior intention to adopt IRCTC applications with the coefficient value of 0.361. This could be due to fact that customers are more engaged in using their smartphones and accordingly they are more likely to form this kind of habit towards different kind of mobile application and IRCTC being one of them. Greater the habit of individual the more likely they are to have a greater intention to use the application. A study on UTAUT2 Literature review had found that highest number of studies reported a significant relationship between habit and behaviour intention (Castanha et al., 2021). These results are similar to prior literature on online ticket booking as reported by Escobar-Rodríguez and Carvajal-Trujillo (2013; 2014), Sahu and Singh (2017), Ahmed and Kranthi (2019).

Hedonic motivation also received particular attention from the customer using IRCTC application as it is second strongest predictor of behavior intention (0.300). The reason could be using this application will bring joy, enjoyment, entertainment in their life. Different studies have tested and proved the important role of hedonic motivation to influence consumer behavior intention such as Escobar-Rodríguez and Carvajal-Trujillo (2014); Hew et al., (2015); Indrawati and Yusliansyah, (2017); Alalwan et al., (2017); Baabdullah et al., (2019).

The third strongest predictor of behavior intention is performance expectancy having a coefficient value of 0.293. people prefer using IRCTC application as it is useful to them in their daily life and it increases their productivity. The functional utility of the application mainly attracts the customers to use this application. Theoretically, many studies tested performance expectancy and confirmed to be significant factor to influence behaviour intention, such as, Indrawati and Yusliansyah (2017); Ahmed and Kranthi (2019); Escobar-Rodríguez and Carvajal-Trujillo (2013; 2014); Alalwan et al., (2017); Gupta et al., (2018).

The last significant factor was perceived trust which is able to predict the behaviour intention to use IRCTC application having a weight of 0.222. This is consistent with the result of the previous studies Escobar-Rodríguez and Carvajal-Trujillo (2014); Ahmed and Kranthi (2019); Alalwan et al., (2017); Merhi et al., (2019). The greater the trust of individuals on IRCTC application, the more likely they are to have intention to purchase. Thus, the management must direct their marketing strategies towards creating and maintaining the customer trust towards online transaction, as customers are very sensitive when it comes to financial transaction using electronic platforms.

The result of effort expectancy has been noted in a different manner from what has been proposed in conceptual model of the current study. It can be seen that there exists no relationship between effort expectancy and behaviour intention to adopt and use IRCTC application service. This means that customers are little bit concern about the simplicity or difficulty in using IRCTC application service. A study on UTAUT2 Literature review had found that most studies reported an insignificant relationship between effort expectancy and behaviour intention (Castanha et al., 2021). The result of the study was in similar line with the works of Escobar-Rodríguez and Carvajal-Trujillo (2013); Indrawati and Yusliansyah (2017); Sahu and Singh (2017); Ahmed and Kranthi (2019).

In the study, social influence was conceptualized to have significant effect on behavior intention, but at the time of confirming the relationship, it was found to be statistically insignificant, which contradicts the results of earlier work done on online ticket booking (Escobar-Rodríguez and Carvajal-Trujillo, 2014; Indrawati and Yusliansyah, 2017; Sahu and Singh, 2017). It seems that customers are less interested to the recommendation given by friends, family and other references group to adopt and use IRCTC

application. The result of this study was in similar line with the previous work such as Escobar-Rodríguez and Carvajal-Trujillo (2013); Ahmed and Kranthi (2019); Trojanowski and Kulak (2017); Alalwan et al. (2017).

Facilitating condition was found to have no relationship between behaviour intention with respect to adoption and use of IRCTC application. This may be because of the application is not providing the particular resources and facilities which customers are expected. Venkatesh et al. (2003) stated that facilitating conditions could be confounded with the ease of use of application, this study also agree with the same. The result of the study is in line with Sahu and Singh (2017); Ahmed and Kranthi (2019); Gupta et al., (2018); Alalwan et al., (2017); Shaw and Sergueeva (2019).

The result of price value factor noted in a different manner from what has been proposed in conceptual model of the current study. It can be seen that there exists no relationship between price value and behaviour intention to adopt and use IRCTC application service. Most of the studies on UTAUT2 proved that there is relationship between price value and behaviour intention (Castanha et al., 2021) but the present study contradicts the same. This may be because of consumer access to the IRCTC application with limited cost or free use, hence no direct high cost to use. The result of this study is in similar line with the earlier works, Indrawati and Yusliansyah (2017); Trojanowski and Kulak (2017); Shaw and Sergueeva (2019); Merhi et al., (2019).

Theoretical Contribution

This study contributes to the existing knowledge in many ways. First, the study identified the most important factors influencing customers behavior intention to adopt and use IRCTC application in the state of Goa. Second, this study tested the UTAUT2 model by adding perceived trust factor. Trust is considered as very important factor when it comes to online transaction. Customers are always doubly careful while providing their sensitive financial information, hence contributing to the theoretical knowledge.

Practical Implication

In order to create the habit of using IRCTC application, the management must develop and implement marketing communication strategies. Once it reaches to wide range of customers, it will influence them to use the application to avail all the services provided by IRCTC. Also, the management can motivate customers to

continuously use this application by providing offers and incentives along with discounts during different occasions such as vacations, summer holidays, weekend trips, etc.

It is also suggested that railway department must create and maintain the customer trust with respect to online transaction they do. As customers are very sensitive, they should be guaranteed that the transaction what they do are fully secured. Customers confidential personal information must be protected and should not be misused. Thus, the management need to ensure that the privacy policies are clearly explained to the customers. Once customers are satisfied about the same and have the trust, they will start using the application without any second thought.

The management must develop the application which is simple to use, convenient, enjoyable, quick and easy and which will provide accurate information about the services it offered. They should also see that the application gives the notification to the customers in case of delay of trains, weather report and other updates. This will improve the application utility among the customers and will ultimately increase the adoption of IRCTC application to avail all kinds of services as provided by them.

Limitation and Further Research Direction

Even though this study represents a productive attempt over the adoption and use of IRCTC application by the consumer, it is bound to have some limitations. First, sample size used in the study was limited to 193 respondents, hence large sample size would have been appropriate to generalized the results as suggested by Hair et al., (2019), the more, the merrier. Second, the data was obtained, for the study, by using convenience sampling. Using probability sampling would have provided better insight. Third limitation of the study was with respect to data distribution, the sample description showed that the largest sample of the respondents in the current study were youngsters, having graduation degree, belonging to non-working class residing mostly in North Goa. Hence having normal distribution of data over different characteristics would have generalized the results.

The proposed model predicts only 65% of behaviour intention. Thus, it is suggested that further research can focus on adding more variables such as self-efficiency, attitude, perceived risk in order to increase the prediction level. The proposed model could be further validated in different

cultural setting, in developed and developing country as it will provide better insight on how customers behave with respect to technology adoption. One may also conduct comparative study on customer adoption of technology towards different transportation application available within the country. Thus, further studies can explore the possible variation in consumer needs across different cultures.

8. Conclusion

The study tries to identify the factors influencing customers behaviour intention to adopt and use IRCTC application. For which conceptual model was proposed based on UTAUT2 (Venkatesh et al., 2012), which was extended by including perceived trust. This external factor has been considered to be very important and extensively used in many studies of UTAUT2 (Castanha et al., 2021). The statistical result supported the validity of the conceptual model as variance explained was about 65% of the behaviour intention to adopt and use the IRCTC application. Three factors of the UTAUT2 model namely, habit, hedonic motivation and performance expectancy along with the external added factor, namely, perceived trust were proved to be significant predictors of behaviour intention to adopt the application.

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INFO PAGE

Behavior intention to adopt IRCTC application for railway ticket reservation service: A case study of Goan consumers

Abstract

Last decade witnessed an increase in usage of internet which led to increase in smartphone usage with various applications developed for making the life of people easy, resulting in dynamic change in the lifestyle of people. One such dynamic change taken place in India is in the area of transport, especially rail travel application started by Indian Railways, namely, Indian Railway Catering and Tourism Corporation (IRCTC) portal. Present paper tries to identify the reason why people consider the IRCTC application as the most reliable application. Model was proposed by adopting the factors from Unified Theory of Acceptance and Use of Technology (UTAUT2) along with an addition of perceived trust as an influencing factor. Data from 193 usable questionnaires was collected from Goa and were tested against the research model. Result indicated that habit, hedonic motivation, performance expectancy, and perceived trust were the main predictors of behavior intention to adopt and use IRCTC application. The proposed model was able to explain 65% variance on behavior intention. The study also provides valuable insight for the management to improve the IRCTC application in order to motivate customers to adopt and continuously use the services of this application.

Keywords: IRCTC application, UTAUT2, Behaviour intention, Technology adoption, Indian railways

Authors

Full Name	Author contribution roles	Contribution rate
Jack Castanha:	Conceptualism, Methodology, Software, Validation, Resources, Writing - Original Draft, Writing - Review & Editing, Visualization	20%
Mayuri Prabhu:	Resources, Data Curation, Writing - Original Draft, Project administration	20%
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Thiago Duarte Pimentel:	Conceptualism, Methodology, Resources, Writing - Original Draft, Writing - Review & Editing, Visualization	20%

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The experience economy analysis of distinct destinations[#]

Ferhat Şeker*, Kamil Unur

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ABSTRACT

The aim of this study is (1) to measure four dimensions of the experience economy at distinct destinations hosting different types of tourists, (2) to examine the impact of the perceived experience on satisfaction, and (3) the effect of satisfaction on intentions to revisit and recommend. For this purpose, the data were gathered through a survey from 443 tourists visiting Alaçatı, Alanya, Belek, and Kızılkalesi in Turkey. The hypothesized relations were examined with structural equation modelling (SEM). According to the outcomes of the analysis; significant and positive influences of education, entertainment and escapism on satisfaction have been determined. The esthetic experience perceived by tourists does not affect satisfaction significantly. Besides, tourists' satisfaction has a positive impact on both intentions to revisit and recommend. Lastly, visitors' revisit intention was found to significantly influence their recommendation intention. The outputs obtained from the study offers valuable empirical evidence about the experience economy and behavioural intentions to both the tourism industry and tourism researchers. This study also adopts the 4E experience economy model to four different destinations for the first time in tourism literature.

1. Introduction

Tourists are anticipated to allocate remarkably more money at a winery in wine tourism destinations than at a restaurant downtown since wineries offer an experience with a sophisticated interaction of rustic landscape, wine, cuisine, cultural and historical inputs (Gómez, González-Díaz, & Molina, 2015). The willingness of tourists to pay more is an instance of the experience economy, in which consumers don't pursue merely to buy goods and services yet to get unique and unforgettable experiences anymore (Garrod & Dowell, 2020). Achieving a competitive edge in this change of new tourist type who desires differentiated and memorable experiences, requires taking advantage of the experience economy concept in destination management (Dwyer, Edwards, Mistilis, Roman, & Scott, 2009). The conceptual model of Pine and Gilmore's, the experience economy (also known as 4Es), is composed of four realms; education, entertainment, escapism and esthetics, and each dimension has distinctive roles in different areas (Gilmore & Pine, 2002). For this reason, it is vital to measure the experiences based on the four realms in destinations that are increasingly similar to each other in terms of the facilities offered to tourists (Barnes, Mattson, & Sørensen, 2014).

A handful of tourism studies that have been conducted in the experience economy setting have determined the distinguished role of four experience realms and their influence on satisfaction and behavioural intentions in various areas such as theme parks, cruises, resort hotels, ethnic cuisine, golf tourism and wine tourism (Lee, Jeoung, & Qu, 2020; Hosany & Witham, 2010; Ali, Hussain, & Ragavan, 2014; Lai, Lu, & Liu, 2019; Hwang & Lyu, 2015; Thanh & Kirova, 2018). Satisfaction is a principal element for businesses and tourism studies owing to its inherent effect on customers' expected buying behaviour (Kim, Li, & Brymer, 2016). Tourists' satisfaction will raise the possibility of revisiting, and pleased tourists will be extra intended to share their positive judgments with others (Song, Veen, Li, & Chen, 2012). Satisfaction, revisit intention and intention to recommend the destination are the best indicators of loyalty behaviour, and several tourism destinations densely count on repeated visits (Darnell & Johnson, 2001). Even though most ongoing studies center upon the tourists' experience in a single sample, this study takes a larger approach by comparing samples from different destinations. More particularly, the present research aspires to investigate: (1) which realms of the experience stand out in different destinations, (2) which realms of the experience

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Research paper

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affect tourist satisfaction, and (3) the effect of satisfaction on revisit and recommend intentions.

Considering the gaps within the literature, the current study employs the experience economy model in a new setting (four different destinations hosting different types of tourists). Moreover, the research will provide valuable information to destination managers with favourable visions for improving powerful and efficient approaches for destination management. When it comes to the sustainability of the competitive destination and maximization of the tourist experience (Fyall & Garrod, 2020), in the experience economy era, it is no longer possible without understanding which experiential dimension is staged at the destination and which dimensions (education, entertainment, escapism and esthetics) influence tourist satisfaction.

2. Theoretical Background

The Experience Economy

The theoretical background of the study is the experience economy. The theory was introduced by Pine and Gilmore's book "The Experience Economy: Work Is Theater & Every Business a Stage" that saw the experience economy as a new economic era that emerged after the agricultural economy, the industrial economy and the service economy. According to Pine and Gilmore (1999), in the experience economy, customers now seek a unique and memorable experience rather than simply purchasing goods and services.

A grape harvested from the vineyard can be sold as a "commodity" under the same market circumstances as other grapes. If it is turned into wine through certain processes, it is presented to the market as a partially differentiated "good". As a part of the service economy, it can be served as mulled wine in a restaurant. Apparently, the grape can become three different economic offerings (commodity, good, service) depending on what the producer contributes to it. As a fourth economic offering, a rich experience can be created by staying in a vineyard hotel where the same wine is produced, collecting grapes during the vintage process, crushing and squeezing grapes into the wine barrels where the contents will ferment. As a result, when individuals acquire a service, they purchase a collection of non-physical actions that are performed for them. Whereas, when they get an experience, they spend to have fun with a set of unforgettable events where the producer is staged personally (as in the theatre) to their interest. To sum up, the essence of the experience economy is experiences instead of commodities, having a good

time instead of buying knick-knacks, doing something instead of owning (Pine & Gilmore, 2011).

Today, many companies attempt to differentiate their offerings by integrating their existing goods and services with the experience (Chang & Hung, 2021). Tourism is also one of the leading representatives of the experience economy (Quan & Wang, 2004). Morgan, Elbe and Curiel (2009) assert, the experience economy notion is firmly linked to tourism both in its roots and its consequences. According to Tsaur, Chiu and Wang (2007), most of the economic values that offering by the tourism and travel industry are experiences essentially due to the products of the tourism industry being intangible. From the academic point of view, the experience economy concept (4Es model) put forward by Pine and Gilmore (1999) has been used by a variety of tourism research (Stamboulis & Skayannis, 2003). Furthermore, Oh, Fiore and Jeoung (2007) attempted to test the applicability of the experience economy concept within lodging and tourism settings, and they verified the reliability and validity of the 4Es concept. This paper is based on the measurement scale developed by Oh et al. (2007) in the context of Pine and Gilmore's (1999) experience economy theory, as well.

Pine and Gilmore (1999) proposed four realms of consumers' experience based upon (1) education, (2) entertainment, (3) escapism, and (4) esthetics which are discriminated at two levels: (a) the level of customer participation (active/passive), (b) the connection with the surrounding environment (absorption/immersion). The following diagrams illustrate this (See Figure 1).

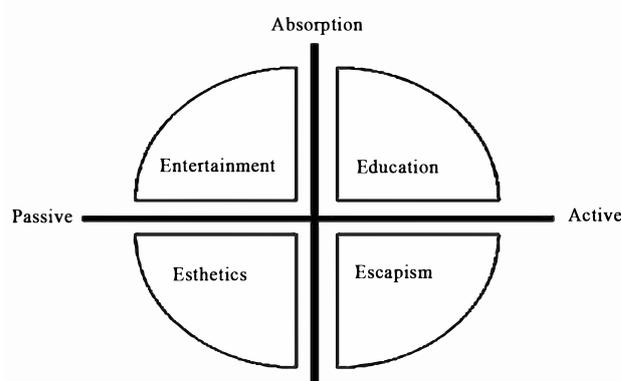


Figure 1: The Four Experience Realms.

Source: Adapted from Pine and Gilmore (1999)

Entertainment

Entertainment, as a sort of experience, appears when people “passively” “absorb” the events (such as watching a film or a theatrical play, listening to music, reading a book) through their senses (Pine & Gilmore, 2011). Entertainment is one of the earliest types of experience, and also one of the most widespread and advanced ones. As the experience economy thrives, consumers look in new and distinct directions for unique experiences. Even so, these experiences include entertainment, making people laugh or having a good time (Pine & Gilmore, 2011). Listening to a famous artist at a music festival (Oh, Fiore, & Jeoung, 2007), watching a show in theme parks (Hosany & Witham, 2010) or staring at a touristic show such as a spectacle from a hotel terrace (Williams, 2006) are among the examples of entertainment experience.

Education

As with entertainment experiences, in educational experiences, a guest (Pine and Gilmore call the customer as a guest, they call the company an experience stager) “absorbs” the events; however, educational experience involves the “active” participation of the person, unlike entertainment, because informing people and enhancing their knowledge or skills require actively mind or body engagement (Pine & Gilmore, 2011). Tourism offerings can include educational dimensions because tourists expect to increase their knowledge or acquire new skills. Besides, Williams (2006) claims that many destinations have latterly tried to encourage visitors to engage with local people to increase their knowledge about the destination they visit.

Escapism

Escapist experiences involve much more “immersion” than educational or entertaining experiences. As can be seen from Figure 1, escapist experiences are the polar opposite of pure entertainment. People are completely immersed in experiences, and “actively” participated in the events (Pine & Gilmore, 2011). Tourists crave to get rid of the hustle and bustle of modern life by actively engaging themselves in tourism experiences (Garrod & Dowell, 2020). Participation in sports activities during holidays, such as water sports, bungee jumping, horse riding or golf, represents escapist experiences (Williams, 2006). In these examples, rather than passively watching others act, tourists become actors who can affect the performance.

Esthetics

In esthetic experience, which is the fourth and last experiential realm, people are “immersed” in the atmosphere yet have limited or no impact on it owing to “passive” participation. Standing on the ridge of a canyon, visiting an art gallery and sitting at a historical café are included in esthetic experiences (Pine & Gilmore, 2011). When it comes to tourism, endemic plants, symbolic values, admiring landscape or historical ambience in a destination, can provide an esthetic experience for tourists. Consequently, in essence, the entertainment realm involves sensing, the educational realm learning, the escapist realm going and doing, and the esthetic realm being there (Petkus, 2002).

3. Literature Review

The Four Experience Economy Realms

Oh et al. (2007) developed a measurement scale based upon the four realms of the experience economy proposed by Pine and Gilmore (1999) to find out the applicability of realms to tourism research. Hosany and Witham (2010) adapted this scale to examine the relations between cruisers’ experiences, satisfaction, and recommendation intention. Utilizing the scale in Oh et al. (2007), much other research examined experience economy realms in various tourism settings. For example, Ali, Hussain and Ragavan (2014) investigated the impacts of customers’ experience on memories and loyalty in resorts. Hwang and Lyu (2015) examined the effects of four realms of the experience economy on well-being perception, focusing on golf tournament tourists. Thanh and Kirova (2018) carried out a netnography study to explore the wine tourism experience using the four experience economy realms. Lai, Lu and Liu (2019) predicted the influences of the experience economy on tourists’ word-of-mouth (WOM) in Chinese ethnic cuisine through satisfaction and memory. Lee, Jeoung and Qu (2020) employed the experience economy model (4Es) to explore the effect of theme park visitors’ perceived experience on their satisfaction and revisit intention.

Much of the experience economy literature referred to earlier, generally focused on hotels, firms or organisations. In the context of tourist destinations, Loureiro (2014) implemented the experience economy theory to 222 visitors experiencing rural holidays in the South of Portugal to investigate the impact of the experience economy on place attachment and behavioural intentions through emotions and memory. There are also studies comparing

different destinations. For example, Morgan, Elbe and Curiel (2009) compared three contrasting destinations in terms of the experience economy, however, they handled the views of destination managers via interviews. There is a need to investigate whether the dimensions of experience perceived by tourists in distinct destinations differ or not. Thus, the following research question (RQ) is scrutinized in the paper:

RQ. *Do the realms of the experience economy differ significantly at distinct destinations?*

Satisfaction

Satisfaction is a mental state related to cognition and emotion, developed through various consumption experiences (Oliver, 1997). Mannell and Iso-Ahola (1987) emphasise the relationship between tourism experience and satisfaction. They believe that if the tourists possess a good experience they are more inclined to be satisfied. Based on the four realms of experience, Garrod and Dowell (2020) found that esthetics has a notable effect on satisfaction. Similarly, Bonn, Joseph-Mathews, Dai, Hayes and Cave (2007) pointed out that the esthetic characteristics of tourist destinations are leading factors affecting tourists' satisfaction. Liu, Huang, and Li (2018) revealed that entertainment and esthetics affect tourist satisfaction. Qu and Ping (1999) discovered that escapism is the main determinant influencing passenger satisfaction. Ali et al. (2014) proved that four experience realms influence tourists' memories and loyalty. Dieck, Jung and Rauschnabel (2018) aimed to examine how the educational, esthetics, escapist and entertainment experience applying augmented reality influence visitor satisfaction at science festivals. They observed that all four dimensions of the experience economy affect visitor satisfaction. Accordingly, the following hypotheses can be derived:

Hypothesis 1 (H₁). *Tourists' educational experience affects their satisfaction.*

Hypothesis 2 (H₂). *Tourists' esthetic experience affects their satisfaction.*

Hypothesis 3 (H₃). *Tourists' entertainment experience affects their satisfaction.*

Hypothesis 4 (H₄). *Tourists' escapist experience affects their satisfaction.*

Intentions to Revisit and Recommend

Considering the tourism sector, recommendation and revisit intentions appear as the two most important indicators of behavioural intentions in creating customer loyalty (Sharma & Nayak, 2018). If the visitors visit the same destination again and suggest it to others, it will provide

economic benefits for the destination since preserving existing clients usually has a much lower promotion cost than winning new ones (Chen & Chen, 2010). Intention to revisit which refers to the possibility of coming back to the same destination can be defined as a specific element of post-consumption behaviour and the key part of tourism loyalty (Cole & Scott, 2004). Unlike first-time visitors, repeat visitors are desirable for destinations because Reichheld and Sasser (1990) revealed that a 5% increase in client preservation increases profitability by 25%–85%. Hui, Wan and Ho (2007) define intention to recommend as the intention of tourists to make positive comments to friends, relatives or potential tourists about the destination they visited before. In a broader sense, intention to recommend can be defined as a type of communication that occurs as a result of individuals voluntarily conveying their positive opinions to other individuals in line with their experiences about the goods and services they purchase. The tourists who visited a destination previously are regarded as a valuable origin of information for possible tourists (Lin, Zhang, Gursoy, & Fu, 2019) for this reason, satisfying them is indispensable for destination marketing (Song et al., 2012). Numerous studies have found that satisfaction affects tourists' intentions to recommend and revisit a destination (Prayag & Ryan, 2012; Tsao & Hsieh, 2012; Guntoro & Hui, 2013; Pizam, Shapoval, & Ellis, 2016; Fard, Sanayei, & Ansari, 2019; Lee, Jeoung, & Qu, 2020). Besides, Wong and Kwong (2004) revealed that the more tourists visit a destination again, the more they are prone to suggest it to their family and friends. Thus, the following hypotheses were developed:

Hypothesis 5 (H₅). *Tourists' satisfaction influences their revisit intention.*

Hypothesis 6 (H₆). *Tourists' satisfaction influences their intention to recommend.*

Hypothesis 7 (H₇). *Tourists' revisit intention influences their intention to recommend.*

4. Methodology

Based on the theoretical framework and literature review, 7 hypotheses were established. Figure 2 shows the conceptual model developed for this research.

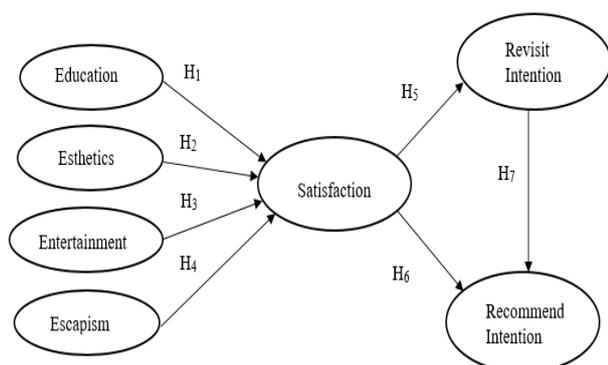


Figure 2. Conceptual Model of the Study.

Source: Author's Own Compilation from Literature Review

For the purpose of empirically assessing the relations in the conceptual model, measurement items were adapted from the current literature and included in a survey. To measure four dimensions (education, esthetic, entertainment, and escapism) of tourists' experience, 16 items from Oh et al. (2007) were adapted. Satisfaction was measured using 3 items adapted from Mehmetoglu and Engen (2011). Lastly, revisit intention and recommend intention consisting of 3 items each, were based on a study by Baker and Crompton (2000). All the items were rated using a 5-point Likert type scale (1 – strongly disagree to 5 – strongly agree).

This study employs a quantitative method and a self-administered form to collect data. The data were collected from tourists visiting four distinct destinations in Turkey. These destinations are Alaçatı, Alanya, Belek and Kızılkalesi. The four destinations were selected because of their different characteristics. Belek, which appeals to high-income tourists; Alanya, where traditional (mass) tourism and the all-inclusive concept are offered intensively; Alaçatı, where boutique hotels are predominantly located instead of the all-inclusive hotels; and Kızılkalesi, which appeals to domestic tourism in general, are the destinations chosen for the study. The survey was elaborated in two languages, Russian and Turkish with the help of a Russian language lecturer. The survey was conducted in the summer of 2019 before the COVID-19 outbreak. The sample yielded a total of 443 valid questionnaires, 59.1% (262 respondents) of which were completed by males. Out of 433 respondents, 240 (54.2%) respondents were married, 198 (44.7%) respondents had a moderate-income level, 188 (42.4%) respondents were between 29 and 39 years old and 183 (41.3%) respondents had graduated from a university. When the distribution of the research sample

according to the destinations is examined, it is understood that none of the destinations stands out. 111 tourists (25,1%) from Alaçatı, 110 tourists (24,8%) from Alanya, 111 tourists (25,1%) from Belek and 111 tourists (25,1%) from Kızılkalesi were agreed to participate in the research voluntarily. There is a similar balance in the nationalities of the tourists. 222 Turkish tourists (50,1%) and 221 Russian tourists (49,9%) have participated in the study.

In an attempt to assess overall measurement quality and test the hypothesized relationships, a two-step approach (Anderson & Gerbing, 1988) was applied. In the first step, confirmatory factor analysis (CFA) was performed to test the validity of the measurement scales. Then, structural equation modelling (SEM) was conducted to investigate the relationships hypothesized in the model proposed.

5. Results

Table 1 demonstrates the findings concerning the research question (RQ). One-way Analysis of Variance (ANOVA) was used to compare perceived experience dimensions at each of the four destinations.

Table 1. ANOVA to Analyze the Differences of Experience Among the Four Destinations

	Destination	N	Mean	SD	F	P
Education	Alaçatı	111	3.8626	0.91623	28.717	0.000*
	Alanya	110	4.6955	0.33589		
	Belek	111	4.1577	0.66138		
	Kızılkalesi	111	4.0135	0.79261		
Esthetics	Alaçatı	111	4.4662	0.50620	8.772	0.000*
	Alanya	110	4.0455	1.00182		
	Belek	111	4.1059	0.69866		
	Kızılkalesi	111	3.9550	0.89265		
Entertainment	Alaçatı	111	4.0833	0.87408	2.059	0.105 ^{NS}
	Alanya	110	4.0545	0.94662		
	Belek	111	4.2185	0.70640		
	Kızılkalesi	111	4.2793	0.57082		
Escapism	Alaçatı	111	3.9595	0.91611	11.779	0.000*
	Alanya	110	3.9477	1.09947		
	Belek	111	4.4347	0.50645		
	Kızılkalesi	111	3.7725	0.85848		

* p<0.05, NS = non-significant.

Source: Created by the author.

According to Table 1, it was concluded that the entertainment dimension did not differ significantly between the destinations (p>0.05). On the other hand, in terms of education (F=28,717; p=0.000), esthetics (F=8.771; p=0.000), and escapism (F=11.779; p=0.000) there was a

statistically significant difference between destination means. Since the variances of education, esthetics, and escapism dimensions were not homogeneous as determined by the homogeneity test of variances (Levene), the Games-Howell post hoc test was applied to see which groups differed (Mayers, 2013, pp. 180). The Games-Howell test results are summarized in Table 2.

Table 2. Education, Esthetics, and Escapism Multiple Comparisons by Destination (Games-Howell)

	Destination		Mean Difference	P
Education	Alanya >	Belek	0.53780*	0.000
		Alaçatı	0.83284*	0.000
		Kızkalesi	0.68194*	0.000
Esthetics	Alaçatı >	Belek	0.36036*	0.000
		Alanya	0.42076*	0.001
		Kızkalesi	0.51126*	0.000
Escapism	Belek >	Alaçatı	0.47523*	0.000
		Alanya	0.48696*	0.000
		Kızkalesi	0.66216*	0.000

*: p<0.05.

Source: Created by the author.

As can be seen from Table 2, in the education dimension Alanya has a higher level of means than Belek, Alaçatı, and Kızkalesi. In the esthetics

dimension, it is seen that Alaçatı stands out. Lastly, Belek has the highest mean in escapist experience.

The first step in analyzing the data was the analysis of the measurement model through confirmatory factor analysis (CFA). The CFA results revealed a good model fit with the CFA chi-square at 485.962 with 254 degrees of freedom (p<.001) and $\chi^2/df=1.913<5$ (Hair, Black, Babin, & Anderson, 2010). Besides, other goodness of fit (GoF) statistics indicated a good theoretical model fit based on the reference values (0.90 < CFI < 1, 0.90 < NFI < 1, 0.90 < IFI < 1, 0.95 < TLI < 1, RMSEA < 0.08) (Hair et al., 2010). The results are presented in Table 3.

Table 3. CFA Results for the Model's GoF

GoF Statistics	Results
χ^2/df	1.913
Comparative Fit Index (CFI)	0.959
Normed Fit Index (NFI)	0.919
Incremental Fit Index (IFI)	0.960
Tucker-Lewis Fit Index (TLI)	0.952
Root Mean Square Error of Approximation (RMSEA)	0.045

Source: Created by the author.

Table 4. Reliability and Validity of the Scales

Constructs and scale items	Standardized Loadings*	AVE	CR	Cronbach's Alpha
Experience Economy				
<i>Education</i>		0.523	0.824	0.815
The experiences I had in this destination made me more knowledgeable.	0.688			
I learned a lot from the experiences I had in this destination.	0.663			
The experiences I had in this destination stimulated my curiosity to learn new things.	0.781			
I had a complete learning experience in this destination.	0.755			
<i>Esthetics</i>		0.487	0.775	0.786
I felt a real sense of harmony in this destination.	0.719			
Just being at this destination was very pleasant.	0.565			
The setting (atmosphere) in this destination was pretty bland.	0.810			
The setting (atmosphere) in this destination was very attractive.	0.677			
<i>Entertainment</i>		0.537	0.827	0.820
The activities I attended in this destination were amusing.	0.767			
The activities I attended in this destination were captivating.	0.726			
I observed that participants were enjoying events in this destination.	0.678			
Activities in this destination were fun to watch.	0.757			
<i>Escapism</i>		0.574	0.817	0.841
I felt I played a different character in this destination.	0.826			
I felt like I was living in a different place in this destination.	0.795			
I felt like I was living in a different time in this destination.	0.737			
The experiences I had in this destination let me imagine being someone else.	0.663			
Satisfaction		0.707	0.906	0.878
Overall I am satisfied with my visit here.	0.851			
I am happy with my decision to visit here.	0.801			
This destination satisfied my expectation.	0.870			
Revisit Intention		0.739	0.793	0.893
I am willing to visit this destination again.	0.871			
I will definitely come back to this destination.	0.848			
I will choose a different destination on my vacation next time.	0.861			
Recommend Intention		0.670	0.897	0.859
I will recommend this destination to others.	0.829			
I will encourage others to visit this destination.	0.825			
I will have many stories to tell about this experience.	0.802			

*: All factor loadings are significant at the 0,001 level, N=443.

Source: Created by the author.

Table 7. Hypotheses Test Results

Hypothesis	Path	Standardized Coefficients	t-value	Hypothesis Supported
H ₁	Education → Satisfaction	0.253**	4.835	YES
H ₂	Esthetics → Satisfaction	0.082 ^{NS}	1.337	NO
H ₃	Entertainment → Satisfaction	0.215*	3.164	YES
H ₄	Escapism → Satisfaction	0.336**	4.256	YES
H ₅	Satisfaction → Revisit Intention	0.288**	5.470	YES
H ₆	Satisfaction → Recommend Intention	0.723**	14.173	YES
H ₇	Revisit Intention → Recommend Intention	0.150**	3.564	YES

Note: *p<0.01, **p<0.001, NS = non-significant.

Source: Created by the author.

The reliability of the scales was evaluated by Cronbach’s alpha. As described in Table 4, all Cronbach’s alpha values are greater than 0.7, so it is said to demonstrate reliability (Nunnally, 1970). Convergent validity for the study constructs was assessed by the average variance extracted (AVE). AVE was greater than the 0.50 standard for all of the constructs proposed excluding the esthetics dimension. If the AVE value is less than 0.50 and the construct reliability (CR) coefficient is greater than 0.60, the convergent validity of the structure is considered sufficient (Fornell & Larcker, 1981). Also, the factor loadings of all measures were significant at the p<.001 level and within the acceptable limits. The high values for the construct reliability and significant factor loadings confirmed the convergent validity of the model (Anderson & Gerbing, 1988). The results are presented in Table 4.

So as to secure discriminant validity, the values of the square roots of AVEs compared with inter-construct correlation. Correlation between constructs must be smaller than the square roots of the AVE value for each construct (Fornell & Larcker, 1981). As shown in Table 5, all correlations between pairs of constructs were less than the corresponding square roots of AVEs.

Table 5. Discriminant and Convergent Validity

		1	2	3	4	5	6	7
1	Education	0.723						
2	Esthetics	0.257	0.698					
3	Entertainment	0.351	0.429	0.732				
4	Escapism	0.384	0.519	0.556	0.758			
5	Satisfaction	0.414	0.404	0.505	0.549	0.840		
6	Revisit Intention	0.100	0.332	0.168	0.283	0.229	0.860	
7	Recommend Intention	0.440	0.306	0.411	0.488	0.646	0.305	0.818

Note: The square roots of all constructs’ AVEs are in bold along the diagonal. Lower diagonal values indicate factor correlations.

Source: Created by the author.

Consequently, all findings confirm that the measurement model represents satisfactory convergent, discriminant validity and reliability. After confirmatory factor analysis (CFA), in the second step, structural equation modelling (SEM) was employed to test the seven hypotheses. Table 6, which presents the SEM results for the model’s GoF, shows that the overall fit indices supported the acceptable fit of the proposed structural model (Hair et al., 2010).

Table 6. SEM Results for the Model’s GoF

GoF Statistics	Results
X ² /df	2.123
Comparative Fit Index (CFI)	0.948
Normed Fit Index (NFI)	0.907
Incremental Fit Index (IFI)	0.907
Tucker-Lewis Fit Index (TLI)	0.941
Root Mean Square Error of Approximation (RMSEA)	0.005

Source: Created by the author.

The conceptual model developed for the research affirmed significant relations among variables except for H₂. Table 7 summarizes the results of testing the hypotheses.

The final model along with standardized path coefficients is illustrated in Figure 3.

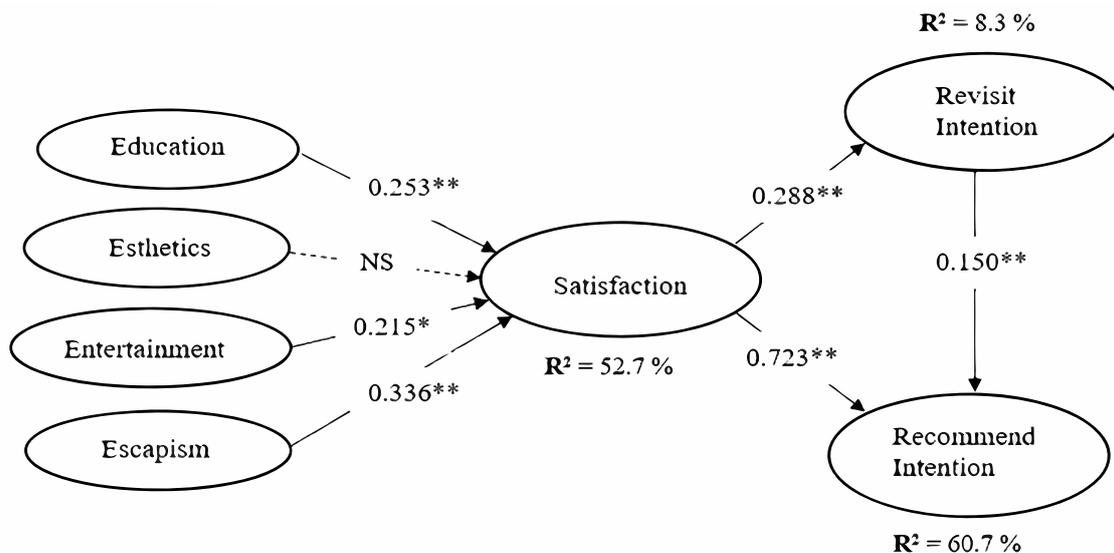


Figure 3. Path Results of Structural Model. * $p < 0.01$, ** $p < 0.001$, NS=Non-Significant.

Source: Created by the author.

Discussions and Implications

Despite the existing body of literature on four types of the experience economy’s effect on satisfaction or behavioural intentions, choosing distinct destinations as a practice area has been largely ignored. For this reason, it is one of the contributions of this research to the literature to investigate which dimensions of experiences are perceived in different destinations and which dimensions of experience are effective in tourist satisfaction. In an attempt to answer the research question, a One-way analysis of variance was conducted to determine whether the perceived experience of tourists differs statistically according to the destination. It was concluded that the entertainment dimension did not show a significant difference among destinations. According to this result, it can be interpreted that the tourists in the destinations have fun at a close level, and no destination stands out in the entertainment dimension. In education, esthetics, and escapism dimensions, significant differences were determined according to the destination. Alanya in the education dimension has a higher mean than Alaçatı and Kızkalesi. This finding can be interpreted as tourists who have visited Alanya having more educational experience or learning more from the destination than tourists from other destinations. In terms of esthetics, it is seen that Alaçatı stands out. Compared to Belek, Alanya, and Kızkalesi, it can be said that Alaçatı offers a more esthetic experience to its visitors. This finding may be due to the unique architectural structure of Alaçatı. Finally, Belek has the highest level of the mean in the escapism dimension.

Tourists visiting Belek feel that they experience escapism by getting away from daily life relatively more than other destinations. These results have important practical implications for policymakers, destination planners, and marketers. Prominent dimensions should be seen as the strengths of destinations and the following suggestions can be made to destination managers of Alanya:

- Historical and cultural attractions such as Alanya Castle, Alanya Red Tower Ethnography Museum, Alanya Archeology Museum, Cleopatra Beach, Damlatas Cave, which are thought to contribute to the educational aspect of the destination, should be highlighted more.
- The visuals used while promoting the destination should include historical and cultural buildings rather than luxury hotels.
- Handicraft teaching, agricultural activities, food/winemaking or tasting, destination-specific catchy myths, legends, storytelling, local folk dance education, camp programs for children or youth should be organized.
- It is necessary to start ecological learning activities by evaluating the plateaus and villages in the inner parts of Alanya within the scope of alternative tourism.

For Alaçatı, where esthetic experience comes to the forefront:

- The authentic structure of the destination, which is in good condition in terms of artistic and architectural features, should be preserved.
- While promoting the destination, it should be aimed to highlight the aesthetic structures in the visuals used.
- Construction should not be allowed except for stone buildings specific to the destination.
- Within the scope of sustainable tourism understanding, local people should be made aware of the protection of cultural and natural resources, local texture, authentic structure, and environment.

For destination managers of Belek:

- The reasons such as the presence of golf facilities and rafting tracks in Belek, where nature and sports are intertwined, give rise to an experience of escapism at the destination. In the escapism realm, guests are completely immersed by the experience, are actively involved, and feel like they are in a disparate place or time. Therefore, golf and water sports facilities and services should be developed more and their quality should not be compromised.
- Recreational activities such as golf tourism or water sports should be highlighted in the visuals used while promoting the destination.
- The primary seed of information for golf tourists is television, as it follows many developments in the world of golf, such as golf destinations, golf tournaments, events about golf, through a thematic golf channel in the country where they are located. Therefore, sports channels broadcasting golf should be preferred for the promotion of Belek.
- Interesting, unique and not very well known natural attractions should be discovered and tours should be organized there. The purpose here is to create environments that will make tourists forget time and space, make them feel in another world, and have an escapism experience.

Compared to other destinations, no experience dimension has stood out in Kızkalesi. Hence,

Kızkalesi should be redesigned as a destination that offers unforgettable experiences to its visitors, rather than just being shown as a place to swim. For example, tourists can be taught to make pancakes in nomadic tents to provide an educational experience, facilities with a castle view can be opened to provide an esthetic experience, festivals can be organized for entertainment, beach volleyball can be played or nature walks can be made for escapism.

The influence of education, esthetics, entertainment, and escapism experiences perceived by tourists on satisfaction was tested with the path analysis created within the scope of structural equation modelling. A significant and positive influence of education, entertainment, and escapism on satisfaction has been determined. In other words, an increase in education, entertainment, or escapism experiences offered to tourists will also increase tourist satisfaction. In addition, according to the variance explanation rate, 52.7% of tourist satisfaction is explained by the experience offered to the tourists. In a study conducted on tourists visiting Maihaugen Museum, Mehmetoglu and Engen (2011) revealed that education has a positive influence on satisfaction. Lee, Jeoung and Qu (2020), Garrod and Dowell (2020) also found that educational experience has a significant and positive impact on satisfaction. According to Pine and Gilmore (1999), visitors are more inclined to be satisfied with their visit when they find a real learning opportunity that stimulates their learning curiosity during their visit.

Hosany and Witham's (2010) and Lai, Lu and Liu's (2019) studies can be cited as examples of studies showing that entertainment has a significant and positive impact on satisfaction. Entertainment is generally known to take an essential part in tourist satisfaction (Pearce & Wu, 2015). In addition, according to Crick-Furman and Prentice (2000), entertainment plays a vital role in developing or enhancing the experience. However, although there is a significant effect, entertainment has the lowest coefficient according to the result of the path analysis (0.215, $p < 0.05$).

As another realm of the experience, escapism has the greatest effect on tourist satisfaction (0.336, $p < 0.05$). Lee, Sung, Suh, and Zhao (2016) found a significant and positive influence of the escape experience on satisfaction, too. Park, Oh and Park (2010) claim that escape is a key concept in tourism. Since the tourism movement is an escape from the boredom of daily life (Krippendorff, 1986),

it is possible to say that tourism itself is actually an escapist experience. Iso-Ahola (1982) also considers tourism as an "escape-based" activity. For this reason, the high impact of the escapist experience on the satisfaction of the tourists is inevitable. This implies that those managing and marketing the destination should pay special attention to increasing its escapism value by turning tourists into actors who can influence the staged experience.

As a result of the path analysis, a notable impact of the esthetic experience on satisfaction was not determined. This finding is partly supported by former studies. Although this finding coincides with the results of Song, Lee, Park, Hwang, & Reisinger (2015), it is seen in the literature that esthetic experience affects tourist satisfaction in general. Even, in the study of Oh, Fiore, and Jeoung (2007) the esthetic experience dimension was found to be the most determining element for satisfaction.

Data analysis showed that tourists' satisfaction affects revisit intention positively. However, this effect size is significant at 0.288 and only 8.3% of revisit intention is explained by satisfaction. This is another unexpected finding because satisfaction is considered as a key element for the revisit intention (Cole & Scott, 2004) and satisfied tourists select the same destination in the future (Darnell & Johnson, 2001). On the other hand, satisfaction was found to be a prominent agent of intention to recommend (0.723, $p < 0.05$). This finding confirms the importance of tourist satisfaction on recommending the destination to others. Destination managers should realise the value of satisfaction, assess tourists' satisfaction regularly, and monitor changes over time.

One of the reasons why the intention to recommend the destination of the tourists that are satisfied has a greater coefficient than their intention to revisit may be the search for difference. Among the reasons for the evolution that took place in the process leading up to the experience economy, are the increase in people's welfare level, the rise of consumers who ask for new personalised products, the privatization and emancipation of consumers (Addis & Holbrook, 2001). Furthermore, people want to share their tourism experiences on their social media accounts and they might not want to share photos from the same destination constantly because people share their experiences on social networking sites for gaining respect and recognition, improving their social ties, and raising their self-esteem (Munar & Jacobsen, 2014).

Hence, the present paper advances tourism literature by drawing attention to the fact that tourist behaviours shaped by technology should be taken into account.

Finally, visitors' revisit intention was found to significantly influence their recommend intention (0.150, $p < 0.05$). This finding implies that destination managers should pay attention to the repeat visitors since revisit intention is a component of recommend intention and voluntarily recommending a destination by tourists will provide economic benefits for the destination. This result is also compatible with the results of Fard et al. (2019). The finding presents empirical proof of the role of revisit intention in recommend intention. That is, the more the tourists visit a destination again, the more they prone to suggest it to others.

In conclusion, by applying the experience economy model, the current paper proposes a notional and palpable prospect of the role of experiences at four distinct destinations. This is the first study to demonstrate that sub-dimensions of experience can differ in different destinations. Therefore, this study advises that destination managers should identify tourists' experiences as the main factor in order to better satisfy visitors, attract repeat visitors, and create positive recommendations about the destination.

6. Limitations and Suggestions for Future Research

Despite its contributions, there are several limitations related to the study. Firstly, data gathering was restricted to the three months of summer of 2019 and the COVID-19 outbreak occurred. Extensive time of data collecting may increase the generalizability of the study results. After the Covid 19 pandemic is completely eliminated, in future studies, more tourists can be included in the sample within the scope of a project or other financial support.

The second limitation of this research is the use of a survey as a data collection tool. Responses from the participants were collected by choosing one of the response categories designed as a 5-point Likert type. Since the views of the participants on a certain subject are multidimensional, Likert type scales limit the opportunity of the participants to give detailed answers to the questions. Therefore, the research has all the limitations of the use of self-reported surveys and Likert type scales. In future research, the findings obtained as a result of the interviews with the tourists can be compared

with the findings of this research and discussed on the similarities and differences.

In addition to all these, the third and final limitation of this study is the environmental factors that the participants may be affected by while filling in the questionnaires. Factors such as hot weather and high humidity in the destinations during the summer season, the possibility of tourists consuming alcohol, or the unwillingness of tourists to fill out questionnaires are factors that the researchers have no control over.

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INFO PAGE

The experience economy analysis of distinct destinations

Abstract

The objective of this study is (1) to measure four dimensions of the experience economy at distinct destinations hosting different types of tourists, (2) to examine the impact of the perceived experience on satisfaction, and (3) the effect of satisfaction on intentions to revisit and recommend. For this purpose, the data were gathered through a survey from 443 tourists visiting Alaçatı, Alanya, Belek, and Kızıleski in Turkey. The hypothesized relations were examined with structural equation modelling (SEM). According to the outcomes of the analysis; significant and positive influences of education, entertainment and escapism on satisfaction have been determined. The esthetic experience perceived by tourists does not affect satisfaction significantly. Besides, tourists' satisfaction has a positive effect on both intentions to recommend and revisit. Lastly, visitors' revisit intention was found to significantly influence their recommendation intention. The outputs obtained from the study offers valuable empirical evidence about the experience economy and behavioural intentions to both the tourism industry and tourism researchers. This study also adopts the 4E experience economy model to four different destinations for the first time in tourism literature.

Keywords: Experience economy, Satisfaction, Intention to recommend, Revisit intention

Authors

Full Name	Author contribution roles	Contribution rate
Ferhat Şeker:	Methodology, Software, Formal analysis, Investigation, Resources, Writing - Original Draft,	60%
Kamil Unur:	Conceptualization, Validation, Writing - Review & Editing, Supervision,	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

Ethics Committee Satatement: Ethics committee report is available for this research and it has been documented to the journal.

Ethics committee: Mersin Üniversitesi Sosyal ve Beşeri Bilimler Etik Kurulu

Date of ethics committee decision: 31.05.2019

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The mediating role of perceived risk in the impact of tourist behavior on liminoid behavior in the covid-19 pandemic

Kerem Kaptangil*, Kübra Aşan

ABSTRACT

Keywords:

Covid-19 pandemic,
Perceived risk,
Liminoid behaviors,
Healthcare professionals,
Tourist behavior

The main purpose of this study is to determine the mediating role of perceived risk in the impact of tourist behavior on liminoid behavior in the Covid-19 pandemic process and the risk perceived at the level of acting liminoid behaviors. The main research question of the study is to what extent liminoid behaviors are perceived as risky by healthcare professionals in the context of tourist behavior despite the precautions. Participants consist of healthcare professionals working in the health sector in Turkey in 2020. A total of 135 questionnaires were obtained using random sampling with the participation of healthcare professionals working in different hospitals in Turkey. Factor analysis and Partial Least Squares structural modeling (PLS) were applied in the analysis of the collected data. According to the analysis results, perceived risk has a mediating effect between the covid tourist behavior and liminoid behavior in various contexts. As one of the prominent findings, it was concluded that the time risk perceived by the participants mediated the relationship between tourist behavior affected by the pandemic and liminoid behavior. Also the relationship between tourist behavior and the subscales of the risk factor will enable the determination of tourism strategies to be developed for tourist behavior.

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1. Introduction

Although there have been many pandemics over the centuries in human history, the Covid-19 pandemic that emerged in late 2019 has seriously affected the economies and social life of the countries, based on the rate of spread and the level of anxiety it created. Many measures such as the cancellation of national and international flights, closing of border gates, bringing quarantine practices to travelers after their travels, curfews, and restrictions have caused travel movements around the world to come to a halt. Regarding the contraction in the tourism sector, the United Nations World Tourism Organization (UNWTO) announced that international tourist mobility decreased by 72% in 2020. Due to the obstruction of tourism and travel activities, the pandemic also negatively affects the economic contribution in many areas where the multiplier effect has decreased, especially the employment opportunities provided by the tourism sector (Yang, Hongru, & Xiang, 2020).

The Covid-19 pandemic carries a great risk and uncertainty for both general consumers and

tourism consumers. Generally, consumers make decisions under conditions of a certain level of risk and uncertainty, but these levels are often bearable (Bauer, 1960). From a tourism perspective, it is known that travel decisions in the normal period before Covid-19 carried certain risks (Quintal, Lee, & Soutar, 2010). It is known that factors such as perceived risk, anxiety, and security have important effects in shaping the intention of travel (Reisinger & Mavondo, 2005). However, it is thought that the perceived risk under the pandemic conditions is much higher and the health risk caused by Covid-19 is almost impossible to tolerate (Kim, Kim, & Wang, 2021). Therefore, considering the macro-level effects of the differentiation of risk perceptions of individuals, it becomes necessary to conduct more research on the perceived risk during the pandemic process.

It is thought that with the pandemic, consumption habits that are affected by both economic balances and risk factors have also changed. The most important factor underlying this is that the concept of tourism promises tourists to relax and have fun away from daily life and personal responsibilities

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Research paper

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(Urry, 2002). For this reason, tourists tend to adopt a personality different from their own, to change and develop their aspects that are open to change, and exhibit behaviors that others do not expect. Edensor (2000) tried to explain this situation with liminoid behaviors that tourists display as playful and temporary behaviors. Because, non-routine, in other words, liminoid behaviors displayed during the holiday have a tremendous effect on tourist satisfaction (Dann, 1977). Nevertheless, it has been demonstrated that tourist behavior can be explained by the degree of perception that may differ in extraordinary situations such as a pandemic (Chang, 2009). At this point, the main research area of the study was established considering that the risks perceived by tourists will affect on their tendency to exhibit liminoid behavior. Examination of the studies investigating the effects of liminoid behaviors in the tourism sector so far (Lett, 1983; Thomas, 2005; Light, 2009; Varley, 2011; Weichselbaumer, 2012) and the studies investigating the effects of the Covid-19 pandemic (Mahase, 2020; Columbus, Brust, & Arroliga, 2020; Ayittey, Ayittey, Chiwero, Kamasah, & Dzuovor, 2020; Ahmad, Khan, Khan, & Hui, 2020; Chen Yang, Yang, Wang & Bärnighausen, 2020; Rodriguez-Morales, Gallego, Escalera-Antezana, Mendez, Zambrano, Franco-Paredes, Suárez, Rodriguez-Enciso, Balbin-Ramon, Savio-Larriera, Riskey, & Cimerman, 2020; Wilson & Chen, 2020) has revealed that there is no study in the literature investigating the Covid-19 pandemic together with tourism liminoid behaviors. To explain the relationship between these two variables, the mediating role of the perceived risk factor was included in the study model.

In line with the purpose of the study, a survey was conducted among the healthcare professionals who are potential tourists. Besides their analytical knowledge during the pandemic period, healthcare professionals are the people who have the most extensive knowledge about Covid-19 disease and risks. The study is expected to make original contributions to the literature in the context of the sample. In addition, the study aims to provide theoretical contributions to understanding tourist behavior in the field of tourism after the Covid-19 pandemic.

2. Literature Review

Events that do not occur frequently, such as short-term epidemics, natural disasters, political and economic crises, may adversely affect tourism development in the short or long term. Out of these,

epidemic diseases reduced the volume of tourism in the regional sense before COVID-19, SARS in 2003 was effective in the Far East, and MERS was effective in the Middle East and Arabian Peninsula. Tourism is one of the industries where the negative effects of the epidemic are seen the most. Travel restrictions and social isolation were among the first measures taken to contain COVID-19. With the start of voluntary and mandatory quarantine practices all over the world, travel movements have ended, and the tourism industry has experienced a sudden pause. Against this pause, various measures were taken to overcome the crisis in tourism, and with the decrease in the number of cases, some flexibility in travel restrictions began to be offered. In this process, a lot of research has been done on the covid-19 pandemic and tourist behavior. These researches have been diversified and applied in different sectors due to the expansion of the impact areas of the pandemic. In the basis of the study, the effects of liminoid behaviors in tourist behaviors, which have not been found in a similar study before in the literature, on risk perception and tourist behavior were investigated.

Covid-19 Pandemic and Tourist Behavior

After the World Health Organization (WHO) declared the Covid-19 pandemic as a "pandemic" (global pandemic), the process are taken on a global structure and many academic studies have been conducted on this subject. Upon the emergence of Covid-19, many studies have been conducted examining the possible behavioral effects of the pandemic on the tourism sector, as in almost every field; Butcher (2021), stated that the pandemic has made the downsizing in tourism an advantage, Akhtar et al., (2021) pointed out the potential of digital tourism to replace mass tourism, Petrovic, Roblek, Radenkovic, Nejkovic and Papachashvili (2021) stated the development of smart technologies in the tourism sector after the pandemic, Zhang, Wang and Rickly (2021) pointed out that the effect of lack of interaction during the pandemic process on the identity uncertainty of people, Avraham (2021) stated that the activities of global destinations on image recovery and new marketing strategies, Mihalic (2021) examined the future of tourism and the sustainability of tourism after the pandemic, Duro, Laborda, Turrion and Fernandez (2021) stated the the identification of vulnerabilities and sensitivities towards security vulnerability and tourism supply after the pandemic and the strategies that can be developed were investigated, Acar (2020) stated regarding the economic effects that there will be devastating

consequences in the long term, Akca (2020) stated that transportation facilities are negatively affected, Alpagó and Oduncu Alpagó (2020) pointed out the magnitude of the socio-economic effects of the pandemic, Brouder (2020) stated that the impact of the pandemic will create a new order and perception, Desbiolles (2020) noted that tourism requires a change in socialization effects, Gössling, Scott, Hall, (2020) put forward that tourism potential in the world requires economic development, Wang, Nie, Wang, Zhao, Xiong et al. (2020) stated that economic risk situations in the field of tourism have increased. When the recent scientific studies on the pandemic are examined, it is understood that travels made by people with the virus are effective in the spread of the virus worldwide (Wilson & Chen, 2020). This situation pushes national governments to take a series of measures on travel health. Travel measures taken to slow down and stop the spread of the virus primarily affect the tourism industry. World Tourism Organization; under the title of "Tourism and Coronavirus Outbreak", stated that the tourism sector was affected more than other economic activities due to its social aspect and its interaction between societies, while travel restrictions and flight cancellations continued, the supply of travel services at a national and international scale decreased significantly due to the pandemic, and this reduced tourism activity by 1% to 3%, resulting in a loss of approximately 30 to 50 billion dollars (UNWTO, 2020).

Considering that the changing living conditions and the measures implemented have significantly affected the living standards and habits, consumer behavior towards the tourism sector has become quite different in this period. With the most basic explanation, the Covid-19 pandemic is a crisis due to its sudden emergence and creating an environment of uncertainty (Zhong & Sun, 2021). Crisis periods are global events, in which, naturally, people distrust each other, uncertainty arises, unemployment increases, and hence, consumption expenditures decrease, leading to economic consequences. In these circumstances, sectors with specific and non-compulsory expenditures such as tourism are the areas most affected by consumers.

In studies focusing on tourist behavior, it is estimated that after the pandemic, tourists will be more experiential and turn to transformational tourism (Ateljevic, 2020; Galvani, Lew, & Perez, 2020). Transformational travels include personal goals and motivations such as self-realization for

the individual (Ateljevic, 2020). The fact that the tourism sector is affected by many factors examined during these processes makes it necessary to carry out new studies and creates the need to examine different variables to make sense of these processes.

Liminoid Behaviors and Perceived Risk

Behavior style, which is considered liminoid behaviors, is used in this study to describe the behaviors of individuals when they assume a different identity than their normal life during vacation periods when they are considered tourists. In other words, a holiday is perceived as a period when people want to spend their vacations by separating their daily life with an imaginary boundary (Polat, 2015). Many researchers (Turner, 1979; Kottak, 1991; Galani-Moutafi, 2003; Shaw & Williams, 2004; Pearce, 2005; Getz, 2008; Bauer, 2009; Varley, 2011; Berdychevsky, Poria & Uriely (2013) have associated the concept of liminoid behaviors, which are generally used in the field of psychology, with tourist behavior in the field of tourism, and examined the process as a transition area in which people are involved in tourism activities.

When examined basically, transitional rituals in human life are traditional rituals performed through the society, in which people move to a different status than their current status (Van Gennep, 1909; Honko, 2006). Transition rituals were accepted as three different elements as separation, liminal/transition, and incorporation phases (Van Gennep, 1909). Separation usually refers to funeral ceremonies, the stage called incorporation refers to wedding ceremonies, and liminal/transition rituals refer to important processes in human life such as pregnancy, promise/engagement, newborn baby, divorce (Van Gennep, 1909). The stage emphasized in this study, which examines tourist behavior, is the liminal stage. In the liminal phase, the situation and position of the people in which they live and will live are not taken into consideration and even they are turned into a situation opposite to the current situation. Liminality can be defined as the reversal of social status, financial situation, or roles in society that make up everyday life (Turner, 1979; Kottak, 1991). At this point, the liminoid behaviors of the tourists who are the subject of the study, in this conceptual framework, reveal that people, consciously or to adapt to their environment, live by going beyond their daily routine behaviors and even their behavioral frameworks, by putting some of their values on

hold during their vacation. While being a tourist, if the person exceeds the specified thresholds, he/she prefers to live himself/herself differently than he/she is by taking a break from "being himself/herself" tough for a certain period time. In the mentioned threshold process, although the individuals on holiday and in daily life are the same, the attitudes and behaviors of these individuals may appear in different ways. Behaviors expressed as liminoid behavior; basically include daily life behaviors that include "fun and pleasure" and behaviors that are generally displayed in a different situation, acting in a role or having non-serious indicators. The reason why people exhibit different behaviors can be attributed to the pleasure and fun inherent in being a tourist.

Developments during the Covid-19 pandemic and changes in daily life seriously affect tourist behavior. In particular, it is thought that the level of exhibiting liminoid behaviors, which is the main topic of the study, by tourists during the pandemic, differentiated significantly. It is thought that the perceived risk factor, which is considered to be one of the reasons and is the subject of the study, is effective in the liminoid behaviors of tourists. The perceived risk factor, which varies from person to person, has been examined as a factor that is thought to affect the degree of liminoid behavior during the pandemic process.

While the concept of risk expresses preferences that cause positive and negative consequences in many areas, when considered as consumer behavior, it is generally used to express situations that are likely to have negative consequences (Stone & Gronhaug, 1993). The concept of perceived risk is used by Mitchell (1992) to describe the complex, uncertainty process that can occur in the purchasing process, which is exhibited by the consumer who prefers habitual situations, minimizing incompatibility. Perceived risk shows the negative consequences of people's preferences and emerges when a wrong decision made as a result of the consumer's behavior during the purchasing process, will have a significant outcome. Perceived risk was evaluated in six different dimensions by Stone and Mason (1995). According to the literature review, 6 risk types were practiced in numerous studies, and they were explained under the titles "physical, time, social, functional (performance), psychological and financial risk".

Considering that individuals from different professions are also potential tourists, it is a

natural result that tourist behaviors during the pandemic also show personal differences. Nevertheless, the fact that the period, which is thought to cause the differentiation of tourist behavior, is caused by a pandemic, reveals the importance of the views and behaviors of healthcare professionals. With the analytical knowledge they have, the healthcare professionals who constitute the universe of the study can differentiate from the behaviors expected from society in line with the precautions. What will enable these behaviors to differ is proportional to the degree to which this analytical information affects the understanding of the perceived risk. As a result, the perceived risk underlying the displayed liminoid behaviors, based on healthcare professionals who are expected to exhibit potential tourist behaviors during the period when they can be considered tourists, gains importance. The reason for this is the significant relationship between perceived risks and behaviors (Mitchell, 1992; Cases, 2002; Pikkarainen, Pikkarainen, Karjaluoto, & Pahlila, 2004; Lim, 2003). Therefore, the mediating role of the perceived risk factor was tested and the degree of interaction in the model was examined in order to explain more significantly the relationship between tourist behavior and liminoid behavior, which is the area of the study. Examining different variables to explain tourist behavior during the Covid-19 pandemic will be useful in explaining the process.

3. Research Methodology

An online survey technique was implemented for the data collection in this study. The online survey technique is frequently used in social researches, as it enables to reach of a large number of participants in a short time (Evans & Mathur, 2018). In addition, because data were collected during the period when pandemic measures were in progress, the online survey technique was considered the most convenient technique to reach the participants.

Participants consist of healthcare professionals working in the health sector in Turkey. Healthcare workers were accepted as the research sample because it was accepted that they had the most accurate information to be applied during the pandemic process and the degree of application of this information would reflect the truth more accurately. Statements made to the public during the pandemic process and their counterparts in practice can sometimes conflict. For this reason, compliance with the rules set by the rule makers and the degree of compliance should be compared

with their own views. Data were collected in September and December 2020, when the pandemic protection measures are most intense. A total of 134 questionnaires were obtained using random sampling with the participation of healthcare professionals working in different hospitals in Ankara, Turkey. It was decided that this number was sufficient for PLS modelling according to the number of items in the scale (Hair, Ringle, & Sarstedt, 2011).

In addition to demographic variables, the questionnaire includes constructs of “the pandemic impacts on participants' tourist behaviour”, “the risk perceptions”, and “the liminoid behaviours”. In the explanation of the pandemic impacts on tourist behaviour by Wen, Huimin, & Kavanaugh, (2005) scale was applied such as “I will reduce the length of travel and tourism after Covid-19”. For other variables, Polat's (2015) liminoid behaviour scale was used. A sample item from this measure is “I try to have fun unlimited during the holidays”. Lastly, Stone and Mason's (1995) risk perception scale was performed such as “When getting a touristic service, I am concerned it will harm my health.”. The five-point Likert scales (ranging from 1 = strongly disagree to 5 = strongly agree) was used as the item format.

In analysis, factor analysis was applied for the construct validity of the variables in the research model. Partial least squares structural modeling (PLS) were used to test the research hypothesis with the help of the SmartPLS 2.0 analysis software. Also, PLS makes minimal demands in terms of a sample size to validate a model, compared to alternative structural equation modeling technique (Chin, 1998).

Table 1 - Characteristics of the participant

Variable	Sample composition	Frequency	Percentage
Age	18-25 years	31	23.134
	26-33 years	26	19.403
	34-41 years	36	26.866
	42-49 years	28	20.896
	Over 50	13	9.701
Gender	Female	63	47.014
	Male	71	52.985
Working duration	Less than 5 year	44	32.836
	6-11 year	35	26.119
	12-17 year	25	18.657
	18-23 year	18	13.433
	Over 24 years	12	8.955

Source: Author

4. Findings and Analysis

In the study, to understand the characteristics of the participants, their age, gender, and working duration were asked in the questionnaire. The findings show that the participants have heterogeneous characteristics (Table 1). Generally, most of the participants are under the age of 40. The rates of female and male participants are very close. Besides, the working duration of the majority of the participants is over 5 years.

The validity of the constructs was tested by applying factor analysis. Items whose factor loadings and reliability scores were not at a good enough level were removed from the analysis (Tinsley & Brown, 2000). The pandemic impacts on participants' tourist behaviour consisting of 13 items with three factors. Factors were named with general impacts, travel attitudes and preferences, and hygiene and safety factors as in the original scale. A structure with 4 factors and 12 items was obtained in the perceived risk variable. According to the analysis, social, financial, time, and physical risk factors have explained the risk perceptions of the participants. Finally, it was revealed that the liminoid behaviours of the participants had privacy, tolerance, hedonism, and playful dimensions.

As can be seen in Table 2, factor loadings which indicate the scale is convergent validity, are above the value of 0.70 (Chin, 1998). Cronbach's Alpha values of each variable are 0.70, a good level (Nunnally, 1967). Composite reliability (CR), and the average variance extracted (AVE) were examined to test the reliability of variables. CR values for each variable are above the recommended value of 0.70 and AVE values are also above 0.50, which is the acceptable value (Fornell & Larcker, 1981; Hair et al., 2014).

The correlations mean, and standard deviation values for the variables are presented in Table 3. Fornell-Larcker criterion and the heterotrait-monotrait (HTMT) ratios were examined for discriminant validity. As Fornell-Larcker criterion, the square root of AVE for each factor is greater than the levels of correlations (Fornell & Larcker, 1981). As an alternative approach based on the multitrait-multimethod matrix, the HTMT ratio of correlations has been suggested for assessing discriminant validity by Henseler, Ringle, and Sarstedt, (2015). In this regard, the HTMT value is below 0.90 as suggested (Gold et al. 2001).

Table 2 - Scale items, reliabilities, and factor analysis results

Variables	Factors	Items	Loadings	Cronbach's Alpha (α)	Composite Reliability (CR)	Average Variance Extracted (AVE)
The pandemic impacts on participants' tourist behaviour	General impacts	C1	0.894	0.709	0.843	0.646
		C2	0.866			
		C3	0.724			
	Travel attitudes and preferences	C6	0.801	0.860	0.891	0.627
		C7	0.862			
		C10	0.883			
		C12	0.834			
	Hygiene and safety	C21	0.704	0.896	0.922	0.704
		C15	0.871			
		C16	0.907			
C17		0.772				
C19		0.865				
The risk perceptions	Financial risk	R4	0.835	0.772	0.866	0.683
		R5	0.871			
		R6	0.770			
	Social risk	R7	0.917	0.908	0.942	0.844
		R8	0.920			
		R9	0.920			
	Physical risk	R10	0.903	0.777	0.870	0.694
		R11	0.883			
		R12	0.707			
	Time risk	R16	0.896	0.911	0.944	0.849
R17		0.939				
R18		0.929				
The liminoid behaviors	Hedonism	L3	0.810	0.858	0.904	0.702
		L4	0.777			
		L5	0.874			
		L6	0.885			
	Privacy	L7	0.735	0.911	0.931	0.695
		L8	0.860			
		L9	0.857			
		L10	0.859			
		L11	0.804			
	Tolerance	L12	0.878	0.819	0.880	0.649
		L13	0.904			
		L14	0.775			
		L15	0.840			
Playful	L16	0.718	0.914	0.946	0.853	
	L21	0.919				
	L22	0.934				
		L23	0.917			

All loadings are significant at the 0.01 level or better.

Source: Author

Table 3 – HTMT ratios, the square roots of the AVE, correlations, means and, standard deviations values.

Factors	General impacts	T. attitudes and p.	Hygiene and safety	Financial risk	Social risk	Physical risk	Time risk	Hedonic	Privacy	Tolerance	Playful
Mean	4.057	3.775	4.388	4.221	2.878	4.025	2.876	3.103	2.496	3.299	2.326
S.D.	1.265	1.350	4.729	0.934	1.466	1.152	1.422	1.496	1.589	1.518	1.548
1	0.804*	0.381	0.267	0.394	0.464	0.484	0.458	0.305	0.389	0.488	0.463
2	0.320	0.792*	0.590	0.209	0.147	0.355	0.355	0.232	0.162	0.188	0.189
3	0.171	0.474	0.839*	0.459	0.100	0.481	0.140	0.097	0.097	0.241	0.184
4	0.314	0.198	0.399	0.827*	0.175	0.677	0.160	0.199	0.197	0.305	0.247
5	0.374	0.114	0.013	0.035	0.819*	0.258	0.767	0.399	0.641	0.338	0.565
6	0.379	0.322	0.373	0.525	0.184	0.833*	0.486	0.439	0.641	0.443	0.244
7	0.371	0.229	0.124	0.119	0.704	0.427	0.821*	0.579	0.672	0.542	0.697
8	0.239	-0.108	0.021	0.138	0.356	0.373	0.516	0.838*	0.786	0.801	0.738
9	0.315	-0.088	-0.054	-0.016	0.590	0.197	0.615	0.691	0.833*	0.769	0.811
10	0.366	0.103	0.199	0.265	0.309	0.362	0.484	0.725	0.657	0.806*	0.653
11	0.368	-0.126	-0.155	-0.146	0.524	0.214	0.637	0.656	0.795	0.549	0.823*

Notes: *The diagonal elements (in bold) show the square roots of the AVE of each construct.

The off-diagonal elements' upper side shows the HTMT ratios

The off-diagonal elements' lower side shows the correlations.

Source: Author

The structural model of the research was tested with the PLS modeling method to test the research hypotheses. A bootstrap procedure (with 1000 samples) has been applied to evaluate the statistical significance path coefficients (Chin,1998). The first step in applying mediation analysis is to test a direct relationship between independent and dependent variables (Baron & Kenny, 1986). Because of significant relationship was not observed between the travel attitudes and preferences ($p > 0.05$) and hygiene and safety ($p > 0.05$) factors and the dependent variables, mediation analysis for these variables couldn't be performed. On the other hand, the mediating role of perceived risk factors in the causal relationship between the variable of perceived general (pandemic) impacts and liminoid behaviours factors could be tested. Table 4 presents path coefficients, t-values, Cohen's Indicator (f^2), R^2 values, and hypothesis decisions. In this regard, the R^2 of the endogenous variables presents that the explanatory power of the model was over 0.25, within acceptable limits (Chin, 1998). The Cohen's Indicator revealed how useful each construct is for the structural model evaluated and f^2 values of 0.02, 0.15, and 0.35 are considered small, medium, and large, respectively.

According to the path analysis results, perceived risk has mediating effects between pandemic's

impacts and liminoid behaviour in various contexts. Firstly, time risk perception mediates between the pandemic's general impact variable and privacy liminoid behaviour (β : 0.13, t : 2.495, $p < 0.05$). Also, social risk perception mediates between variables of general impact variable and privacy liminoid behaviour (β : 0.11, t : 2.474, $p < 0.05$). On the other hand, the perceived time risk factor has a mediating effect in explaining tolerance liminoid behaviour (β : 0.14, t : 2.490, $p < 0.05$). The role of the perceived time risk factor in the structural model is quite remarkable. Similarly, the perceived time risk mediates in the explanation of the hedonism liminoid behavior (β : 0.13, t : 2.386, $p < 0.05$). Moreover, perceived time risk has a mediating role in the explanation of playful liminoid behavior (β : 0.17, t : 2.738, $p < 0.05$). Finally, the financial risk perception has a negatively and low mediating effect between the general impact and playful liminoid behaviour (β : -0.07, t :2.231, $p < 0.05$).

5. 5. Discussion

The effects of the Covid-19 pandemic in the world have brought different measures and practices in many sectors, leading to the occurrence of situations that have higher risks and are not constantly encountered. The tourism sector, which is one of these sectors, was also affected by the pandemic at macro levels, such as tourism

Table 4 – Structural model test results

Hypothesized relationships	Path coefficient	f ² values	T values	Supported/ not supported
General impacts -> Time risk -> Privacy	0.134	0.118	2.495*	Supported
General impacts -> Physical risk -> Privacy	0.003	0.000	0.126	Not supported
General impacts -> Financial risk -> Privacy	-0.022	0.008	0.783	Not supported
General impacts -> Social risk -> Privacy	0.115	0.080	2.474*	Supported
R ² = 0,43				
General impacts -> Time risk -> Tolerance	0.147	0.112	2.490*	Supported
General impacts -> Physical risk -> Tolerance	0.027	0.007	0.738	Not supported
General impacts -> Financial risk -> Tolerance	0.045	0.027	1.054	Not supported
General impacts -> Social risk -> Tolerance	-0.010	0.000	0.215	Not supported
R ² = 0,28				
General impacts -> Time risk -> Hedonism	0.136	0.098	2.386*	Supported
General impacts -> Physical risk -> Hedonism	0.061	0.033	1.669	Not supported
General impacts -> Financial risk -> Hedonism	-0.005	0.000	0.148	Not supported
General impacts -> Social risk -> Hedonism	0.011	0.001	0.254	Not supported
R ² = 0,29				
General impacts -> Time risk -> Playful	0.172	0.206	2.738*	Supported
General impacts -> Physical risk -> Playful	0.032	0.012	1.124	Not supported
General impacts -> Financial risk -> Playful	-0.073	0.097	2.231*	Supported
General impacts -> Social risk -> Playful	0.056	0.020	1.271	Not supported
R ² = 0,47				

*The t-values demonstrate a statistically significant relationship at the 0.05 level or better.

Source: Author

activities and economic reflections, and micro levels such as tourist behaviors and preferences.

Revealing the relationship between the dimensions of the study is important in unveiling the behavior of healthcare professionals as tourists within the framework of the measures in the Covid-19 pandemic and several different behaviors necessitated by being a tourist. How the perceived risk factor examined within the scope of its mediating relationship is evaluated by healthcare professionals with analytical knowledge is considered here as an element that should be examined in parallel with social risk factors. One of the most important elements that reveal the importance of the study is the behavioral evaluation of the pandemic restrictions and precautions applied and the ability to unveil the reasons for behavioral changes in this extraordinary situation. During the Covid-19 pandemic, academic studies have been conducted in many different fields and sectors, but studies on tourist behavior in the field of tourism (Aydın & Doğan, 2020; Acar, 2020; Wen et al., 2020; Kusumaningrum & Wachyuni, 2020) from a behavioral perspective are limited. No other study in which tourist behaviors during the pandemic are associated with liminoid behaviors and the risk factor is associated with the mediating role has been found in the literature. Therefore, the originality of the study emerges, and the examination of the risk factor, which is the other variable, in terms of the healthcare professionals selected as the research universe, has brought a different sectoral perspective to the study. Research constraints in social sciences are also

valid for this study, yet the research variables and the fact that there is no similar study in the literature renders this study a pioneering study. The limitations of the study are that the sample was limited to Ankara province only and that healthcare professionals could be reached via online surveys due to the pandemic. Repeating the study in the future, in different demographic universes or professional groups where risk perception and liminoid behavior interaction are thought to differ, will provide important information to the literature which shows the changes in the process.

6. Conclusions

In order to test the mediating role of the risk factor in the relation of tourist behavior in the Covid-19 pandemic, which is the independent variable in the research model, with liminoid behaviors, which is the dependent variable, the analyzes were carried out only on the related dimensions due to the precondition that the dependent and independent variables were related. As a result of these analyzes, the sub-dimensions of privacy, tolerance, pleasure, and playful personality can significantly explain that healthcare professionals can turn to liminoid behavior as tourist behavior in the Covid-19 pandemic.

In this case, it is possible to say that during the pandemic period, healthcare professionals exert liminoid behaviors as tourists secretly, ignoring certain behaviors, putting their playful personalities in the foreground, and enjoy acting in this way. In other words, the tendency of people to exhibit touristic behavior during the pandemic can

cause them to exert liminoid behavior. The fact that these two expressions are in a significant relationship shows that people do not restrict their actions towards the realization of certain liminoid behaviors they want to exhibit as a result of certain restrictions. It is thought that the fact that healthcare professionals who have more and detailed information from the society can show liminoid behaviors may also be an indication that healthcare professionals who are expected to be more sensitive in the pandemic may ignore certain restrictions or that some restrictions recommended to the society are applied more strictly than they should be. However, this is an attitude of the health workers in the sample. It may not be applicable to all healthcare professionals who apply the measures in the pandemic process to varying degrees.

While exhibiting these behaviors, as people perceive social risk and time risks, they attach more importance to confidentiality in exhibiting liminoid behaviors. In other words, they prefer to exert liminoid behaviors secretly in a less noticeable way. It is thought that the reaction they may get from the society with liminoid behaviors or the incompatibility of liminoid behaviors they exhibit with their social status may be effective in considering the social risk and time risk here. Likewise, the perception created by the time risk in terms of exhibiting liminoid behavior on individuals can be perceived as the time lost or unnecessary fatigue considering the situation before and after exhibiting liminoid behaviors. For this reason, it can be concluded that people try to exert liminoid behaviors more secretly due to the thought of losing this time or not being able to use it efficiently.

Likewise, according to the results of the study, healthcare professionals revealed a significant relationship between time risk and tolerance, which is a sub-dimension of liminoid behavior. In the concept of time, which is considered before or after performing a certain behavior, it can be concluded that in the liminoid behavior to be exhibited while deciding to perform the behavior, the tendency to get away from the current situations by enjoying the moment is predominant. Here, it can be concluded that the basic motivation, whether it be social, friends or family circle or social status requirements of the individuals, are not taken into consideration too much and in many liminoid behaviors that are desired to be exhibited, people leave their status or usual structures aside. In addition, the hedonism dimension and the

perception of time risk, which are found to be in a significant relationship, show that the participants in the study are willing to display behaviors they enjoy in order to spend their time better and to increase the satisfaction levels of the moment they live. In other words, the pleasure felt for the present moment and the tendency to move away from many ordinary situations are considered worth the time spent on these behaviors.

There is a significant relationship between tourist behavior's tendency to see liminoid behaviors as a game and its social and financial risk dimensions. If a financial risk is perceived in tourist behavior during pandemic periods, the actions that tend to exhibit liminoid behavior are seen as a game, and exhibiting more fake behaviors apart from the world in which we live, appears in negative correlation. In other words, if the financial risk is perceived, people do not assume liminoid player personalities and they move away from the tendency to behave differently by moving away from the real world. It is possible to say here that financial opportunities create a limit to the tendency to head towards liminoid behaviors. It is important to reveal the relationship between the dimensions of the study and to reveal the different behaviors of healthcare professionals as tourists within the framework of the measures in the Covid-19 epidemic. The degree of evaluation of the perceived risk factor examined within the scope of the mediation relationship in the study by healthcare professionals who have analytical knowledge was accepted as an element that should be examined when considered in parallel with the social risk factors. Research constraints in social sciences are also valid for this study, and considering the research variables, it emerges as a pioneering study since there is no study similar to the literature. Future studies in different universes and processes will make significant contributions to the literature. In particular, studies on different age groups, income levels, education levels and different occupational groups will be important in explaining tourist behavior after the pandemic. Strategies that can be developed for these demographic variables will increase the accuracy of tourism policies. In addition, in this study, different studies can be carried out with different variables such as the quality of experience, well-being or socialization level, which are thought to affect tourism and liminoid behaviors.

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INFO PAGE

The mediating role of perceived risk in the impact of tourist behavior on liminoid behavior in the covid-19 pandemic

Abstract

The main purpose of this study is to determine the mediating role of perceived risk in the impact of tourist behavior on liminoid behavior in the Covid-19 pandemic process and the risk perceived at the level of acting liminoid behaviors. The main research question of the study is to what extent liminoid behaviors are perceived as risky by healthcare professionals in the context of tourist behavior despite the precautions. Participants consist of healthcare professionals working in the health sector in Turkey in 2020. A total of 135 questionnaires were obtained using random sampling with the participation of healthcare professionals working in different hospitals in Turkey. Factor analysis and Partial Least Squares structural modeling (PLS) were applied in the analysis of the collected data. According to the analysis results, perceived risk has a mediating effect between the covid tourist behavior and liminoid behavior in various contexts. As one of the prominent findings, it was concluded that the time risk perceived by the participants mediated the relationship between tourist behavior affected by the pandemic and liminoid behavior. Also the relationship between tourist behavior and the subscales of the risk factor will enable the determination of tourism strategies to be developed for tourist behavior.

Keywords: Covid-19 pandemic, Perceived risk, Liminoid behaviors, Healthcare professionals, Tourist behavior

Authors

Full Name	Author contribution roles	Contribution rate
Kerem Kaptangil:	Conceptualism, Methodology, Validation, Formal Analysis, Investigation, Writing - Original Draft, Writing - Review & Editing	50%
Kübra Aşan:	Conceptualism, Methodology, Validation, Formal Analysis, Writing - Original Draft, Writing - Review & Editing	50%

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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Ethics committee: Bolu Abant İzzet Baysal Üniversitesi Sosyal Bilimlerde İnsan Araştırmaları Etik Kurulu

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Comparative content analysis in hospitality journals

Gürkan Çalışkan*, Kutay Oktay

ABSTRACT

Keywords:

Tourism,
Comparative content analysis,
MAXQDA,
VOSviewer,
Qualitative analysis,
Hospitality journals

This dynamic structure has also shown itself in tourism studies, which have been carried out on current issues. This study examined articles published in hospitality journals in the last 40 years. International Journal of Contemporary Hospitality Management, Journal of Hospitality & Tourism Research, and International Journal of Hospitality Management in SSCI were selected as case studies. Five thousand three hundred and ninety-five articles in the journals were analyzed using the content analysis method. MAXQDA and VOSviewer programs were used as analysis tools. Comparative content analysis was made. The changes in the word frequencies of the studies were revealed in 10-year periods. Keywords of the articles, author collaborations, and country collaborations were analyzed. The study results show that the main themes of the research are similar, but different words come to the fore over time. The keywords Satisfaction, Hotels, Hospitality, and Tourism were used more. Themes such as social media, social customer, social life, social management, customer, value, communication, and the brand were used more, especially after the 2000s. The United States, Hong Kong, and China are first-in cooperation countries. The most productive authors are Hua, N., Kim, H., Han, H., Matilla, A. S., and Law, R..

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1. Introduction

The dynamic nature of tourism has been the subject of research in tourism research. Tourism paradigms have emerged due to the change in the tourism sector, which renews itself over time and appears in different types and structures. Tourism paradigms are generally grouped under three headings. These are pre-modern, modern, and post-modern periods. The pre-modern period refers to the time from the first period of the tourism movement to the realization of package tours that emerged under Thomas Cook's leadership (Onhan, Yıldız, & Güneş, 2018). The modern period is the tourism movement developed under Thomas Cook's leadership and expresses the period until the development of alternative tourism in the 2000s. The post-modern period is when mass tourism has been rapidly abandoned since the 2000s. Individual and group travel has become widespread, and participants have become more accessible and alternative types (Chheang, 2009; Kozak, Akoğlan Kozak, & Kozak, 2015; Triarchi & Karamanis, 2017).

Tourism research refers to a sub-branch of social sciences. It has been a developing and increasing

field of study in recent years (Gren, & Huijbens, 2012; Robinson, Heitmann, & Dieke, 2011). According to Shaw and Williams (2004), tourism contains a part of every aspect of life. Tourism researchers should take part in discussions in social sciences and get to know different disciplines closely. So, the phenomenon of tourism can be expressed.

Studies are examining the developments in tourism research in the related literature. Law, Leung, & Buhalis (2010) evaluated the regional and institutional contributions of important research journals in the field of accommodation and tourism from an academic leadership perspective. The study shows that the editorial and editorial board members have the most prominent regional and national share, especially in the USA. Given the institutes, few universities in the world can show academic leadership. Park, Phillips, Canter, & Abbott (2011) examined the authors, the countries, and the universities that contributed to tourism research. Within the scope of the study, 2834 articles were published between 2000 and 2009. The Journal of Hospitality & Tourism Research, International Journal of Hospitality

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Research paper

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Management, Cornell Hospitality Quarterly, Tourism Management, Annals of Tourism Research, and Journal of Travel Research were analyzed. In these studies, 50 authors and 20 countries came to the fore.

King, Funk, & Wilkins (2011) examined the harmony between tourism research and tourism sector priorities. The study's findings show that industry priorities are not consistent with tourism research. Tsang and Hsu (2011) examined China's tourism research. The study results show that the research focuses on consumer behavior, and multi-author and mixed methods are used. Line and Runyan (2012) analyzed 274 articles published between 2008 and 2010. The study results show that the focus is on the marketing environment, functions, electronic marketing, public relations, demand, price, and sales.

Shen, Morrison, Wu, Park, Li, & Li (2014) studied the research focus and countries of 4654 articles from 32 academic tourism journals from 2002 to 2011. The study shows tourism researches are distributed to 126 countries, and sustainability, ecotourism, cultural tourism, rural tourism, and sports tourism come to the forefront among the topics studied. Zhang, Lan, Qi, & Wu (2016) examined 16024 tourism articles published in China between 2003-2012. The study results show that 13608 authors wrote these studies from 2565 universities. Gursoy and Sandstrom (2016) examined top-tier journals in hospitality and tourism. Annals of Tourism Research, Tourism Management, and Journal of Travel Research were identified as top-tier journals in tourism. In contrast, the International Journal of Hospitality Management and Journal of Hospitality & Tourism Research were identified as top-tier journals in the field of hospitality.

Park, Chae, & Kwon (2018) reviewed the International Journal of Contemporary Hospitality Management, Cornell Hospitality Quarterly, Journal of Hospitality & Tourism Research, and International Journal of Hospitality Management, which they described as the four best journals for hospitality businesses. The abstracts of 4139 articles were examined in the study. Fifty topics came to the fore. Among these topics, the most studied ones were hospitality, job satisfaction, customer satisfaction, development of tourism, and marketing strategies. Mulet-Forteza, Genovart-Balaguer, Merigo, & Mauleon-Mendez (2019) conducted the bibliometric analysis of the first 30 years of The International Journal of Contemporary Hospitality Management. The

study results show that English-speaking countries are the countries that produce the highest number of articles, followed by Asia and Hong Kong.

Ali, Park, Kwon, & Chae (2019) studied the International Journal of Contemporary Hospitality Management trends in the 30 years. The abstracts and keywords of 1573 articles between 1989 and 2018 were handled within the scope of the study. The study results show an increase in the number of articles and co-authors, diversity of collaboration, and the topics also change over time. This study focuses on only one journal. We analyzed and compared three journals. Khan and Hefny (2019) systematically evaluated 9364 articles published between 2002 and 2017. The prominent theories in the studies were identified as planned behavior theory, mediation theory, social change theory, social identity theory, resource-based theory, and real action theory. Belarmino and Koh (2020) studied 107 articles published in various disciplines about the hospitality industry between 2010 and 2017. The study results show that the topics discussed have expanded, but they are still undiscovered.

Tourism studies generally are emphasized current issues. The current situation and problems of tourism have been evaluated. There is a need to examine the current status of tourism studies. So, these changes and current developments in tourism and hospitality research can be followed, and awareness can be created. (Ali et al., 2019; Belarmino & Koh, 2020). Examining hospitality research with a comparative content analysis method can reveal the current situation. In this context, the central questions of our research are:

- How has the development and change of hospitality researches over time?
- What are the main keywords and words in accommodation research?
- How are the collaborations between the authors? Who are the featured authors?
- How is the cooperation between countries? Which are the leading countries?
- What are the current trends in accommodation studies?

2. Method

We examined tourism researches in accommodation journals in the study—collected data between January and July 2020. We included all the articles from the 1980s to 2020 for analysis, using the content analysis technique, one of the qualitative analysis techniques in this study. The

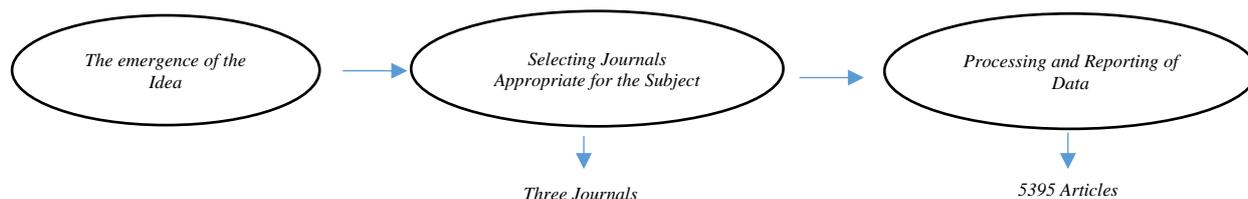


Figure 1. Flow Chart (Obtaining Data)

Source: Authors

data obtained were analyzed with the MAXQDA analysis program. The content analysis aims to reach the most commonly used concepts, events, and thoughts in written texts, images, or discourses. We used MAXQDA. These programs can analyze the words and provide visuals by this analysis (Kozak, 2018). We revealed the changes between the articles in journals in 10-year periods. The development, change, and current stage in hospitality researches was explained. We used "Word Frequency" analysis in the "MAXDicto," excluding adverb, adjective, and subject. The 20 most used words were determined. We used the VOSviewer analysis tool for revealing keywords, author collaborations, and country collaborations in these three journals. Scopus database was used for exported data for analysis in VOSviewer (collected data in October of 2020).

The study used articles in the International Journal of Contemporary Hospitality Management, Journal of Hospitality & Tourism Research, and International Journal of Hospitality Management. These journals are included in the Social Sciences Citation Index (SSCI). The main reason for choosing the International Journal of Contemporary Hospitality Management, Journal of Hospitality & Tourism Research, and International Journal of Hospitality Management as a field of study is that they are the leading journals in tourism. Scimago journal rankings and literature show that these journals are essential for accommodation. Gürsoy and Sandstrom (2016) reviewed the top-ranked magazines in the field of accommodation and tourism. Annals of Tourism Research, Tourism Management, and Journal of Travel Research ranked at the top in tourism.

The International Journal of Hospitality Management and Journal of Hospitality & Tourism Research rank high in hospitality rankings. Park et al. (2018) identified the top four journals for hospitality businesses as International Journal of Contemporary Hospitality Management, Cornell Hospitality Quarterly, Journal of Hospitality & Tourism Research, and International Journal of Hospitality Management. Figure 1 shows the flowchart used to process the data in the study.

3. Findings

The findings are discussed under three headings. These; The findings for The International Journal of Contemporary Hospitality Management, the Journal of Hospitality & Tourism Research, and the International Journal of Hospitality Management.

The Findings For International Journal of Contemporary Hospitality

The International Journal of Contemporary Hospitality Management is an international journal that started its online publication life in 1989 and focuses on hospitality and tourism businesses management. It ranks fifth in the Scimago Journal, ranking on "Tourism, Leisure and Hospitality Management." It has been regularly in Q1 on "Tourism, Leisure and Hospitality Management" since 2011. According to Journal Citation Reports data, the 5-year "Impact Factor" score is 6.226. According to Scopus data, the CiteScore score is 9.1. Within the scope of the study, articles between 1989 and 2020 were handled. A 1998 article, which is available online and is between volumes 1 and 32, was reviewed (including number 32). There were no articles that could not be accessed (emerald.com, 2020; scimagojr.com, 2020). Figure 2 shows the total citations of the International Journal of Contemporary Hospitality Management by years.



Figure 2. Total Citations of the International Journal of Contemporary Hospitality Management by Years

Source: scimagojr.com, 2020

Table 1. The word frequency analysis of the International Journal of Contemporary Hospitality

International Journal of Contemporary Hospitality									
1980-1989 (10 Articles)		1990-1999 (340 Articles)		2000-2009 (531 Articles)		2010-2019 (1056 Articles)		2020 (61 Articles)	
Word	f	Word	f	Word	f	Word	f	Word	f
Management	269	Management	10072	Management	12715	Journal	47826	Research	3664
Hotel	230	Hospitality	8954	Hospitality	11906	Management	46830	Hospitality	3628
Hotels	170	Hotel	6928	Tourism	9646	Research	45152	Journal	3258
Service	163	Tourism	6102	Journal	9274	Hospitality	45043	Management	3066
Industry	143	Service	5646	Hotel	9217	Hotel	39201	Social	2544
Food	116	Journal	5390	Service	7575	Tourism	34986	Tourism	2377
Productivity	115	International	5373	Industry	7116	University	26560	Hotel	1885
Hospitality	103	Industry	4514	International	6855	Customer	25374	Service	1660
Catering	90	Quality	4271	Research	6354	International	23722	International	1350
Staff	86	Research	3240	University	5278	Social	22669	Performance	1221
Customer	85	Business	3199	Customer	4385	Industry	20826	Experience	1219
Sector	84	Contemporary	3072	Business	4379	Performance	19849	Brand	1089
Product	82	Hotels	3060	Information	4059	Value	19795	Customer	1086
Quality	82	Market	2712	Food	3928	Satisfaction	19679	Satisfaction	1084
Strategy	80	Managers	2683	Quality	3897	Marketing	19222	Industry	1075
Journal	79	Customer	2469	Managers	3740	Quality	18478	Value	1064
Market	75	Development	2441	Marketing	3691	Brand	17397	Organizational	969
Performance	75	University	2356	Performance	3521	Employees	17354	Restaurant	858
Budget	73	Information	2283	Contemporary	3421	Work	17189	Marketing	839
Companies	68	Food	2173	Development	3353	Information	16902	Business	821

Source: emerald.com, 2020

The word frequency analysis of the International Journal of Contemporary is shown in Table 1.

According to Table 1, “management, hospitality, hotels” are the most used words. In the last ten years, it has been seen that the words “social and customer” are at the top. Keywords analysis was performed to understand better and interpret the word frequency. The “network visualization” image of the keywords map created according to the data exported from the Scopus database is shown in Figure 3. 1981 articles were reached between 1989 and 2020 in the Scopus database for the International Journal of Contemporary Hospitality Management (Scopus.com, 2021a).

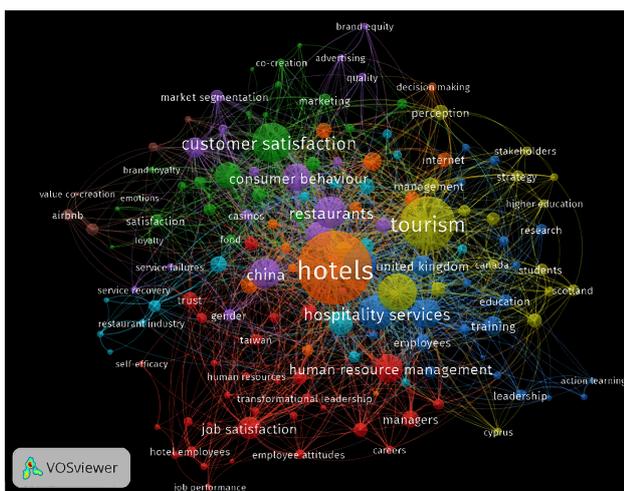


Figure 3. Keywords (Network Visualization) (International Journal of Contemporary Hospitality)

Source: Authors

The keywords in Figure 3 were prepared according to a minimum repeat number of 8 (149 of 3997 keywords met this criterion). The number of repetitions for the keywords and their link strength with other keywords were calculated. The word “Hotels” was the most frequently used keyword with a total connection strength of 438 (251, 438). Numbers in parentheses indicate occurrences and total link strength, respectively. Other words for the first ten keywords are as follows: Tourism (162, 277), Customer Satisfaction (78, 171), Hospitality Management (90, 166), Hospitality Services (69, 145), Hospitality (84, 131), Restaurants (78, 128), China (64, 121), Hospitality Industry (78, 113), and Human Resource Management (56, 105). The highest connection occurred in the hotels' group. The hotels are connected with other keywords: tourism, restaurants, customer satisfaction, human resource management, China, job satisfaction, and service quality.

The “network visualization” image of the country map created according to the data exported from the Scopus database is shown in Figure 4 (Scopus.com, 2021a).

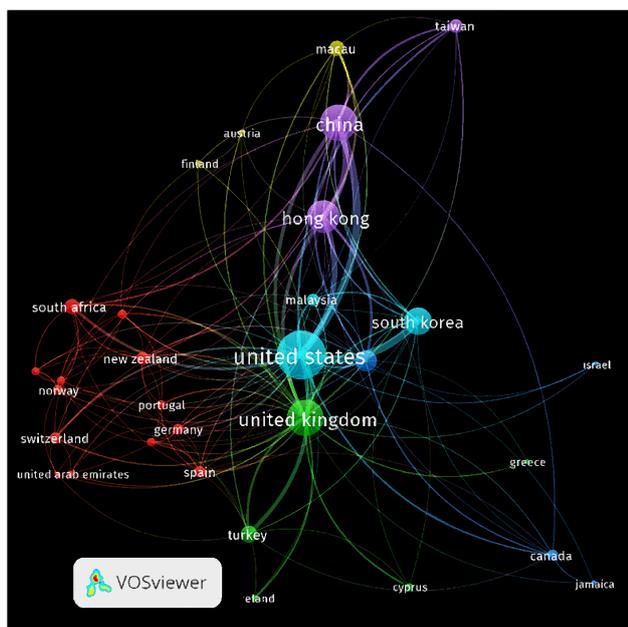


Figure 4. Country (Network Visualization) (International Journal of Contemporary Hospitality)

Source: Authors

The countries in Figure 4 were prepared according to the minimum publication number of 8 (31 of 85 countries met this criterion). The number of publications for the countries and their link strength with other countries was calculated. With 652 documents, 20370 citations, and 306 total link strengths, the United States has the most connection strength. Statistical data for other countries are as follows (Top 10): China (170, 5026, 182), United Kingdom (536, 12749, 177), Hong Kong (182, 6846, 149), South Korea (131, 4709, 108), Australia (129, 4784, 68), Turkey (86, 2985, 43), Macau (37, 896, 36), South Africa (27, 739, 35), Taiwan (74, 2045, 30). The colors in the figure show clusters that are connected. Countries in the same cluster refer to each other more frequently. The cluster with the highest connectivity includes countries like the United States, United Kingdom, Hong Kong, China, South Korea, Turkey, Spain, and Thailand.

The “network visualization” image of the author map created according to the data exported from the Scopus database is shown in Figure 5 (Scopus.com, 2021a).

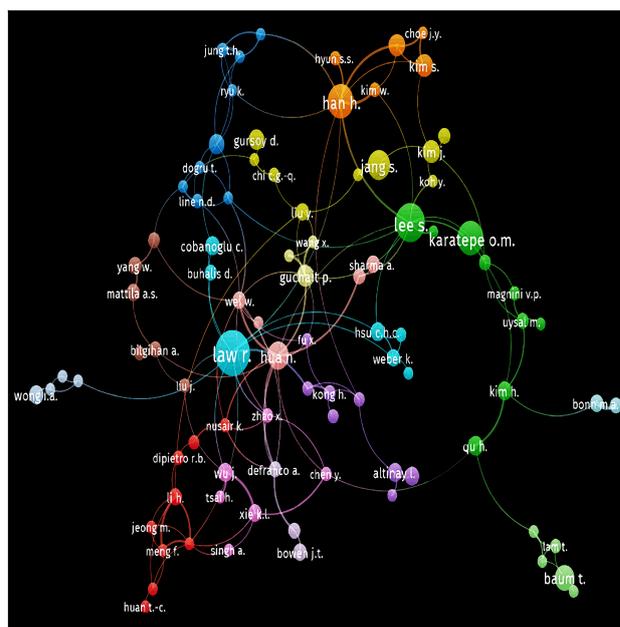


Figure 5. Author (Network Visualization) (International Journal of Contemporary Hospitality)

Source: Authors

The authors in Figure 5 were prepared according to the minimum publication number of 5 (126 of 2935 countries met this criterion). The number of publications for the authors and their link strength with other authors was calculated. Hua N. has the most connection strength (16 documents, 242 citations, and 22 total link strengths). Statistical data for other authors are as follows (Top 10): Han H. (21, 851, 20), Lee S. (26, 508, 17), Guchait P. (11, 215, 15), Law R. (33, 1653, 14), Wei W. (8, 87, 14), Li H. (8, 103, 11), Zhang Z. (5, 144, 11), Defranco A. (7, 108, 10), Hwang J. (11, 251, 10). The colors in the figure show clusters that are connected. Authors in the same cluster refer to each other more frequently. The cluster with the highest connectivity includes authors like Hua N., Lee S., Guchait P., Upneja A., Wei W., Torres E. N., Fu X., Zhao X., Bilgihan A., Nusair K., Defranco A., Chen Y..

The Findings For Journal of Hospitality & Tourism Research

Journal of Hospitality & Tourism Research is an international journal focusing on hotel and tourism studies. It ranks seventh in the Scimago Journal, ranking on "Tourism, Leisure and Hospitality Management." It has been regularly in Q1 on "Tourism, Leisure and Hospitality Management" since 2008. The 2-year "Impact Factor" score in Journal Citation Reports data is 3.816. CiteScore score is 6.8 according to Scopus data. The first volume of the journal was published in 1976.

connected with other keywords: tourism, marketing, consumer behavior, service recovery, restaurant, satisfaction, lodging, job satisfaction, hospitality management, education, strategy, hotels, hotel, human resources, curriculum, customer engagement, quality, and service failure.

The “network visualization” image of the country map created according to the data exported from the Scopus database is shown in Figure 8 (Scopus.com, 2021b).

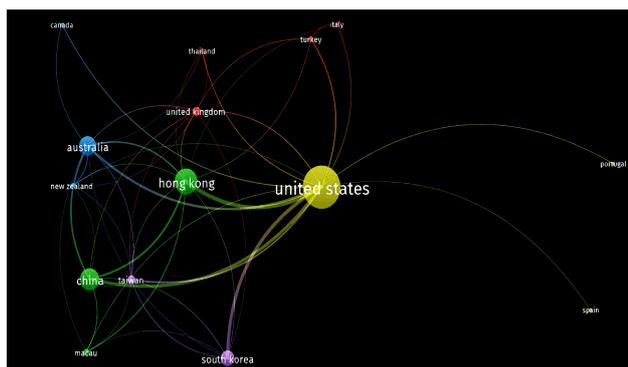


Figure 8. Country (Network Visualization) (Journal of Hospitality & Tourism Research)

Source: Authors

The countries in Figure 8 were prepared according to the minimum publication number of 8 (15 of 82 countries met this criterion). The number of publications for the countries and their link strength with other countries was calculated. With 846 documents, 19456 citations, and 130 total link strengths, the United States has the most connection strength. Statistical data for other countries are as follows: Hong Kong (97, 3513, 69), China (52, 1113, 56), Australia (90, 2678, 48), South Korea (43, 2130, 36), Taiwan (32, 906, 19), United Kingdom (43, 817, 19), Macau (13, 522, 13), New Zealand (14, 504, 10), Turkey (11, 762, 10). The colors in the figure show clusters that are connected. Countries in the same cluster refer to each other more frequently. The cluster with the highest connectivity includes countries the United States, Hong Kong, China, Taiwan, Australia, South Korea, Macau, New Zealand, Thailand, Canada, United Kingdom, Turkey, Italy, Portugal, Spain.

The “network visualization” image of the author map created according to the data exported from the Scopus database is shown in Figure 9 (Scopus.com, 2021b).

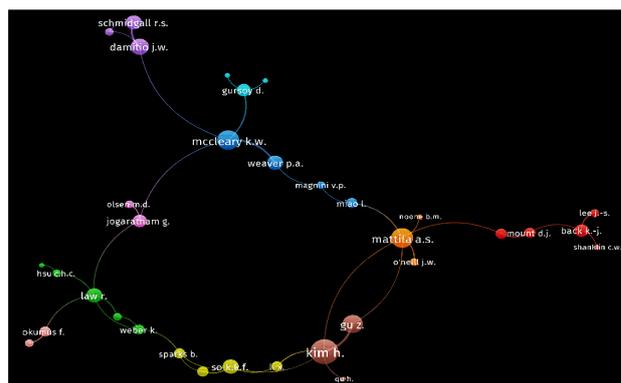


Figure 9. Author (Network Visualization) (Journal of Hospitality & Tourism Research)

Source: Authors

The authors in Figure 9 were prepared according to the minimum publication number of 5 (72 of 1606 countries met this criterion). The number of publications for the authors and their link strength with other authors was calculated. Kim H. has the most connection strength (nine documents, 310 citations, and 11 total link strengths). Statistical data for other authors are as follows (Top 10): Mattila A. S. (17, 917, 8), Mccleary K. W. (15, 415, 8), Gu Z. (10, 300, 7), Riegel C. D. (9, 39, 7), Damitio J. W. (5, 28, 6), Brymer R. A. (6, 107, 5), Lambert C. U. (10, 36, 5), Law R. (17, 698, 5), Schmidgall R. S. (8, 53, 5). The colors in the figure show clusters that are connected. Authors in the same cluster refer to each other more frequently. The cluster with the highest connectivity includes authors like Kim H., Mattila A. S., Gu Z., Gu H., Li X., So. K. K. F..

The Findings For Journal of Hospitality Management

The International Journal of Hospitality Management is an international journal covering trends and developments in the hospitality industry. It ranks fourth in the Scimago Journal ranking on "Tourism, Leisure and Hospitality Management." It has been regularly in Q1 on "Tourism, Leisure and Hospitality Management" since 2009. According to Journal Citation Reports data, the 2-year "Impact Factor" score is 6,701. CiteScore score is 8.0 according to Scopus data. The journal, which started its online publication in 1982 and published its first volume, reached its 89th volume in 2020. Two thousand two hundred thirteen articles between volumes one and 86 were discussed in the study (including 86). There were no articles that could not be accessed (journals.elsevier.com, 2020; scimagojr.com, 2020). Figure 10 shows the total citations of the International Journal of Hospitality Management by years.

responsibility, hotel management, sustainability, lodging industry, online reviews, Airbnb, moderating effect, service recovery, food quality, value, co-creation, experience, emotions, loyalty, brand loyalty, motivation, personality, culture, and online rating.

The “network visualization” image of the country map created according to the data exported from the Scopus database is shown in Figure 12 (Scopus.com, 2021c).

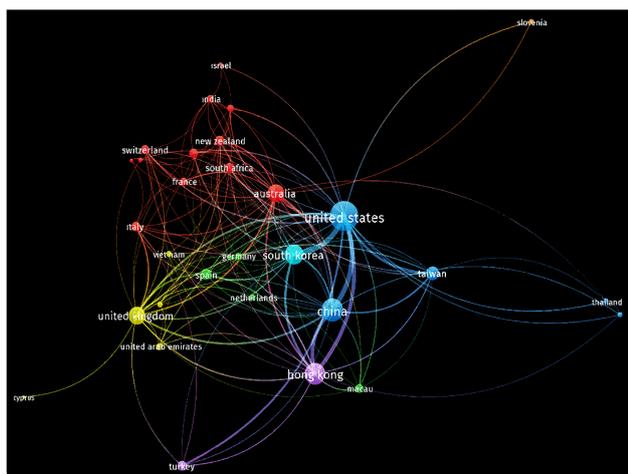


Figure 12. Country (Network Visualization) (International Journal of Hospitality Management)

Source: Authors

The countries in Figure 12 were prepared according to the minimum publication number of 8 (31 of 78 countries met this criterion). The number of publications for the countries and their link strength with other countries was calculated. With 953 documents, 36718 citations, and 430 total link strengths, the United States has the most connection strength. Statistical data for other countries are as follows: China (232, 8267, 242), Hong Kong (225, 11571, 211), South Korea (197, 11129, 169), United Kingdom (181, 5896, 129), Australia (158, 5804, 127), Taiwan (181, 8961, 68), Spain (107, 4766, 44), Turkey (49, 2454, 37), New Zealand (32, 1018, 36). The colors in the figure show clusters that are connected. Countries in the same cluster refer to each other more frequently. The cluster with the highest connectivity includes countries the United States, South Korea, China, Taiwan, Hong Kong, United Kingdom, Spain, Thailand, Norway, Macau, Turkey, Slovenia, Netherlands, Canada, United Arab Emirates, Italy, Switzerland, France, South Africa, New Zealand, Portugal, India, Israel.

The “network visualization” image of the author map created according to the data exported from

the Scopus database is shown in Figure 13 (Scopus.com, 2021c).

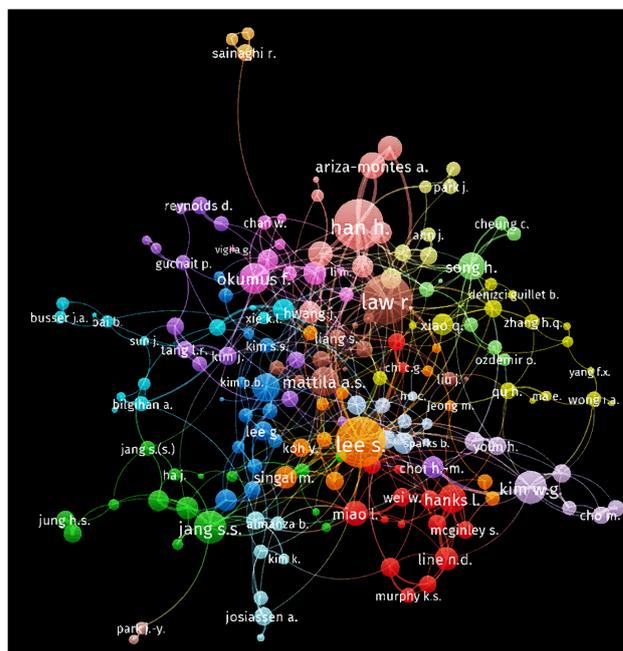


Figure 13. Author (Network Visualization) (International Journal of Hospitality Management)

Source: Authors

The authors in Figure 13 were prepared according to the minimum publication number of 5 (200 of 2738 countries met this criterion). The number of publications for the authors and their link strength with other authors was calculated. Han H. has the most connection strength (39 documents, 3858 citations, and 57 total link strengths). Statistical data for other authors are as follows (Top 10): Law R. (44, 2977, 57), Lee S. (45, 2631, 57), Jang S. S. (37, 1135, 28), Kim W. G. (28, 1857, 28), Okumus F. (20, 1016, 25), Mattila A. S. (40, 1289, 23), Hanks L. (14, 423, 22), Kim S. (16, 389, 22), Song H. (13, 443, 21). The colors in the figure show clusters that are connected. Authors in the same cluster refer to each other more frequently. The cluster with the highest connectivity includes authors like Han H., Lee S., Law R., Song H., Hyun S. S., Kim J., Kim S., Kim Y. K. F., Hwang J., and Ariza-Montes A..

The familiar words for the three journals that emerged from frequency analysis in 10-year periods are given in a table. Table 4 shows the words in articles.

Keywords analysis was performed to interpret and support the frequency analysis. Table 5 shows the keywords (top 10).

Table 4. The words that come to the fore and differ in articles in 10-year periods

1980-1990	1990-2000	2000-2010	2010-2020	2020
Hospitality	Management	Management	Hospitality	Research
Hotel	Hospitality	Hospitality	Management	Hospitality
Management	Hotel	Tourism	Hotel	Hotel
Industry	Service	Hotel	Research	Social
Service	Industry	Service	Tourism	Tourism

Source: journals.sagepub.com, 2020; emerald.com, 2020; journals.elsevier.com, 2020

Table 5. Keywords

International Journal of Contemporary Hospitality	Journal of Hospitality & Tourism Research	International Journal of Hospitality Management
Hotels	Hospitality	Satisfaction
Tourism	Customer	Service Quality
	Satisfaction	
Customer Satisfaction	Lodging	Hotels
Hospitality Management	Service Quality	Hotel
Hospitality Services	Service Recovery	Hospitality
Hospitality	Hotels	Loyalty
Restaurants	Tourism	Customer Satisfaction
China	Consumer Behavior	Hotel Industry
Hospitality Industry	Satisfaction	Airbnb
Human Resource	Strategy	Job Satisfaction
Management		

Source: scopus.com, 2021a; scopus.com, 2021b; scopus.com, 2021c

According to Table 5, the keywords used in the three journals are generally similar. "Hospitality, Hotels, Tourism, Customer Satisfaction" are common keywords. It can also be deduced that the keywords "Service Quality, Service Recovery, Loyalty, Satisfaction, Job Satisfaction, and Hospitality Services" are widely used.

Table 6 shows the country collaborations of the authors for the three journals (top 10).

Table 6. Country

International Journal of Contemporary Hospitality	Journal of Hospitality & Tourism Research	International Journal of Hospitality Management
United States	United States	United States
China	Hong Kong	China
United Kingdom	China	Hong Kong
Hong Kong	Australia	South Korea
South Korea	South Korea	United Kingdom
Australia	Taiwan	Australia
Turkey	United Kingdom	Taiwan
Macau	Macau	Spain
South Africa	New Zealand	Turkey
Taiwan	Turkey	New Zealand

Source: scopus.com, 2021a; scopus.com, 2021b; scopus.com, 2021c

According to Table 6, the country with the most productive cooperation for all three journals is the United States. Similar countries are at the top. The top five countries include "China, Hong Kong, the United Kingdom, South Korea, and Australia." It can be said that cooperation is especially effective in these countries.

Table 7 shows author collaborations (top 10).

Table 7. Author

International Journal of Contemporary Hospitality	Journal of Hospitality & Tourism Research	International Journal of Hospitality Management
Hua N.	Kim H.	Han H.
Han H.	Mattila A. S.	Law R.
Lee S.	Mccleary K. W.	Lee S.
Guchait P.	Gu Z.	Jang S. S.
Law R.	Riegel C. D.	Kim W. G.
Wei W.	Damitio J. W.	Okumus F.
Li H.	Brymer R. A.	Mattila A. S.
Zhang Z.	Lambert C. U.	Hanks L.
Defranco A.	Law R.	Kim S.
Hwang J.	Schmidgall R.	Song H.

Source: scopus.com, 2021a; scopus.com, 2021b; scopus.com, 2021c

According to Table 7, "Law R." He is the most productive co-author for the three journals. The authors whose collaborations are the most productive include "Han H., Law R., Mattila A. S., Lee S., and Mccleary K. W."

4. Discussion, Conclusion And Suggestions

Due to the structure and nature of tourism, the study area is quite broad. While the tourism changes continue to attract attention, the changes and trends in hospitality research are also preferred as research subjects. Among these studies, it is seen that there are comprehensive and quite broad studies, but there are deficiencies. This is the main reason for choosing the nature of hospitality and hospitality research as the research problem.

In this study, the three journals were analyzed. In the study where content analysis was preferred, the analyzes were carried out through the MAXQDA program. The used words in the articles were given comparatively in ten-year periods. In addition, the VOSviewer analysis tool was used to reveal which keywords, author collaborations, and country collaborations in these three journals.

The contents of tourism studies change over time. The main words used in the articles are the concepts of management, service, and hospitality. Especially after the 2000s, the words such as customer, information, data, and satisfaction have come to the fore, which may mean that a marketing approach towards customer-centered management has been made. The change of subjects over time supports Ali et al. (2019). As it is a consumer-preferred working area, the results of the study are in line with the studies of Tsang and Hsu (2011), Park et al. (2018), while differentiating with the studies of Shen et al. (2014). Tsang and Hsu (2011) stated that the research focuses on consumer behavior, and multi-author and mixed methods are used. Shen et al. (2014) emphasize that sustainability, ecotourism, cultural tourism, rural

tourism, and sports tourism come to the fore in their studies. Park, Chae, & Kwon (2018) stated that the most studied topics were hospitality, job satisfaction, customer satisfaction, development of tourism, and marketing strategies. So that the study similarity to our study. Our keywords analysis supports the results. "Hospitality, Hotels, Tourism, Customer Satisfaction" are common keywords. It can also be deduced that the keywords "Service Quality, Service Recovery, Loyalty, Satisfaction, Job Satisfaction, and Hospitality Services" are widely used. In addition, co-author and co-country analysis also show that multinational studies and collaborations are common.

The results of the King et al. (2011) studies show that industry priorities are not consistent with tourism research and inconsistent with our study's findings. The findings of our study show that accommodation research focuses on current issues and trends. Line and Runyan (2012) examined the results of the articles between 2008 and 2010 are similar to our study. Line and Runyan stated that subjects such as marketing environment, marketing functions, electronic marketing, public relations, demand, price, and sales are seen as research problems in their studies. Marketing, social, customer words are among the prominent findings in our study. Khan and Hefny (2019) evaluated articles published between 2002 and 2017. The study shows that behavior theory, mediation theory, social change theory, social identity theory, resource-based theory, and real action theory are prominent theories—our study results align with Khan and Hefny's (2019) study.

The journals' number of publications increased over time. There has also been a steady increase in annual citations to journal publications. These three journals, which have been regularly included in Q1 on "Tourism, Leisure and Hospitality Management" since 2011, are prominent in the field of accommodation. The study results reveal the changes in the tourism paradigm over time. Although the main themes are similar, the subjects studied have changed over time. Especially after the 2000s, words such as social, customer, satisfaction, brand, performance were used. Themes such as social media, social customer, social life, social management, customer, value, communication, and the brand started to be expressed more in the accommodation sector. This may also indicate that the management approach, functioning, and structure of the accommodation sector have changed. The findings of our study

show that current research problems are shaped within this framework. Especially the concepts of brand and value are also the subject of research. It is essential for co-author and co-country studies. The data support that significant articles have been done with collaborations.

Examining the tourism paradigm will also contribute to future research and the industry. At this point, the following recommendations can be made for researchers and industry dynamics:

- Based on the dynamic nature of tourism, it is likely to change over time. At this point, hospitality stakeholders and researchers may need to renew themselves and be open to change.
- It has been determined that collaborations in articles have effective results. The widespread effect of working with collaborations can be increased. In this context, different authors from different countries can collaborate.
- Keywords such as "Satisfaction, customer, social, hospitality" were used more frequently. It can be said that the subjects have this tendency, and studies can be developed in this context.
- This study is limited to three accommodation journals. Different journals and subject-oriented research articles can contribute to the literature.
- The fact that tourism is an interdisciplinary field is one of the essential points that challenge hospitality stakeholders. While manufacturers have to provide services based on different factors, researchers need to develop the ability to connect with different disciplines. It may be helpful to follow the developments in the tourism sector and the current developments affecting all sectors.
- In the hospitality industry and research, it is observed that different topics have been investigated more and used in the sector in the last two decades. Data, information, customers, brand, social come first. When the developments are analyzed, these issues may become more important in hospitality. Hospitality stakeholders and researchers may need to change their field of view to these points.
- There are main factors affecting tourism supply and demand. Health is at the top of these. Tourism is one of the sectors most affected by the outbreak of COVID-19 in Wuhan, China, in December 2019. The whole world did not survive this epidemic till October 2021, and it can be predicted that its impact on tourism will continue. The hospitality sector also needs to renew itself. Hospitality

stakeholders and researchers do not ignore the developments and changes that may benefit the sector.

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INFO PAGE

Comparative content analysis in hospitality journals

Abstract

This dynamic structure has also shown itself in tourism studies, which have been carried out on current issues. This study examined articles published in hospitality journals in the last 40 years. *International Journal of Contemporary Hospitality Management*, *Journal of Hospitality & Tourism Research*, and *International Journal of Hospitality Management in SSCI* were selected as case studies. Five thousand three hundred and ninety-five articles in the journals were analyzed using the content analysis method. MAXQDA and VOSviewer programs were used as analysis tools. Comparative content analysis was made. The changes in the word frequencies of the studies were revealed in 10-year periods. Keywords of the articles, author collaborations, and country collaborations were analyzed. The study results show that the main themes of the research are similar, but different words come to the fore over time. The keywords Satisfaction, Hotels, Hospitality, and Tourism were used more. Themes such as social media, social customer, social life, social management, customer, value, communication, and the brand were used more, especially after the 2000s. The United States, Hong Kong, and China are first-in cooperation countries. The most productive authors are Hua, N., Kim, H., Han, H., Matilla, A. S., and Law, R..

Keywords: Tourism, Comparative content analysis, MAXQDA, VOSviewer, Qualitative analysis, Hospitality journals

Authors

Full Name	Author contribution roles	Contribution rate
Gürkan Çalışkan:	Conceptualization, Methodology, Software, Validation, Formal analysis, Investigation, Resources, Data Curation, Writing - Original Draft,	60%
Kutay Oktay:	Data Curation, Writing - Original Draft, Writing - Review & Editing, Visualization, Supervision,	40%

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

Tourism and hospitality education in high school: A lifelong learning approach

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ABSTRACT

Keywords:

Tourism education,
Hospitality education,
High school,
Lifelong learning,
Bibliometric review,
Systematic review,
Integrative review.

There is little recognition of the significance or impact of a lifelong learning approach in tourism and hospitality (T&H) education in high school, mainly because nearly all discussions on the subject focuses on the higher education level. Nevertheless, schools can encourage students to become lifelong learners. Therefore, the purpose of this study is to bring together discussions on lifelong learning and T&H education at the secondary level by providing a bibliometric, systematic, and integrative literature review on T&H education in high school. The bibliometric review selected 40 papers on the topic published in 17 international journals. Then, the systematic review classified the publications in eight thematic categories. Lastly, the integrative review evaluated the research's evolution at different decades. The study concluded that research topics on T&H education in high school became more diverse from 2010, indicating that it might be in its initial phase. Furthermore, research in traditional schools surpassed the vocational institutions' ones, meaning that tourism and hospitality can integrate regular curricula more broadly, not only with a training perspective. Finally, the lifelong learning approach for T&H education in high school can introduce vocational and critical skills and foster learning experiences.

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1. Introduction

The education field studies the lifelong learning concept since 1960 (Jarvis, 2007; Cuffy et al., 2012). It relies on the notion that "learning is something that humans do" continuously and across their lives (Billett, 2010, p. 401), encompassing formal, non-formal, and informal education (Kirby et al., 2010). The topic gained prominence at the turn of the 21st century among policy-makers, agencies, governments, and institutions across the globe who promoted the lifelong learning idea for education policies (Aspin & Chapman, 2000). For example, UNESCO adopted the lifelong learning concept as a guiding principle in their education projects (Kirby et al., 2010). Therefore, lifelong learning became United Nations' (UN) fourth Sustainable Development Goal (SDG), which "ensures inclusive and equitable quality education and promote lifelong learning opportunities for all" (UN, 2020, Goal 4 section).

Tourism and hospitality (T&H) education could also take advantage of this approach. According to Sheldon et al. (2011), tourism is in a constant state of transformation, so graduates might find that their degrees have an expiration date. In this way,

there is a "need to understand and promote lifelong learning to underpin professional expertise" (Sheldon et al., 2011, p. 5). Additionally, Cuffy et al. (2012) suggest that lifelong learning in tourism should articulate curriculum principles appropriate for the different levels to ensure a continuous learning trajectory, combining vocational and critical skills.

However, there is a gap in the literature that does not recognize the significance or impact of a lifelong learning approach in T&H education in high school. Nearly all discussions on the subject focus on the higher education level (Cuffy et al., 2012; Chili, 2013; Mak & Ng, 2014; Adukaite et al., 2016), perhaps because T&H education originated at the tertiary level, with a vocational emphasis (Airey, 2005). Tourism and hospitality only began to appear as a distinct study subject at lower levels (typically for 16 to 18-year-old students) from about 1990 (Airey, 2005). Nevertheless, T&H education in high school is still scarce, despite being a potential subject for schools to promote to their students (Velepini & Martin, 2019).

Considering the knowledge gap above, the purpose of this paper is to bring together discussions on

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Research paper



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lifelong learning and T&H education at the secondary level by providing a bibliometric, systematic, and integrative literature review on T&H education in high school. It is important to understand how lifelong learning (Bryce, 2004; Jarvis, 2007; Demirel, 2009; Gogh & Kovari, 2018; Vosniadou et al., 2021; Öz & Şen, 2021) and T&H education at the secondary level (Cuffy et al., 2012; Van Niekerk & Saayman, 2013; Roberts et al., 2018; Jaber & Marzuki, 2019; Velepini & Martin, 2019) intertwine because students can acquire professional skills and intellectual instruments in secondary schools to comprehend their culture and society (Silva, 2015). Secondary education is also the step before the university progression for those students aiming for a higher education degree (Cuffy et al., 2012). Furthermore, schools can encourage students to become lifelong learners (Bryce, 2004) by providing teenagers with the knowledge to help them search for further educational, personal, and vocational development opportunities (Fincham et al., 1982).

This paper assumes an epistemological view to critically reflect (Panosso Netto & Nechar, 2014) on what is known and produced about T&H education in high school (Tribe, 2004), filling the gap in the literature by demonstrating how research on T&H education has been intrinsically related to higher education other than a lifelong T&H education. It also identifies eight research topics of T&H education in high school. Lastly, it presents international examples of countries where tourism is a subject in schools – and how this teaching takes place.

In this sense, literature reviews create a solid base for the advancement of knowledge because they facilitate the development of theory, bring together research areas, and reveal fields to foster scientific research (Webster & Watson, 2002). Applying the three reviews (Moscardi et al., 2017), the authors categorized the research topics from 40 papers collected in 17 international journals, presenting a lifelong learning approach to T&H education in high school. The paper continues with the literature review about the lifelong learning concept and its importance in high school. It also presents the research methods, the bibliometric, systematic, integrative reviews' findings, and the discussions.

2. Lifelong learning and high school

To bridge the gap between lifelong learning and T&H education in high school, it is first necessary to understand the relation between the concepts of lifelong learning and secondary education. In the

last decades of the 20th century, the phenomenon of globalization started to develop at the same time as the concept of lifelong learning (Jarvis, 2007). The advances in technology, the valorization of information, and the globally connected community brought by globalization shaped the so-called Knowledge Society (Trigo, 1998; Jarvis, 2007; Gouthro, 2017). In this context, individuals began to learn in places other than schools (e.g., at home, in museums, cinemas, theaters, television, internet, and social media) since lifelong learning does not necessarily mean lifelong schooling (Trigo, 1998; Kirby et al., 2010).

Based on the assumption that humans are fundamentally social beings who relate to others before explicitly referring to the self (Adorno & Horkheimer, 1978), a broader lifelong learning theory encompasses the combination of processes throughout a lifetime where the whole person experiences social situations. Then, he/she transforms the perceived content cognitively, emotionally, or practically, integrating the outcome into his/her life, which results in a continually changed person (Jarvis, 2007). Considering Jarvis' definition, it is even possible to associate travel with lifelong learning. Roberson Jr. (2018, p. 17) states that "everyone who goes on a trip has an opportunity to learn" through communicating in another country, exchanging money, making mistakes, getting lost, meeting the local community, among other situations.

Therefore, people can learn "from the cradle to the grave" (Kirby et al., 2010, p. 292) motivated by their individual needs and intentionality. However, external contributors in different social settings shape the learning process (Billett, 2010). Hence, learning is also life-wide; that is, it happens when people engage in activities and interactions with their homes, families, friends, acquaintances, co-workers, and communities (Dave, 1975; Jarvis, 2007; Billett, 2010; Kirby et al., 2010). For example, employability can establish a closer relationship between tourism education and the travel industry since the individual can acquire many skills in the workplace (Silveira et al., 2020).

Lifelong learning emphasizes the establishment of a learning society; that is, the community where individuals continue to learn and share their knowledge in various ways with family members, friends, and others for mutual benefit and collective growth (Dave, 1975). Men and women are educated in communion, mediated by the world (Freire, 1967/2019). Therefore, in a learning society, the concept of a "learned man" (Dave, 1975)

does not exist. The educator and the learner become subjects of the process in which they grow together (Freire, 1967/2019). The educator not only educates, but while teaching, the learner teaches him, and then, the learner also becomes an educator.

Nevertheless, formal education is compulsory in most developed countries, which provide continuing education beyond schooling in different forms (Billett, 2010). So, lifelong learning also benefits from educational programs (Cuffy et al., 2012). A precept of lifelong education is that education occurs throughout life and is not limited to a specific number of years of exposure to institutional education – it is a process. Since it seeks education in its totality, lifelong education encompasses and unifies all education stages, from pre-primary, primary, secondary, tertiary, and so forth, involving also non-formal and informal learning (Cuffy et al., 2012).

The lifelong learning concept covers various contexts, possibilities, and disciplines (Aspin & Chapman, 2000; Kirby et al., 2010). Although theory always reminds us that lifelong learning occurs in a range of experiences and activities inside or outside educational programs (Billett, 2010), this research focuses specifically on the dynamic between lifelong education and high school. Thus, previous studies show the implications of lifelong learning at the secondary education level (e.g., Fincham et al., 1982; Bennett, 1999; Bryce & Withers, 2003; Bryce, 2004; Vosniadou et al., 2021; Öz & Şen, 2021; Coudenys et al., 2022).

Although Bryce (2004) argues that it is paradoxical to study lifelong learners in high school as teenagers still have a lifetime ahead of them to learn, schools can incorporate lifelong learning values to help students acquire skills for continuing education and adopt methods to lay their foundation for learning (Fincham et al., 1982; Bryce, 2004). In Taiwan, for example, the 12-Year Curriculum Guidelines emphasize lifelong learning by recognizing that students must act autonomously, communicate interactively, and engage in social participation (Coudenys et al., 2022).

Secondary schools have an essential role in the lifelong education system since they enable the individual's personal development (Fincham et al., 1982) through social skills, learning skills, life skills, and how to seize opportunities (Demirel, 2009). In general, lifelong learning schools must

assist students set their goals, apply appropriate knowledge and skills, engage in self-education, locate required information, adapt their learning strategies to different conditions, and present new employment competencies (Gogh & Kovari, 2018).

Moreover, Bryce (2004) defined six areas that help schools to orient students towards lifelong learning. The first one is *information literacy*; that is, the student's ability to easily access the necessary information "for solving a problem or taking a decision" (Demirel, 2009, p. 1714). Secondly, teachers and students must develop *values and dispositions for a world of constant change* (e.g., flexibility, adaptation, and curiosity). Thirdly, schools can incorporate *key generic skills* such as problem-solving, communication, and reflective independence in the curriculum. Additionally, teachers and the school administration must always *make every student feel valued as a learner* by promoting "a broad array of achievements so that more students can be acknowledged as successful" (Bryce, 2004, p. 60).

The fifth area is *learning how to learn*. In the Knowledge Society, acquiring knowledge is more important than having a large amount of knowledge. So, students should become actively involved in the learning process. Bryce (2004) suggests that high school students can combine learning with work opportunities, while Fincham et al. (1982) show that a link between school and work reduces the alienation felt by many students in their last school years. The work/school relation helps students see the purpose of their learning, build their practical knowledge, and set their own learning goals (Bryce, 2004). Finally, giving greater independence to students does not diminish the teacher's role in the classroom. Therefore, Bryce (2004) states that *teachers might be lifelong learners' models* because they must acknowledge that they are still learning together with students, as Freire (1967/2019) discussed in his study.

Vosniadou et al. (2021) expand these six areas and explain that schools should also promote *self-regulated learning (SRL)* in order to successfully implement the lifelong learning concept. The self-regulated learner develops five capabilities: resource-management (e.g., organization of the study environment), cognitive (e.g., control of attention and focus), metacognitive (e.g., reflection on what students know and how they learn), motivational (e.g., self-motivation and perseverance), and emotional (e.g., anxiety management and pride in achieving goals)

(Vosniadou et al., 2021). Other findings support that the SRL process positively affects lifelong learning and critical thinking because it “makes important contributions to students in terms of academic achievement, awareness, and increased motivation” (Öz & Şen, 2021, p. 949).

However, there are some obstacles in bringing together lifelong learning and high school. Most schools’ meritocratic discourses (Siivonen, 2016) and competitive assessments (Bryce, 2004), for instance, usually label students as failures, which can diminish their self-confidence and their willingness to pursue lifelong learning. Furthermore, teachers and parents often reinforce the traditional education model. Many teachers believe that good teaching involves pure content transfer in an authoritarian manner (Silva, 2015), while parents still expect graded assessment (Bryce, 2004). According to Demirel (2009, p. 1714), “for the adult education to be exciting, creative and fluent, the high level of past education and experience is considered an important advantage.” In summary, high schools should be an environment where learning is fun, upbeat, non-competitive, and fluid, so students will always seek further educational opportunities (Bryce & Withers, 2003).

3. Research method

This study adopts a qualitative and exploratory approach to fill the knowledge gap regarding lifelong learning and T&H education in high school (Creswell, 2010). Using Moscardi et al.’s (2017) research method, the authors combined three different literature reviews (Webster & Watson, 2002) to achieve the primary goal.

The bibliometric review filtered the articles and then retrieved data from the publications, revealing the scientific production characteristics, such as the number of authors, publication dates, countries where the surveys occurred, and leading publication journals.

The systematic review classified the publications into eight thematic categories based on each paper’s research context (i.e., general overview of a country’s T&H education; T&H as a vocational training; T&H as a school subject; T&H as an educational program; teachers’ development; teaching tools; curriculum; and suggestions for T&H education in high school).

Finally, with the integrative review, all publications were organized in chronological order according to their categories, enabling the authors to evaluate the evolution of research on T&H education in high school at different times. The data collection was carried out in five stages as follows.

Stage 1

The first stage (from November to December 2019) aimed to obtain an overview of T&H education globally and confirm empirically whether most research was in higher education. Firstly, the authors searched the terms *tourism* and *education* separately and without quotes in the Brazilian database Periódicos CAPES¹, returning over 90,000 publications. Afterwards, the authors searched the term *tourism education* with quotes in the same database, returning 3,499 publications. Despite the high volume of articles, this first attempt helped create a list of the most-cited journals and international databases on the topic.

Therefore, the authors decided to search the term *tourism education* with quotes in the five databases that most appeared in the CAPES survey: Web of Science, Scopus, Science Direct, Taylor & Francis Online, and Sage Publications. The outcome was 1,379 publications exported to Mendeley to eliminate duplicates and upload in Rayyan – a web and mobile app for systematic reviews (Ouzzani et al., 2016).

The authors read the titles, abstracts, and keywords of the remaining 897 papers and divided them into three groups: research in higher education (n=534), research in secondary education (n=17), research in both levels (n=20). Three hundred and twenty-six documents were excluded because they did not address tourism education, did not specify the education level, or were supplementary documents and duplicate publications. This stage’s goal was not to identify the gaps on each educational level but to measure the research corpus.

Stage 2

The second stage (February 2020) was to find specific studies on T&H education in high school in five T&H education journals. The selected journals were Journal of Hospitality & Tourism Education, Journal of Teaching in Travel & Tourism, SCHOLE A Journal of Leisure Studies and Recreation Education, Journal of Hospitality,

¹ Periódicos CAPES is a database that belongs to the Brazilian Ministry of Education. This platform compiles traditional national and international databases on its system.

Leisure, Sport & Tourism Education, and Journal of Hospitality & Tourism Research. The authors searched the terms *high school* and *secondary school* separately and with quotes in the titles, abstracts, and keywords. The outcome was 568 publications exported to Mendeley to eliminate duplicates and upload in Rayyan, resulting in 546 papers.

Stage 3

The third stage (February 2020) was to find specific studies on T&H education in high school in 10 T&H general journals. The selected journals were the ones that most appeared in the CAPES survey (Stage 1), e.g., *Tourism Management*, *Annals of Tourism Research*, *International Journal of Contemporary Hospitality Management*, *Anatolia*, *Journal of Hospitality and Tourism Management*, *Journal of Travel Research*, *Asia Pacific Journal of Tourism Research*, *Journal of Sustainable Tourism*, *Current Issues in Tourism*, and *International Journal of Hospitality Management*. The authors searched the terms *high school* and *secondary school* separately and with quotes, combined with the term *tourism education*, in the titles, abstracts, and keywords. The outcome was 159 publications exported to Mendeley to eliminate duplicates and upload in Rayyan, resulting in 144 papers.

Stage 4

The fourth stage (February 2020) goal was to find studies on T&H education in education journals. The authors searched the term *tourism education* with quotes in six top-ranked Scimago Journal & Country Rank Education journals (*Review of Educational Research*, *Educational Evaluation and Policy Analysis*, *Sociology of Education*, *Educational Researcher*, *Internet and Higher Education*, and *American Educational Research Journal*). The search did not retrieve data.

Stage 5

In March 2020, the authors merged the publications from the second and third stages (n=690) in Rayyan and read the titles, abstracts, and keywords to select the specific studies on T&H education in high school, resulting in 33 papers. The authors then gathered these 33 papers with the 17 articles on “research in secondary education” and the 20 articles on “research in both levels” from Stage 1. Of the total, 15 were duplicates, and one was in German, resulting in 54 papers. In April 2020, the authors read these 54 papers in their totality. The analytical reading excluded 14 texts that were not about high school, resulting in 40 studies. Finally, the authors

classified this sample in the eight thematic categories – using Microsoft Excel – and conducted the integrative analysis and conclusions.

Note that the authors did not search for the term *hospitality education* because the initial scope was to analyze only tourism education. However, hospitality education emerged from the field research when reading the selected papers from high school (Stages 2 and 3). The authors realized that on some occasions, the publication was about tourism and hospitality (n=4), or just hospitality education (n=10). In this way, the project’s title and foremost objective changed to T&H education in high school.

4. Findings

Stage 1’s results allowed the authors to confirm empirically that most research on T&H education is at the tertiary level since 59,53% of the selected papers were exclusively about T&H higher education. Therefore, it is possible to infer that the term *tourism education* – and even *hospitality education*, although not sought – automatically implies T&H higher education, whether it is more knowledge-based or vocational-based, and not a T&H lifelong education.

Table 1 presents the bibliometric findings of the 40 publications selected for analysis. The data show that the journals with the most publications on the topic are specific to T&H education. Only analyzing data about the authors shows no international scientific community dedicated to studying T&H education in high school. Otherwise, the authors’ affiliation countries concentrate on the USA and the UK, the two most traditional countries in scientific research. However, when analyzing the country context where the study happened, UK appears in only two articles, after the USA, China, South Africa, Taiwan, and Turkey.

Proceeding to the systematic review, the authors verified three characteristics of the research. Firstly, the papers presented two types of schools: traditional (n=17) and vocational (22), or both (n=1). Secondly, the topics taught in high school were about tourism subjects (e.g., tourism management, travel and tourism, tourism and leisure, and agency operations), hospitality subjects (e.g., food service, food and beverage, professional cook, waiter, culinary, and hotel management), or a combination of both. Hospitality themes were more frequent than tourism themes solely in the 1970s. Throughout the 1980s, 1990s, and 2000s, most publications reported research on tourism education. Moreover,

Table 1: Bibliometric review

	n	%
Journals (n=17)	40	100
Journal of Hospitality & Tourism Education	7	17,5
Journal of Teaching in Travel & Tourism	6	15
Tourism Management	6	15
Journal of Hospitality Education	4	10
Asia Pacific Journal of Tourism Research	3	7,5
Hospitality & Tourism Educator	2	5
Journal of Hospitality, Leisure, Sport & Tourism Education	2	5
African Journal of Hospitality, Tourism and Leisure	1	2,5
Anatolia	1	2,5
Annals of Tourism Research	1	2,5
Computers & Education	1	2,5
Industry & Higher Education	1	2,5
International Journal of Contemporary Hospitality Management	1	2,5
International Journal of Hospitality Management	1	2,5
Intern. Transaction J. of Eng. Management & Applied Sciences & Technology	1	2,5
Journal of Human Ecology	1	2,5
Tourism Review	1	2,5
Most frequent authors (n=8)	16	100
Adukaite, A.	2	12,5
Airey, D.	2	12,5
Cantoni, L.	2	12,5
Cooper, C.	2	12,5
Gu, H.	2	12,5
Hobson, P.	2	12,5
Van Zyl, I.	2	12,5
Xiao, H.	2	12,5
Country of affiliation (n=14)	79	100
USA	16	20,25
UK	13	16,46
China	9	11,39
Taiwan	8	10,13
South Africa	7	8,86
Australia	5	6,33
New Zealand	5	6,33
Switzerland	5	6,33
Turkey	4	5,06
Greece	2	2,53
Malaysia	2	2,53
Austria	1	1,27
Botswana	1	1,27
Ireland	1	1,27
Decades of publication (n=5)	40	100
1970-1979	3	7,5
1980-1989	3	7,5
1990-1999	10	25
2000-2009	10	25
2010-2019	14	35
Country of the research (n=18)	40	100
USA	8	20
China	6	15
South Africa	5	12,5
Taiwan	3	7,5
Turkey	3	7,5
Australia	2	5
UK	2	5
Austria	1	2,5
Botswana	1	2,5
Dominica	1	2,5
Greece	1	2,5
India	1	2,5
Indonesia	1	2,5
Ireland	1	2,5
Italy	1	2,5
New Zealand	1	2,5
Poland	1	2,5
Saudi Arabia	1	2,5

Source: The authors

Note: The total number of authors is 71. Counting those who have more than one work, the total is 79.

the systematic review also identified whether the high school was the paper's main topic (n=20) or not (n=20). High school was not the article's topic when it described T&H education at both the higher and secondary levels (see Categories 1 and 7). The explanation of the eight categories follows below.

General overview of a country's T&H education in high school

The category with the most significant number of publications (n=15) includes a general description of the T&H education in nine countries at both the higher and secondary levels, analyzing its creation and development. The papers do not present an in-depth discussion about T&H education in high school but mention some initiatives, as shown below.

In Australia, for example, Hobson (1995) highlights the state of Queensland's lead on developing high school courses in tourism that were more educational than vocational. The hopeful objective was to articulate the development of tourism at both the secondary and university levels, which did not happen at that time. Conversely, the educational goal of secondary level schooling in Austria focused on practice-oriented instruction to provide students with essential knowledge and skills for them to exercise careers at hotels and catering companies (Weiermair & Bieger, 2005). Formica (1997) writes about Italy's professional and technical secondary schools, which aimed to supply entry-level job candidates and played a significant role until the 1980s when the first university programs appeared.

Some papers only cite the structure of T&H education in high school. Greece, for instance, introduced the Technical Vocational Education Schools (Diplari & Dimou, 2010). Indonesia offered tourism training in senior high schools (Shortt, 1994). Poland had technical Vocational Schools (students aged 15) with professional cook, waiter, and hotel management courses (Airey, 1994). In the United Kingdom, students aged 14 could take the General Certificate in Secondary Education (GCSE) in travel and tourism (Cooper et al., 1992). Concerning Turkey, Korzay (1987), Brotherton et al. (1994) and Yeşiltaş et al. (2010) present the vocational junior high schools, which are training in tourism together with the regular high school curriculum, and a one-year program called Turem (six months theoretical instruction followed by a job training), for students aged 15-16 years.

Five papers present an overview of China's T&H education over 21 years. Guangrui (1987) mentions that there were four tourism secondary schools up to the end of 1986. The government drafted a program for tourism education and training (1986-1990) to emphasize secondary tourism education, defined as "secondary schools of tourism, polytechnics, vocational schools and technical schools of tourism" (Guangrui, 1987, p. 264). These schools trained medium and low-level managerial staff and various service personnel and technicians like drivers and chefs.

At the end of the 20th century, the number of tourism vocational training secondary schools increased to 722, exceeding the number of higher education institutions (187) (Xiao, 1999; Lam & Xiao, 2000). In 2004, the secondary institutions remained stable (n=739), while the number of higher programs reached 574 (Gu et al., 2007). The last data available in the papers show that in 2005, higher education institutions (n=693) surpassed secondary vocational schools (n=643), reflecting China's education reform based on the rapid expansion of higher education since 1998 (Gu & Hobson, 2008).

T&H as a vocational training for high school students

The second category comprises six publications on schools that teach T&H as vocational training. The first case study is from Charles H. McCann Technical School (USA) and explains how the Cooperative Work Experience took place in the four-year high school course of food service (Crawford Jr., 1976).

In the USA, Stokes (1981) described the Distributive Education at Arlington Career Center, a course of study that develops leaders for product marketing, distribution, and hospitality. High school students received instruction on hotel-motel management during the morning and traditional subjects in the afternoon. Still using a descriptive approach, Walsh (1992) presents the Vocational Preparation and Training program in Ireland for the secondary level, focusing on tourism and travel, agritourism, and leisure. It enables participants to find employment or compete in tertiary education.

In Kokkranikal and Baum's (2002) study, the authors showed how the tourism Vocational Higher Secondary Education schools in Kerala (India) could be an effective strategy for human resource development in rural communities. These schools generated awareness about and interest in tourism. Lee et al. (2006) analyzed six varieties of off-school internships from college, university, and

vocational high school students, concluding that interns from the tertiary level had better work performance than vocational secondary level students.

Perhaps Pendergast and Cooper's (2003) study is the most complete regarding vocational education and training (VET) at the secondary level, presenting Australia's policy in 1999. They describe the secondary VET programs in tourism, the challenges for educators that had to adjust to this new form of education, and how the university can contribute to qualify future tourism and hospitality VET teachers for high school.

T&H as a school subject for high school students

The following category gathers research on T&H subjects in traditional high schools. Firstly, Ray and Lewis (1976) described the case study of Broward County (USA), where 11th and 12th-grade students had food service classes under Home Economics subject. They also presented the program Exploring Professional Cooking developed for 9th-grade students.

It is interesting to note that other studies on the topic are recent and more analytical than descriptive. The paper from Van Niekerk and Saayman (2013), for instance, demonstrates that tourism as a high school subject creates awareness among the students and their parents, influencing the travel patterns of the family and the career choice of the student. The authors applied the research with high school students from South Africa, where tourism is a school subject since 2001.

Mak and Ng (2014) analyzed students' motivations, expectations, and perceptions of taking T&H Studies in Hong Kong's schools. In New Zealand, where 274 secondary schools offer tourism as a subject, Roberts et al. (2018) identified that tourism struggles for recognition and credibility in its secondary school environment. Finally, Velepini and Martin (2019) indicate that tourism in Botswana's secondary schools can help prepare students to take advantage of economic opportunities associated with the tourism industry.

T&H as an educational program for high school students

Unlike the previous category, these four USA's case studies present educational programs that occurred concurrently with traditional high school, complementing T&H studies. The name of the first project was FEAST, and it began in California. It was an instructional system that included different

disciplines, such as English, Math, and Business, to incorporate food service aspects (Powers, 1977).

The second program, called The Philadelphia High School Academies (USA), combined the academic studies from high school with occupational training in the hospitality industry (Hadgis, 1997). In Texas, students enrolled in the Texas High Schools for Hospitality Program rotated weekly through several areas in the hotel to learn about the industry (Behrens & Defranco, 1999). Lastly, Stalcup and Cannon (2002) presented the case of a national program called Hospitality Business Alliance (HBA). Students had classroom work, standardized certification exams, and 10-20 hours per week of employment in the industry.

T&H teachers' development in high school

This fifth category gathers publications on the profile, job satisfaction, and quality of T&H teachers. Kim and Moreo (2007) identified that secondary hospitality teachers in the USA are generally satisfied with their jobs. Still, there must be improvement in the payment, fringe benefits, promotion, and operating conditions.

In Taiwan, where hospitality teachers are the second largest group in vocational schools, Feng et al. (2011) developed a professional evaluation instrument for hospitality teachers to improve their performance. Chili's (2013) study showed that tourism teaching and learning in South Africa has a total disregard for teachers' competency and specialization.

Teaching tools for T&H education in high school

The three papers from this category analyze different teaching tools used in traditional schools in South Africa. In Adukaite et al.'s (2016) study, the teachers expressed positive attitudes toward ICT-enhanced instructional tools, despite some of them not using any form of technology. Adukaite et al. (2017) analyzed the influence of six factors in the advocacy and acceptance of gamified instruction by tourism teachers. In turn, Hlengwa and Zaca (2018) verified many field trips' benefits since they add value to the teaching and learning process at the secondary level.

T&H Curriculum

Similar to the first category, the two papers regarding curriculum are not specific about secondary education. Instead, the authors present a general overview of curricula at both secondary and higher levels. Horng (2004) analyses the curriculum structure of food and beverage management programs at Taiwan's vocational senior high schools. He reinforces the lifelong

approach concluding that a vertical curriculum (from vocational senior high school to university level) "can prevent the unnecessary curricular overlap and construct solid theoretical knowledge and practical experience" (p. 118).

Having the UK as background, Fidgeon (2010) discuss the tourism education curriculum focusing on higher education. However, he also presents the 14-19 Diplomas in Travel and Tourism curriculum, dedicated to high school students.

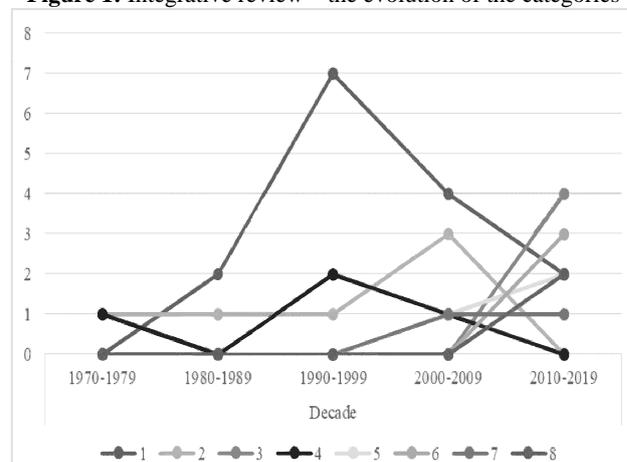
Suggestions for T&H education in high school

The eighth category joined two publications that propose ideas for the development of T&H education in high school. Cuffy et al. (2012) present an overview of Dominica's education structure with a lifelong learning approach. Although tourism is a part of the Social Studies Caribbean Examination Council at the secondary level, the authors propose tourism as a distinct subject with a vocational approach. It should cover topics such as introduction to T&H, environmental protection, career awareness, entrepreneurship, cultural tourism, health tourism, among other options (Cuffy et al., 2012). The last paper analyzed secondary school supervisors' perception about tourism education dimensions to suggest a curriculum for T&H education in high school in Saudi Arabia (Jaber & Marzuki, 2019).

5. Discussions

Although there is little publication on T&H education in high school, the variation of research categories and characteristics over the years is noticeable. Figure 1 demonstrates that Category 1 (general overview of a country's T&H education in high school) dominated research from the 1980s until the first decade of the 2000s.

Figure 1: Integrative review – the evolution of the categories



Source: The authors

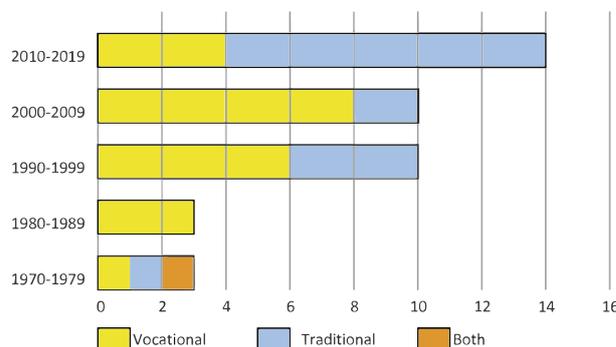
Research topics became more diverse from 2010, indicating that T&H education in high school might be in its initial phase since Category 1 also discussed higher education with secondary education. Still, the first decades delivered papers that cited or described high school initiatives without making an in-depth analysis of its dynamics. Categories 5 (teachers' development), 6 (teaching tools), and 7 (curriculum), for example, appeared after the 2000s.

Regarding the type of school, Figure 2 shows that T&H education occurred more in vocational schools from the 1980s to 2009. Vocational secondary education aims to provide basic knowledge to meet a demand for workforce rapidly, since it is common for students to exit formal schooling to enter the world of work (Guangrui, 1987; Weiermair & Bieger, 2005; Cuffy et al., 2012; Velepini & Martin, 2019). It is skill-based and focuses on lodging and food services. Vocational secondary education contributes to lifelong education since students should benefit from work experience (Fincham et al., 1982; Bryce, 2004).

However, research in traditional schools surpassed the ones in vocational institutions in 2010. Category 3 (T&H as a school subject) was the most studied in the same period, indicating that T&H can integrate regular curricula more broadly and not just with a training approach. As demonstrated by the studies of Bryce (2004), Demirel (2009), and Silva (2015), schools must also promote reflective independence and life skills so that students can comprehend the society and culture they live in, or even the communities they visit when they travel. T&H subjects in high school influence the travel patterns of students and their families (Van Niekerk & Saayman, 2013). Thus, this could also be the time to engage teenagers in more sustainable and ethical tourism practices.

Additionally, T&H in high school can also assist in the students' future qualification; that is, it can encourage them to continue studying at the tertiary level (Kokkranikal & Baum, 2002; Van Niekerk & Saayman, 2013). Even if the school is only one step of the lifelong learning process, for the most part mandatory, it is a period when students can develop the skills needed to seek further educational opportunities (Fincham et al., 1982; Bryce, 2004; Demirel, 2009).

Figure 2: Integrative review – the evolution of the type of schools



Source: The authors

Nevertheless, there is a lack of research at the secondary level in all categories. Although a descriptive study that only presents the country's education system is no longer necessary, this new decade (2021 – 2030) can intensify the research of T&H education components in high school. For example, research on the self-regulated learning process (Öz & Şen, 2021; Vosniadou et al., 2021), curriculum, faculty, teaching tools, student learning, the relation between secondary and higher levels, and the benefits of T&H education for the school, the community, the job market, and the tourism phenomenon deserve further analysis.

The lifelong learning approach for T&H education can boost more studies and policies to create T&H initiatives at lower levels in different countries. For that matter, a continuing T&H education developed through a spiraled curriculum could facilitate continuity and sustainability principles – concepts that are dear to the lifelong learning approach (Fincham et al., 1982; Bryce, 2004; Cuffy et al., 2012). From a broad perspective, there are few initiatives of T&H education at the secondary level in the countries. Mostly because this topic has not yet caught the scientific community's attention since T&H education has historically developed at a higher level (Airey, 2005). This lack of interest can explain why the term *tourism education* does not designate a T&H education at all levels.

6. Conclusion

This paper sought to bring together discussions on lifelong learning and T&H education at the secondary level. It provided an overview of what is known, what is researched, and the knowledge gaps (Webster & Watson, 2002; Tribe, 2004) of T&H education in high school since it provided a bibliometric, systematic, and integrative literature review on the research topic. Firstly, the bibliometric review allowed the authors to search

and filter the 40 articles analyzed in this research, through the five stages of data collection and analysis detailed in the methodology. Additionally, it was also possible to identify the characteristics of the scientific production (e.g., number of authors, publication dates, countries where the surveys occurred, journals etc.).

The systematic review classified the publications into eight thematic categories based on each paper's research context. The *general overview* category included a general description of T&H education in nine countries at both the higher and secondary levels. In turn, the *vocational training* category comprised six publications about schools that teach T&H with a vocation approach. However, there was also the *school subject* group that presented research on T&H subjects in traditional high schools. The fourth category (*educational program*) gathered four case studies of T&H educational programs that occurred concurrently with traditional secondary schools. *Teacher's development* was also a category with three articles discussing the profile, job satisfaction, and quality of T&H teachers. Moreover, *teaching tools* presented an overview of some instruments used by schools (e.g., ICT, gamification, and field trips). The *curriculum* included two publications about the curricular structure of T&H in schools and universities. Lastly, the *suggestions* category joined two publications that propose ideas for the development of T&H education in high school.

The integrative review organized the 40 publications in chronological order according to their categories, enabling the authors to evaluate the evolution of research at different times. Category 1 (the countries' T&H education overview) dominated research until the first decade of the 2000s. The other categories became more diverse after 2010, indicating that publications on T&H education in high school might be in their initial phase.

In order to fill gap in the literature that does not recognize the significance or impact of a lifelong learning approach in T&H education, this study attempted to demonstrate how T&H education in high school could foster lifelong learning initiatives during scholarly time. For instance, T&H vocational secondary schools (Category 2) might contribute to the lifelong learning concept because students can also learn from work experiences. Furthermore, T&H subjects in traditional schools (Category 3) could engage teenagers in more sustainable and ethical tourism practices, ideas

that are intrinsic to lifelong education. Also, T&H in high school may assist in the students' continued qualification, encouraging them to pursue a T&H degree at the tertiary level.

Another outcome observed is that most research merges the secondary and the university level, leading the term *tourism/hospitality education* to commonly refer to T&H higher education. Hence, education focusing only on the higher level disadvantages the lifelong education concept. On the other hand, T&H education in high school and its components, such as the faculty, could be acknowledged for relevance and acceptance in the nations' educational structure (Chili, 2013; Roberts et al., 2018). In-depth analysis of the secondary education scenario could encourage more T&H education initiatives globally since lifelong learning is an ideal approach to increase tourism's credibility as a meaningful subject among schools' community.

Finally, this study had some limitations, such as the lack of specific literature on the researched topic. In addition, the authors searched for publications in international databases, i.e., published in English, thus not analyzing articles in other languages that could contribute to the study. Since literature reviews reveal fields to foster scientific research (Webster & Watson, 2002), further studies are encouraged. The new decade (2021 – 2030) must intensify research on the components of T&H education at the secondary level (e.g., teachers' development, teaching tools, curriculum etc.), avoiding pure descriptive studies.

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Tourism and hospitality education in high school: A lifelong learning approach

Abstract

There is little recognition of the significance or impact of a lifelong learning approach in tourism and hospitality (T&H) education in high school, mainly because nearly all discussions on the subject focuses on the higher education level. Nevertheless, schools can encourage students to become lifelong learners. Therefore, the purpose of this study is to bring together discussions on lifelong learning and T&H education at the secondary level by performing a bibliometric, systematic, and integrative review on T&H education in high school. The bibliometric review selected 40 papers on the topic published in 17 international journals. Then, the systematic review classified the publications in eight thematic categories. Lastly, the integrative review evaluated the research's evolution at different decades. The study concluded that research topics became more diverse from 2010, indicating that T&H education in high school might be in its initial phase. Furthermore, research in traditional schools surpassed the vocational institutions' ones, meaning that tourism and hospitality can integrate regular curricula more broadly, not only with a training approach. Finally, the lifelong learning approach for T&H education in high school can introduce vocational and critical skills and foster learning experiences.

Keywords: *Tourism education, Hospitality education, High school, Lifelong learning, Bibliometric review, Systematic review, Integrative review*

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Full Name	Author contribution roles	Contribution rate
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The roots of tourism: Hippies

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ABSTRACT

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Tourism has developed in Nevşehir and Antalya, two of the most significant destinations of today's Turkey, in 1960s. In line with the previous study in the related literature, it is possible to mention that the tourism activities in those regions have been triggered by the visits of the hippies. In this study, it is aimed to reveal the contribution of the hippies to the development of tourism in Cappadocia (Nevşehir), Side and Alanya (Antalya), which have become significant tourism destinations in Turkey. For this purpose, the transcripts of the interviews of the Turkey Tourism History Project, which describes the tourism development and history in these regions, were subjected to document analysis. The impact of hippies on Turkey's tourism has been explained within the framework of Social Exchange Theory. As a result, it has been determined that all stages of the social exchange theory have been observed between hippies and local people. The local people, who initially approached hippies with prejudice, changed their perspective towards hippies in a positive way with the effect of many externalities.

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1. Introduction

Political movements and cultural changes affect both international and national tourism. It is known that these movements and changes affect not only the period in which it occurred, but also the following periods. We can list some of the significant events as the changes in production systems, cultural organizations, and sociologic changes around the world. The 1960s was a period, which comprised many stigmatizing events, especially the political and cultural changes such as Vietnam War, Martin Luther King's speech, students protest to HUAC tactics, USSR test the hydrogen bomb, etc. According to Marwick (1998), the 1950s were a period of stereotyped social hierarchy, females' dependence on males and children's dependence on their parents, sexual repression, racism, unquestioned respect to the authority in family, education, government, law, religion, nation-state notion, national flag, national anthem, and cold war hysteria, where the intolerant formalism in language, etiquettes and dress codes and the cliché-driven popular culture

were evident. However, the 1960s are considered as a period, where tremendous changes occurred in civil rights of the Afro Americans, youth culture, in the tendencies determined by the young people, Protestants, idealism and disobedience, in personal relations and sexual behavior. This period is also referred to as the period when feminism, gay freedom, "underground" and "counterculture" emerged and people began to believe in a better world (Marwick, 1998, p.4).

It is possible to say when some new and unanticipated social movements as from the late 1960s took shape, both an intellectual dynamism and a paradigm change, and an alternative political culture or a counterculture against the sovereign political culture began to develop (Tilly, 2004). Tilly (2004, p.60) characterizes this period as the "new" social movements, which tend towards autonomy, self-expression and post-industrial social criticism, and states that these movements have been replaced with the earlier social movements. Therefore, rather than economy, the new social movements are dissociated from the

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earlier examples through the facts that they are based on identity and cultural inequality. Also, they are supranational, achievable in short period; that they cannot be degraded to any religion, race, class or ideology, and that its actors are wealthy and well-educated. According to Touraine (1988, p.44), the social movement, which is defined as the movement of the actors having the same cultural tendency, who fight for the social control of the activities revealed by this culture, and who face off against each other within the hegemony relationships and the range of conflict, is a transforming structure. Within this context, the sociological analysis of the movements becomes more of an issue (Melucci, 1996).

2. Hippies: 1960's Social Phenomenon

The youth of 1960s, who had all advantages unraveled with the cessation of World War II, has taken a stand and formed a culture against the dominant cultural values of the US (Götting, 2010). Thus, the 1960s became a period of countercultures. Many factors, which set the social and cultural framework of the 1960s, can be addressed. While the US went to war in Vietnam, a generation was raised, who lashed out against the conformist policies of the 1950s, and the Vietnam War. This generation strived to build their own cultures after the World War II in that chaotic post-war environment. This counterculture movement, which adopted universal love and peace as an ethos, has emerged in Haight-Ashbury, San Francisco, USA in 1960 with the protests the Vietnam War (Howard, 1969).

The young people, namely the "Hippies", who were involved in social revolution movement of this counterculture, questioned the government and all authorities for a society that was full of love, had more freedom and democracy. According to Howard (1969, p. 43), the concept of hippie was derived from the concept of "hipster", and it represents the individuals, who reject the imposed culture and who stand up for liberalism in politics and lifestyles. It is possible to say that this group, who called themselves the "flower children", did not only criticize the Vietnam War; they also argued human rights, minority rights and discrimination. The hippies were generally disapproved by the society since their values included radicalism, disobedience, nonviolent resistance, sexual freedom, political insurrection, substance abuse, Oriental religions and Eastern mysticism, beliefs, music, fashion, and arts, and thus, the hippies were eventually secluded from the society (Leland, 2005).

The hippie movement was not only a societal phenomenon; it also became one of the most significant alternative tourism experiences with their journeys to the East (Ireland & Gemie, 2015). Turkey has been one of the significant beaten tracks of the hippies, who opened to the world by travelling to the Far East in the early 1970s. While many hippies went to places, such as Katmandu and Tibet, some of them accommodated in 1-star hotels or guesthouses in some regions of Turkey (Kozak, 2018). Therefore, the foundations of the tourism movements led by the hippies in some regions of Turkey were laid. After making acquaintances with these people, many left-wingers steered away from politics and went on a world trip together with the hippies. Before the Rainbow Festival, many hippies from all over the world gathered in places such as Olympus and the Valley of the Butterflies and participated in this festival (Maclean, 2006). This period was also the golden years of the Turkish hippie movement. Since Turkey is a bridge that connects Europe and Asia, the young people travelling from the West gathered in various destinations in Turkey throughout the 1970s and began their Oriental journeys from Istanbul. It is known that coach tours were organized every day to Tehran, in every two days to Afghanistan and once a week to India (Maclean, 2006; Ireland & Gemie, 2015).

Besides having various cultural, political, and social impacts in regions where they lived, the hippies also had some impacts on places on their way to Kathmandu. Having been one of the most popular junction points of the journeys to the East, Istanbul had always been the beaten track of the hippies. While travelling from Istanbul to Kathmandu, they went to different regions of Turkey and interacted with the local people. Some touristic movements occurred as a result of these interactions in regions, which were not yet considered as touristic destinations in those days.

3. Social Exchange Theory Within the Frame of Tourist-Local People Interactions

Some studies were conducted to understand the social effects of tourism (Doxey, 1975; Butler, 1980; Long, Perdue, & Allen, 1990; Allen, Hafer, Long, & Perdue, 1993; Black, 1996; Wall & Mathieson, 2006; Zamani-Farahani & Henderson, 2010; Zamani-Farahani & Musa, 2012; Özel, 2014). Along with the economic exchange, the social and cultural exchanges between the tourists and the local people affect not only the tourists, but also the region visited by the tourists and the people living in that region (Gürbüz, 2002, p. 53). This

interaction process also involves the exchange process between the tourists and the local people. The idea that the social behavior is an exchange within the scope of the rewards exchanged and the costs incurred has been suggested by Homans in 1958 and the interactions in touristic regions have also been explained by Blau's Social Exchange Theory, as well as various other models. In terms of tourism the Social Exchange Theory, which has been developed by using sociology and social psychology disciplines, argues that the attitudes of the parties against tourism and their support for the development of tourism within this context, and the values regarded as the outcomes of tourism are formed by the benefits gained both by themselves and the other parties (Ward & Berno, 2011; Yoon, Gursoy, & Chen, 2001). As a matter of fact, according to Social Exchange Theory, tourism will more likely be supported if the rewards/benefits acquired within the scope of tourism industry outnumber the prices/costs incurred (Gursoy & Rutherford, 2004).

The fundamental assumption of Social Exchange Theory is that the individuals act rational in their social relationships, and they do the math of the potential benefits and costs. While the individuals wish to meet their basic needs in their relationships with the society, they also display behaviors with most benefits and least costs for themselves (Chibucos, Leite, & Weis, 2005). According to this theory, the interpersonal interactions are shaped toward increasing gains as much as possible (Taylor, Peplau, & Sears, 1997), and the individuals prefer and maintain interactions with more rewards regarding the prices they paid (Thibaut & Kelley, 2017; Crips & Turner, 2010).

The principle of reciprocity, which is the basis of the Social Exchange Theory, is a concept that means the individuals, who observe positive behaviors from the others would respond in a positive way (Shapiro & Conway, 2005). Because unlike private benefits/special interests in economic exchange, the reciprocal benefits and interests occur based on individual relationships in social exchange.

Within the framework of Social Exchange Theory, the social relationships are discussed in a similar way to the economic relationships. The fundamental assumption is that the people develop their behaviors in social matters and relationships to maximize their benefits and to minimize damages (Chibucos et al., 2005). The researchers listed the social exchange process as follows:

provision of social and economic yields, comparison of these yields, and formation of trust, loyalty, and norms about relationships (Lambe, Wittmann, & Spekman, 2001, p. 7). At provision of social and economic yields stage, tangible and intangible materials are exchanged. When the yields are compared, the value exchange of the parties continues reciprocally. In the process of social exchange, it is generally accepted that the parties tend to acquire maximum benefit with minimum cost. Within this context, the costs are not only evaluated with tangible materials, but also with other intangible criterion, such as time and energy. In addition, the current yields, and the benefits, which may be obtained as a result of earned yields, may be compared. Trust and loyalty stage takes place when the parties maintain the exchange process in cases, where the yields are favorable. The exchange that includes the tangible and intangible resources ensures trust and loyalty (Blau, 2017). When the yields are favorable, the parties maintain the exchange process. Acquisition of rational gains shapes the future of the relationship. The final stage, the formation of the norms about the relationships leads the exchange process (Homans, 1958). At this stage of the social exchange process, the norms are formed as a result of continuing relationships and these norms guide the behaviors of the parties (Thibaut & Kelley, 2017). According to Turan & Kozak (2016), although hippies visiting the Cappadocia region in Turkey were perceived as "foreign" and "other" by the local people at first, their perspective on hippies changed when it was realized that these "foreigners" would be a source of income over time. This change process took place in line with the stages of social change theory.

According to Social Exchange Theory, change is a process, which has economic and social outcomes. Far beyond being an economic form of exchange, tourism is also a form of social exchange. In tourism sector, there is a social exchange relationship between the service providers and consumers (Tuna & Özbek, 2012). An economic exchange relationship develops between the tourism employees and the tourists, who purchase the services produced. The more the local people gain, the more they support tourism. Although the gains, such as economic gains, are essential for the local people, the social rewards, such as emotional satisfaction, spiritual values, individual benefits and sharing of humane ideals, are more valuable (Lambe et al., 2001).

Trust is the cornerstone of social exchange relationship (Köksal, 2012, p. 7). In this sense, trust ensures the development of a more effective exchange relationship between the trustee and the reliant (Colquitt, Scott, & Lepine, 2007). It is also believed that the emotions became a part of social exchange process. For example, strong and vivacious emotions shape the friendships. The concept of change embodies visible feelings (Lawler & Thye, 1999). It is safe to say that tourism activities have an influence on people from different cultures to swarm with and to better understand each other and play an active role in terms of establishing universal peace.

Being a type of social exchange (Tuna & Özbek, 2012), tourism forms and advances functional differentiation in societies, where agricultural occupations and low levels of work-sharing prevail (Berber, 2003, p. 210). Cultural, environmental, economic, and social effects, which manifest within the context of tourism, and which may be considered within the frame of reward and cost, become prominent as the significant factors that have an influence on the attitudes of the parties regarding the support on tourism (Ward & Berno, 2011; Besculides, Lee, & McCornick, 2002). The increase in the number of tourism facilities directly or indirectly increases the possibility of regional employment in tourism industry. With high rates of female employment in some regions, tourism also led to a change in women's domestic and social status and to the emergence of new professions (Pettersson & Heldt Cassel, 2014).

4. Method

Current study is performed to find out the following research question, "How did the local people experience their relationship with the tourist coming to their region within the framework of the theory of social change?" Qualitative research method was preferred to seek an in-depth answer to the research question. At this point, Özdemir (2010) states that the main purpose of qualitative research is to reveal the information hidden in social reality. In qualitative research, data can be obtained by using different data collection tools such as document review, interviews (focus group interview, individual interview) and observation. In this study, the document analysis technique was preferred. The data source of the research is the Turkey Tourism History Project book series, which was carried out between 2013 and 2015. The data of this project, which aims to reveal the historical change/development of tourism in Turkey between

the years 1923-2012, has been published as a 2018 book series. This book series, which contains written and visual data on a very large period, constitutes the data source of this research. The interview records in volume 1 and volume 4 of this book series, which consists of 10 volumes in total, describing tourism development in destinations, were subjected to document analysis. All interviewees were natives of that region, have communicated with hippies in person and witnessed their lifestyles. 18 interviews were conducted in Cappadocia, eight in Alanya and seven in Side. All the transcriptions were imported to the professional data analysis program MAXQDA20 (Verbi Software, 2020) to help analyze the data for qualitative research. The information was coded, and these codes were compared on the basis of the following stages in Social Exchange Theory (Homans, 1958; Emerson, 1962) as follows: Social and economic gains, comparison of the gains, formation of trust and loyalty and formation of the norms about relationships. The statements that could not be agreed upon were reviewed and coded. The frequency of codes has been indicated in each theme.

In order to ensure the reliability several steps have been followed (Lincoln & Guba, 1985). First, a database was created by systematically archiving the interview texts. Second this database has been classified according to the regions studied and copied in computer internal memory and cloud accounts. Thirdly, to check the consistency among the researchers who coded this data set (Miles, et al., 2014), intercoder consensus was used. As a result, it is determined that the percentage of compliance was 95%. In addition, extensive descriptions were made to enable readers to make judgments about the transferability of research results from one situation to another (Erlandson, et al., 1993).

5. Findings

Provision of Economic and Social Gains

The data regarding the findings obtained under the provision of economic and social gains theme are given in Table 1. Nine different codes were obtained from the interviews conducted within the framework of the related theme. According to the frequency intervals, these are: acquisition of economic earnings (5), starting to offer guest housing services (4), hospitality (3), socialization (2), making friends (2), diversification of existing product (2), learning a language (1), development of tourism (1), cultural exchange (1).

Table 1: The Opinions Regarding the Provision of Economic and Social Gains

Codes	Participant Number	Frequency Interval
Acquisition of economic earnings	P6, P9, P12, P1, P14	5
Starting to offer guest housing services	P2, P12, P17, P1	4
Hospitality	P7, P9, P17	3
Socialization	P21, P11	2
Making friends	P4, P21	2
Diversification of existing product	P17, P14	2
Learning a language	P11	1
Development of tourism	P7	1
Cultural exchange	P4	1

Source: Created by authors

Participant 1 (Side): "...The mothers used to make money through guest housing services. It was a lot of money for them, and they could pay for the school materials of their kids and could even pay for the wedding expenses and prepare the dowries of their children at marrying age."

Participant 6 (Side): "...When the hippies first arrived, we used to believe that 'They will come out from their castles, suck our blood and kidnap us.' We were kids, and that's what our parents told us. Our relations started with confusion and curiosity and continued to progress with the same curiosity and confusion in mind. We used to ride donkeys, then we began to ride horses, then scooters, and then luxury cars and we owe this progress to the hippies. It was a chain of convenience. I mean, it was all positive for us. We gained a lot; they always found a way to surprise us. We have always learned new things from the hippies..."

Participant 7 (Cappadocia): "...We loved them back then. They have always been invited and welcomed as guests; they were offered food and accommodation. When there were no hotels in this region, or no place to stay, everybody would take couple of people to their houses for accommodation, not for money though. It was all about making people happy and developing tourism."

Participant 11 (Cappadocia): "...Back in the day, the people that we called hippies used to visit Göreme. At first, we were trying to speak English out of interest and curiosity. Thus, we became interested in tourism sector."

Participant 14 (Alanya): "...Those were the people that we called hippies. When my dad saw them wearing whimsical clothing, such as lambskins and budes with fringes and stuff, he became interested

and went to Istanbul [...]. He came back with a lot of leather stuff. He removed all fabric from his shop and started to sell leather."

Participant 17 (Cappadocia): "...People would host hippies as if they were their guests without any commercial concerns and offer them food and beverages."

Participant 21 (Alanya): "...There was a disco/bar in 1965. The place was always packed. We were waiting there. There were beautiful girls; we would wait just to see or get a glimpse of them. We would have girlfriends."

According to the statements of the participants, acquisition of economic earnings and starting to offer guest housing services became the most common economic gains. When the statements are analyzed, it is observed that the children within the household were reimbursed by the money earned through guest housing, and even the textile products were customized according to the whimsical and unique clothes of the hippies. In addition, thanks to the hippies visiting those regions, other social yields were obtained, such as making friends, emotional relationships, socialization, learning foreign languages and getting acquainted with a different culture. Apart from the people among the local community, who showed hospitality to the hippies without expecting any economic returns to develop tourism and satisfy the guests, it is observed that there were also some other people, who abode by the notion of "hospitality". The hospitality factor came out in a different way than the related literature. It is safe to say that this is a result of the fact that the Anatolian people consider foreign visitors as unexpected guests and consider helping and hosting unexpected guests as social and religious obligations. It could be said that the people fulfilled some social and religious duties by helping and opening their houses for the visitors, and thus, they obtained a social yield.

Comparison of the Yields

Three factors have been determined under the comparison of the yields theme. It is observed that the international recognition (6) of the region has increased when the visits of the hippies became more frequent and when these visits increased the regional attraction, and a new field of business, named guest housing, has emerged (7). While some people generated income by renting their existing rooms, some of them increased the number of the rooms by building new ones, and some of them vacated some of their rooms (3).

Table 2. Opinions Regarding Comparison of the Yields

Codes	Participant Number	Frequency Interval
Formation of a new field of business	P6, P7, P8, P9, P16, P12, P18	7
Influence on advertisement and promotion	P22, P5, P20, P19, P23, P24	6
Upsizing the existing guesthouse	P1, P3, P18	3

Source: Created by authors

Participant 6 (Side): "...While we were engaged in agriculture, fishery and craftsmanship, we found ourselves hosting the hippies whether we wanted to or not."

Participant 9 (Cappadocia): "...As they realized more and more hippies were flooding in, and their hotels were vacant, they began to host tourists against payment. Then the number of hotels began to increase, the municipality-funded hotels and such. And then competition broke out among these hotels; they were trying to steal each other's customers. The hotel managers started to calculate not only their own profit but also the competitors' profit. A competitive environment was created; quality of hotels had been raised."

Participant 12 (Side): "...The hippies did not yield money, but they were like walking propagandists. They were promoting your country's tourism for free. What did they say? They said: 'We've been to Cappadocia, it was magnificent'..."

Participant 20 (Alanya): "...We should roll out the red carpet for everyone, whether they are rich or poor. Those hippies made great contributions to this country; at least they recited their experiences and told their stories when they returned to their hometowns. They encouraged other people to visit this region."

Participant 23 (Alanya): "...I actually believe that when the horizons of young people are broadened, and when people realize the values of their countries, they would have very different acquisitions in commercial, cultural and humane terms. If you instill this idea early on, you would raise a qualified person, a unique and a goodhearted person, who has a positive view of his/her country, and this would have a very positive return in the future. I mean, the power of a person being aware of the values of Turkey, who will take part in any decision-making process in the Council of Europe for Turkey for any matter, cannot be underestimated."

According to the statements, the tourism activities have increased together with the hippies visiting the region at the comparison stage, and the local

people even included guest housing business among their livelihoods, which were agriculture, viniculture, and craftsmanship.

This shows that the yields acquired through hippie-local people interactions were more efficient than other means of livelihood that the local people opted for tourism, even though it was against some of the cultural values of the local people, and that they have abandoned some of their values and habits in time. This turned into competition in due course; the local people, who at first rejected hippies due to their lifestyles and philosophies that contradicted with their own cultural values, began to compete with other guesthouses for they were making money on tourism. This competitive environment led some guest housing service providers to turn their entire houses into guesthouses. After a while, the hippies were no longer regarded with their monetary yields, they were also considered as walking billboards and propagandists.

Formation of Trust and Loyalty

According to the statements, six codes were determined at the formation of trust and loyalty stage. Accordingly, the local people, who built friendly relations with the hippies, went abroad together with the hippies, some of them studied abroad and settled in those countries (3). On the other hand, a sense of trust was established between the parties (3), the hippies have revisited the same regions (2), and there were friendships (2) and even marriages (2) among the local people and the hippies. In addition, the hippies and the local people have established business collaborations and social interactions have increased (1).

Table 3: Opinions Regarding the Formation of Trust and Loyalty

Codes	Participant Number	Frequency Interval
Shared overseas experience	P1, P6, P26	3
Trust	P3, P6, P13	3
Recurring visits	P3, P13	2
Friendship	P1, P10	2
Marriage	P4, P10	2
Collaboration	P10	1

Source: Created by authors

Participant 1 (Side): "...Within this framework, the communication between the local people and the hippies was strong. The friendships were so strong that the hippies used to invite the local people over in the winter. Many people, youngsters and children among the local folks had their first overseas experiences with these friendships..."

Participant 4 (Cappadocia): "...I believe there are 20 people in Cappadocia, who got married to the hippie girls visiting the region. Now their children are old enough to get married. They lived together in those days; they became friends and got married. They got married and stayed here in Cappadocia."

Participant 6 (Side): "...We are the first generation to meet the infidels (foreigners), the hippies. My elder brother met with one of the hippie tourists visiting Cappadocia and went to Canada. That hippie tourist took him to Canada. And then my brother moved to and settled down in Canada. They looked raggedy. But they had never startled us, no matter how scared and timid we were. The hippies have always tried to protect us, to get closer to us. And it was them, who gave us the courage to get closer and communicate. They were very honest and humane..."

Participant 13 (Alanya): "...We climbed up to the mountains together with the hippies at night; it was about 100-110 km of distance. We shot six rabbits. We came down to the main road at the sunrise and then came here... What I am trying to say is, can you believe the confidence in these people? It was unbelievable how confident they were; they came with us at night up to the mountains, they trusted us..."

Participant 26 (Alanya): "...In our society, sometimes we hear ideas such as 'Tourists take away your morality'. However, it is common that the young people with political views became apolitical after spending some time with the hippies, and that they went on a world trip together..."

As it can be inferred from the statements, apart from economic yields, some other yields that require trust and loyalty, such as business collaborations, marriages, and shared overseas experiences, have also emerged. It can be stated that these yields brought a different vision to the local people, an acculturation occurred between the hippies and the local people, and that it brought along overseas experiences and living in other countries. It is determined that the hippies revisited the same locations in the upcoming years, even though the hippie movement disappeared from the surface of the earth, and strong friendships were established between the local people and the hippies. The visits of the hippies have not only given rise to tourism activities, but these visits have also led some local people to go overseas together with the hippies, to study abroad and to settle down in those countries. From this

point of view, it can be inferred that this process of interaction was not limited to the related tourism destination, it also continued in different regions.

Formation of the Norms about Relationships

Four codes were determined at the formation of the norms about relationships stage. Accordingly, while the local people used to find everything about hippies' odd at the beginning of this process, they began to condone them (3), and began to accept the development of tourism and everything that was brought along by tourism activities (3). In addition, it is also observed that the parties mutually accepted their cultural norms and shaped their behaviors accordingly (1), and the local people stood up for tourism by acting as if they were tourism missionaries (1).

Table 4: Opinions Regarding the Formation of the Norms about Relationships

Codes	Participant Number	Frequency Interval
To condone the tourists	P6, P8, P9	3
To accept tourism	P6, P8, P9	3
Mutual acceptance of cultural norms	P15	1
Missionary activities for tourism	P6	1

Source: Created by authors

Participant 6 (Side): "...We had to explain the next generation that those hippies will shape their future, and to teach them that tourism began with the hippies. We used to host them as our guests and send them back home with good memories. All people would use every means available to make them happy. We used to go an extra mile and show maximum effort to please them..."

Participant 8 (Cappadocia): "...Since they believed that the hippies would demoralize people and set a bad example for some kids in the village, many people got cold feet about the hippies. This was more evident especially in smaller villages and rural areas. Even in my hometown, there was a major struggle in the early years. It took a lot of time for people to embrace hippie tourists. Of course, once they started to make money, they became more interested in hippies..."

Participant 9 (Cappadocia): "...Now I see that it's been 40 years, and everyone walking around, hugging, and kissing in public in Cappadocia. Turks, domestic and international tourists... They are doing things that were once unacceptable in public, and the people can't say a word. They got used to it. These behaviors, which sounded so odd and weird in those days, when the hippies first arrived, have become normal; people now believe

that those behaviors are normal. In fact, the hippies were not actually well-received in the early years. Let me put it this way: there were even some people grumbling and saying ‘Infidels, the tourists would demoralize us’... But now that the world has become globalized, there is nothing left to do; this is tourism. It only happens through contact and communication. It happens through conversations and mutual dialogues; we need to accept it...”

Participant 15 (Cappadocia): “...When the hippies came here, they would always act in a comfortable manner. Our people used to yell at them and tell them to ‘watch their behaviors’. A hippie could not have a beer bottle in hand and walk around the streets. Sometimes two people would eat bread, watermelon, and cheese in the middle of the street. These scenes diminished along with the urbanization. The hippies also knew how to behave in public, they were sophisticated and well-educated people; don’t get me wrong, I mean, they were not some dead beats. They would stop doing what they were doing when they were warned by the local people...”

According to the statements, within the hippie tourist-local people relationship, which is only a process of social change, both parties created their own norms in time and abandoned some of their old habits. As they gain more social and economic yields from their relationships with the hippies, the local people, who overreacted when they first encountered with hippie tourists, not only embraced the hem, but also educated next generations to be nice to the tourists. When this situation is analyzed, it is observed that the hippie tourists acculturated the local people. However, it is also observed that this acculturation was not ex part, and in some cases, the hippie tourists also indigenized the values of the local people.

6. Conclusion

Leaving its mark on the 1960s, the Hippie Movement has influenced the entire world. The Hippie Movement went beyond a social phenomenon when the hippies set out to journey to the East. The hippies have also led both to a social transformation and directly or indirectly pioneered tourism activities in some regions in Turkey. The results of this study also show that the hippies had a pioneering role in the onset of tourism activities in some regions in Turkey.

In this research, the pioneering roles of hippies in the onset of tourism activities in Cappadocia, Alanya and Side regions, which are among the popular destinations of Turkey. Accordingly, the

facts that the hippies visited Turkey while travelling to the Far East due to their philosophy in the 1960s, and that they stayed in some certain regions, led the local people to come upon these people named “tourists” by the community. In this study, it is determined that while the hippies had a direct influence on the onset of tourism in today’s popular destinations Side and Cappadocia, they had an influence on the development of tourism in Alanya.

According to the results of this study, this encounter, which at first was found to be scary and bizarre and could not be understood by the local people, gained a different dimension, and the interaction between the local people and the hippies occurred. Within this interaction process, economic and social exchanges occurred. Even if just a drop, the hippies contributed to the livelihood of the local people with their economic exchanges. The local people opened up their houses to the hippies in order to fulfil their accommodation. Within this process, the positive social relationships established between the local people and the hippies had an influence on formation of the local people’s viewpoint towards tourism. The local people, who acquired rational social and economic yields, maintained this exchange process.

It is observed that the local people acquired social and economic yields as a result of local people-hippie encounter, which later turned into a form of social exchange. At the first stage of social exchange process, “acquisition of social and economic yields”, the local people acquired the yields, such as acquisition of economic earnings, starting to offer guest housing services, hospitality, socialization, making friends, diversification of existing product, learning a language, development of tourism, and cultural exchange. In this respect, the result of the study has been coincided with the results of the research by Kozak (2018).

At the second phase of the process, “comparison of the yields”, the local people have switched to a new type of manufacturing system, and agricultural production has been replaced with tourism. The local people began to produce tourism services, along with agricultural manufacturing, through which they worked more and made far less money and began to work less and earn more money. At first, the local people considered hippies as guests, and later, they began to see them as income-generating “tourists” as their economic yields increased. The people, who used to allocate a room for hippies in their houses, began to live all

together in a single room and to vacate all other rooms in their houses to rent them; they even built new rooms in their houses and began to offer guest housing services. By means of these services, the hippies went back to their hometowns with good memories and made great contributions to the development of tourism by advertising and promoting these regions in their own countries. In this respect, the result of the study has been coincided with the results of the research by Turan and Kozak (2016).

At the third stage of social exchange process, "formation of trust and loyalty", it is observed that the mutual affinities began to be built based upon trust. It is observed that the local people, who built relationships based on mutual trust and confidence with the hippies, took their friendships to another level, established long-term friendships, went to other countries that they have never been to, and even got married or built business collaborations with the hippies. It is observed that even though the Hippie Movement lost its influence, those people continued to visit these regions for many years.

At the final stage of social exchange process, "formation of the norms regarding relationships", the local people began to consider hippies as tourists and to tolerate their bizarre behaviors. The local people accommodated themselves to the tourism activities and the change brought along by these activities and developed norms regarding their attitudes against tourists. It is observed that even the people overreacting to the visits of the hippies became advocates of tourism and made an effort to teach these norms to the next generation. However, it is observed at this stage of the process that some social and economic upheavals, such as increasing gas prices, breaking up of Yugoslavia and Iranian Revolution interrupted the influx of hippies.

The data of this research is limited to the interviews within the Oral History Project of Turkey Tourism. Therefore, the data are limited to Cappadocia (Nevşehir), Side and Alanya (Antalya) regions in Turkey. According to Gemie & Ireland (2017), the route of hippies in Turkey covers a much wider region. The findings of Turan & Kozak (2016) and Kozak (2018) also support this route. From this point of view, it can be said that this research has a geographical limitation. For future research, it is suggested to investigate the effect of hippies, who have a very important role in the start of tourism in Turkey, on other regions in Turkey.

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INFO PAGE

The Roots of Tourism: Hippies

Abstract

Tourism has developed in Nevşehir and Antalya, two of the most significant destinations of today's Turkey, in 1960s. In line with the previous study in the related literature, it is possible to mention that the tourism activities in those regions have been triggered by the visits of the hippies. In this study, it is aimed to reveal the contribution of the hippies to the development of tourism in Cappadocia (Nevşehir), Side and Alanya (Antalya), which have become significant tourism destinations in Turkey. For this purpose, the transcripts of the interviews of the Turkey Tourism History Project, which describes the tourism development and history in these regions, were subjected to document analysis. The impact of hippies on Turkey's tourism has been explained within the framework of Social Exchange Theory. As a result, it has been determined that all stages of the social exchange theory have been observed between hippies and local people. The local people, who initially approached hippies with prejudice, changed their perspective towards hippies in a positive way with the effect of many externalities.

Keywords: Hippies, social exchange theory, host-guest interaction, tourism sociology, Türkiye

Authors

Full Name	Author contribution roles	Contribution rate
Gozde Turktarhan:	Conceptualism, Methodology, Software, Validation, Formal Analysis, Investigation, Resources, Data Curation, Writing - Original Draft, Writing - Review & Editing, Visualization, Supervision	41%
Arzu Toker:	Conceptualism, Methodology, Software, Validation, Formal Analysis, Resources, Data Curation, Writing - Original Draft, Writing - Review & Editing, Visualization, Supervision	39%
Nazmi Kozak:	Project administration	20%

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**

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Justification: This research was conducted before January 1, 2020. For this reason, it is exempt from "ULAKBIM TRDizin" criterion.

The concept of halal recreation

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ABSTRACT

Keywords:

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The halal industry has developed rapidly in recent times. This development is seen in different areas such as halal travel, halal food, halal clothing, halal tourism. The fact that the concept of halal takes place in different subjects within the industry is important in terms of eliminating the shortcomings in other fields. The concept of halal recreation was identified in order to fill the gap in this context. In addition, this research examines the historical process of the concept of leisure in order to reveal the concept of halal recreation, and it has been determined in which religions the concepts of halal and haram are. As a result of these examinations, the concept of halal recreation briefly; The individual can participate freely, without any profit motive, individually or as a group, actively, passively or semi-actively, within the time period remaining from external obligations, adhering to the norms and values of the society of which he/she is a member, having fun, rest, physical, physical, mental and it can be expressed as activities in which he/she participates in order to renew himself/herself spiritually.

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1. Introduction

The halal industry has developed a lot recently. Halal lifestyle, which is currently popular in Turkey, Islamic finance sector, halal food (Battour, Battor & Bhatti, 2014; Boğan, Batman & Sarıışık, 2016), halal travel (Tajzadeh, 2013; Oflaz, 2015), halal clothing (Alolaiwi, 2016) and halal tourism (Battour & Ismail, 2016) reveal a different life style. The development of such lifestyle contributes to the emergence of many new concepts within the halal context. One of these concepts is the halal recreation.

Recreation is the activity that the individual participates on a voluntary basis, without any external obligation, in the remaining time period of the individual fulfilling his obligations during the day (work, physiological needs, etc.). While these activities and events contribute to the physical, psychological, mental, social and educational development of the individual, they also provide many benefits such as spiritual relaxation and aesthetics (Bammel & Burrus-Bammel, 1996; Mensink, Ziese & Kok, 1999; Heintzman, 2009; Yue, 2012; Hung, 2012). It is possible for an individual to be able to get spiritual benefits by fulfilling the cultural, religious, moral and

customary requirements of the society he/she is a member of. In this context, while performing recreational activities, the individual should not be able to achieve spiritual peace and benefit and should not be contrary to the norms and values of the society he belongs to. It is expected that the activities chosen by an individual in the Islamic society to achieve spiritual peace are in accordance with the Islamic belief. In this context, it is possible to define halal recreation as all the activities that the individual participates freely, in a way that does not contradict the Islamic belief, in the remaining period after fulfilling his daily obligations.

2. Literature Review

Manhas pursued various questions and concepts in order to make sense of life, to reveal his/her own existence and what the purpose of existence is. One of the concepts sought is that of "time". Time has been explained by many philosophers and reserchers. However, it has not been possible to make precise definitions of the concept (Ayar, 2018). Time has an important role in the development of the individual and society in terms of increasing professional success. The effective and efficient use of time provides both material and

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Review paper



moral gain to the society and the individual (Karaküçük, 2005). Therefore, it has an important place since the advent of humanity. Knowing how to manage time is considered as an indicator of development of the society and the individual, and at the same time, societies that use time efficiently show more development than societies that use time poorly. Although the perception of time varies according to the society and the individual, it is an important element in religious understanding, practices and attitudes. Therefore, it is important to use time effectively and efficiently (Ayyıldız, 2015).

Spare time is the period that an individual uses freely after being done with daily duties or responsibilities (work, home, family, etc.), physiological needs (sleep, food, etc.). Therefore, time should not be limited only to duration as it directs the leisure time in line with the actions of the person (Karaküçük, 2005).

Leisure, which is as old as human history, has undergone changes throughout history. The extent of change sometimes differed according to social, cultural and economic conditions. For example, in regions with intense and harsh winter conditions, most of the leisure is conducted indoors, while in temperate climate regions, it is mostly outdoors. In agricultural societies, leisure depends on agricultural periods. Individuals who had to spend intense labor during the sowing and harvesting periods had more free time outside these times. Moreover, leisure activities in these periods were mostly evaluated within the religious and seasonal periods (İskender, 2019).

In the early days of the Roman empire, the belief that leisure was the right of only the elite and the noble was dominant. However, the formation of the middle class and the increase in its number over time caused this idea to change. The middle class, which did not belong to the lower class, slaves, landlords, or landowners, had to be kept under control. For this reason, the Roman empire began to organize various sports games and entertainment-oriented activities for the middle class. The large number of this class pushed the Roman rulers to build large arenas. In order to keep the Roman soldiers fit in the arenas, they had sports fights and the middle class filled the arenas to watch them. These fights, which attracted a lot of attention at first, started to lose their old interest after a while. In order to increase this interest, they started to make the soldiers fight with animals instead of each other. However, when the interest in this activity decreased over time, the soldiers

were forced to fight each other and kill the defeated ones. The fact that the Roman people, who belonged to the polytheistic religions (Idol and Pagan), showed their accumulated anger, hatred and grudge against the Christian Roman people in these areas deflected the activity from its purpose. As such, the scholastic thought, which is the defender of the Christian society, took a stand against this situation and started to spread the idea that such activities and even leisure are regarded as evil. This thought sanctified work and study and ensured the complete elimination of recreational activities. However, this was not considered sufficient, and it made people not have free time since the idea was that the devil only caught people in their spare time. It was found appropriate that those who had free time would go to the theater or staged performances instead of going to the church, were found suitable to be expelled from the religious brotherhood and the church. This understanding continued until the Renaissance and reform periods (Kraus, 2015; Göral, 2016).

Although the Renaissance period started earlier than the reform period, they progressed collaterally on certain dates. The Renaissance, which means "rebirth" in French, was the period when the leverage of the Christian Churches and clergy shifted to the kings and the royal nobility. It is known that modern art comes to the fore and takes its place in sports and games in leisure time. In this period, philosophers, artists, politicians, thinkers and scholars gained the right to express their opinions except in religion. It is seen that the idea of free time to express their opinions is not personal and generalized. The people who participated in this idea participated more in the activities and enjoyed the religious festivals. The Reformation is the period that emerged in the 16th century with the aim of restoring the Roman Catholic Church to its former power. In this period, all the activities carried out by the clergy for the purpose of leisure were evaluated as idleness, roguery and unnecessary. This idea has led to limitations and restrictions on understanding of leisure and recreation. In the following periods, especially the British (Puritan) clergy caused all the activities made for the purpose of leisure to be considered as defective. But the growth of this understanding was interrupted when King James I of England published his book on sports in his book, which emphasizes the importance of sports for the soldiers, he also argued that sports should be spread to the public in order to prevent the

rising atypical leisure habits (Kraus, 2015; Göral, 2016).

With the beginning of the industrial period, many changes have occurred in human life. With the industrial revolution, the concepts of "working class" and "paid work" emerged. The increase in mechanization and the collapse of the feudal structure caused people in the rural areas to be unemployed. The working class, who wanted to earn a living, had to work hard for very low wages. The only thing other than work of the working class, working 70 hours a week, was to rest. This change in human life brought a new dimension to the concept of "leisure". Leisure activities were used only for relaxation (Graefe & Parker, 1987; Mahiroğulları, 2005; Aytaç, 2002). In this period, leisure changes from seasonal periods into daily, weekly and monthly. The only need of an individual working in jobs that required intense labor was to go home and rest after work. Leisure time in which religious rituals were organized in seasonal periods, was replaced by just rest.

In the 20th century, thanks to the development of industrialization, the fact that machines are more involved in human life and the spread of automation has reduced the workload of the individual. The workload and the decrease in working hours have revealed the idea that each member of the society should spare time for themselves. Taking time for themselves has also revealed the importance of leisure time (Rojek, 2001). In the twentieth century, scholars divided time into segments. According to Garzia, time is divided into four periods: Working time, work-related things (driving a car or walking to work, preparing clothes for the next day, etc.), things to be done to sustain life (sleep, food, etc.) and free time (Karaküçük, 2014). It is the separation of a twenty-four-hour day into eight hours (work, meeting physiological needs and free time) (Saymer, 1973).

Considering the historical process of leisure time, it is seen that there is always a relationship between leisure and religions. Although the concept of leisure differs according to religions, it is seen that it has a place in every period and every age in human life. It is seen that many societies shape their free time according to their religion or make use of their free time according to the religion accepted by the society.

Recreation

Towards the end of the twentieth century, the belief that the concept of recreation has a place in

human life was reinforced by the fact that there were technological developments, mechanization and automation made work life easier, the daily working hours were reduced and the leisure time was seen as a right. In addition, the negative effects such as traffic, air and noise pollution, stress, which occur due to the city life, adversely affect the physical, mental and spiritual health of the individual, and the concept of recreation has brought the concept of recreation to the fore. The fact that the concept of recreation has an indispensable place in human life has led to an increase in studies on recreation.

The concept of recreation being examined, **it is derived from the** Latin "recreate" meaning to revive, refresh, renew. In this sense, the concept of recreation aims at regaining the mental and physical health of the individual through activities and exercises (Torkildsen, 1992; Edginton et al., 2005; Hacıoğlu, Gökdeniz, & Dinc, 2009). Recreation, individually or in a group, is a non-profit, leisure time activity that gives pleasure without being attached to anyone or anything (Neumeyer & Neumeyer, 1958). According to Kraus (1978), these are the activities in which the individual participates only on the basis of free will and voluntariness in their spare time, without any financial interest, for the purpose of satisfaction and pleasure, not contrary to the values of the society. It is defined as free, collective or individual, active, passive or semi-active, pleasurable experiences within the spare time period (Torkildsen, 1992). It is defined as providing vitality and physical, mental, spiritual development by participating in events and activities that are pleasing or pleasurable". In the light of this fact, recreation can be defined as the activities in which the individual participates individually or in group, active, passive or semi-active, indoor or outdoor, without any obligation, completely of their own free will, non-profit in order to benefit his health and to enjoy physically, mentally, spiritually revitalization, renewal, get better.

Benefits of Recreation

The stress, anxiety, heavy traffic, air, noise and electromagnetic pollution that an individual faces in their daily life negatively affect the physical, mental and spiritual health of the individuals (Öztürk & Aydoğdu, 2012). Recreation is the activity in which one participates in work and daily life, to get rid of the negativities encountered during the day, to renew and revive. The benefits of recreation have also been the subject of interest

of many researchers (Butler, 1940; Meyer, Brightbill, & Sessoms, 1969; Ulrich & Addoms, 1981; Liston-Heyes & Heyes, 1999; Broadhurst, 2001; Russell & Jamieson, 2008; Chae, Wattage & Pascoe, 2012; Durhan & Karaküçük, 2017; Yayla & Güven, 2019; Üstün & Üstün, 2020). Scholars have classified recreational utility differently. But in general, recreational benefits have been classified into three dimensions: Physical, social and mental (Hung, 2012).

Physical Benefit: Parallel to the developing technology, it is seen that the physical movements of people during the day are more and more restricted one every other day. The tools used during the day cause less effort while doing a job. For example, the movements of an agricultural society that does not use tractors differ significantly. Restricting or reducing physical activity adversely affects public health. Increasing physical activity contributes to the development of muscle strength and body flexibility, strengthening of the cardiovascular system, increasing endurance, reaching ideal body weight and decreasing fat tissue, increasing well-being and vitality (Driver, Brown & Peterson, 1991; Ergen, 2004; Karaküçük, 2005; Ceylan, 2009).

Social Benefit: The individual, who is a social being, is in search of reasons such as reducing loneliness, being a part of the social environment, being a family, getting support, feeling intimacy, and belonging to a group. Recreational activities provide the opportunity to meet all these needs of the individual. A group activity helps the individual fulfill their desire to socialize, to belong to a group (Hills & Argyle, 1998; Csikszentmihalyi & Hunter, 2003; Kim, Scott & Oh, 2005; Parfitt & Eston, 2005; Kikuga et. al, 2017; Eskiler, Yıldız & Ayhan, 2019). For example, an individual who complains of loneliness finds the opportunity to be at the same level with the same status by moving away from the characteristics of the society such as language, religion, economic status, position, race, nationality and education. It allows individuals coming together in a chess tournament organized between departments in a large factory to meet each other.

Mental Benefit: Mental health, which expresses the emotional state of the individual, is expressed as the individual's constant harmony with their environment. Being a social being, intense hustle and bustle of daily life such as work, home and school cause the person to be mentally affected negatively. In this case, the individual first gets stressed and then his/her resistance to negative

events decreases in the face of daily events and may experience mental problems. They may lose their mental health. A good many studies have been reported showing that recreational activities have a positive effect on resilience (Torkildsen, 2006; Bale, Gazmararian & Elon, 2015; Bernabe, Campos-Izquierdo, & Gonzelez, 2016; Çetiner & Yayla, 2017; Paluska & Schwenk, 2000).

Halal and Haram According to the Beliefs of Islam and Judaism

According to Islam, it is known that an individual is responsible for how they spend their life (Kılıç, 2011) and the body entrusted to them (Walseth & Fasting 2003). In this context, limits have been determined in the Qur'an and the Torah so that the individual can lead the way in their life style. These limitations are explained by the concepts of "halal" and "haram".

When the concept of halal and haram is examined, it is seen that it is in Islam (Islamic Encyclopedia, 2022) and Jewish (Kurt, 2010) religions. According to Islamic law, the concept of halal is defined as "something that is not punished due to its processing" or that "there is no evidence that it has been rendered haram". According to Jewish law, prohibited actions are considered "haram" and non-prohibited actions are considered "halal".

According to the Turkish language association, the concept of halal is expressed as "anti-haram, which is not contrary to religious rules and not prohibited in terms of religion, " and haram is expressed as "contrary to religious rules, religiously forbidden, anti-halal " (TDK, 2022).

Concepts of halal and haram:

- Every religion, which has placed the human being at its center, must comply with certain rules for the peace and welfare of the society,
- Not having the same prohibitions in every religion, but pointing to common norms and values,
- Protecting the benefits of the society to which it is connected and at the same time not breaking the absolute authority,
- The actions that are described as haram are to the detriment of humanity, and those that are considered halal are to the benefit of humanity,
- It is thought that harams are determined in order to ensure the balance between the individual and the society to which he is a member (Erdem, 1997).

3. Halal Recreation Concept

It is very important for the individuals to evaluate their spare time because individuals who have no idea how to use their spare time have an unfruitful lifestyle (Wang, Kao, Huan, & Wu, 2011). One has a lot of options when it comes to spending free time. These options vary according to the person, society, open or closed spaces, being active, passive or semi-active, group or individual, the customs, traditions, norms and values, language and religion of the society to which they belong. These can be a criterion for the activity that the individual would participate in. These criteria are effective in the leisure behaviors of the individuals. These behaviors are classified as atypical and typical. For example, worshipping, doing sports, visiting family elders and nursing home, doing something for personal development are seen as typical behavioral activities, while behaviors such as using alcohol and drugs, gambling, and having illegal relationships can be classified as atypical leisure behavior (Mieczkowski, 1990).

It is expected that recreational activities will be beneficial to the individual and society. At the same time, the fact that the activity conducted is not contrary to the norms, values, culture, customs and traditions of the society helps the person in the choice. In this way, all events and activities support the halal recreation concept.

In short, the concept of halal recreation is what the individual can participate freely, passively or semi-actively, individually or as a group, within the time period remaining from external obligations, freely, without any profit, by adhering to the norms and values of the society of which he is a member, having fun, rest, physical, mental. It can be expressed as activities in which people participate in order to renew themselves spiritually.

4. Conclusion

Today, many developments have led to the shortening of the daily working hours (Güneren & Karakuş, 2015). The shortening of working hours has allowed the allocation of time has increased for the persons except for physiological needs (Onat, 2021). In addition, the establishment of the right of everyone to have free time with modernity has made people turn to leisure and recreational activities. Although events such as the covid 19 pandemic may have a limiting effect from time to time (Doğan et al., 2021), The increase in this orientation has led to the emergence of many different consumption habits. Historically, not only good but also bad examples of people managing their free time have been reported. While

individuals who manage their free time well do different activities to achieve their physical, mental and spiritual well-being, it is seen that those who manage their leisure time badly tend to engage in activities that will negatively affect them physically, mentally and spiritually, and even commit crimes. Today, individuals with increasing leisure time can cause them to be evaluated in a way that contradicts the norms, values, customs, traditions and religion of the society if they are not managed properly as in the past. In this context, the understanding of halal recreation guides the activities that will benefit the individual physically, mentally and spiritually. The concept of halal recreation, while guiding people to evaluate their spare time within the framework of norms and values of the society, can prevent crimes that occur. It is an important part of halal recreation that recreational policy makers focus on activities that are not contrary to the norms and values of the society in which the activity takes place.

When the literature on the related fields is examined, it is seen that the concept of halal has been extensively studied in terms of tourism. However, it is observed that the subject is handled less frequently in terms of the concept of recreation (Lahny, 2019; Birinci & Karakuş, 2020), which has a much broader scope. At this point, it is very important to explain the concept and define it by drawing its boundaries in terms of contribution to the literature.

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INFO PAGE

The concept of halal recreation

Abstract

The halal industry has developed rapidly in recent times. This development is seen in different areas such as halal travel, halal food, halal clothing, halal tourism. The fact that the concept of halal takes place in different subjects within the industry is important in terms of eliminating the shortcomings in other fields. The concept of halal recreation was identified in order to fill the gap in this context. In addition, this research examines the historical process of the concept of leisure in order to reveal the concept of halal recreation, and it has been determined in which religions the concepts of halal and haram are. As a result of these examinations, the concept of halal recreation briefly; The individual can participate freely, without any profit motive, individually or as a group, actively, passively or semi-actively, within the time period remaining from external obligations, adhering to the norms and values of the society of which he/she is a member, having fun, rest, physical, physical, mental and it can be expressed as activities in which he/she participates in order to renew himself/herself spiritually.

Keywords: Halal,, Leisure, Recreation, Halal recreation

Authors

Full Name	Author contribution roles	Contribution rate
Muhammet Cenk Birinci:	Conceptualism, Methodology, Writing - Original Draft, Writing - Review & Editing, Supervision	70%
Yusuf Karakuş:	Conceptualism, Writing - Original Draft, Writing - Review & Editing	30%

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