



Local People's Perception of Tourism: A Metaphoric Approach

Yerel Halkın Turizm Algısı: Metaforik Bir Yaklaşım

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Öz

Turizm, destinasyonların ekonomik, sosyal ve çevresel açıdan şekillenmesinde önemli bir rol oynamaktadır. Bununla birlikte, yerel topluluklar üzerindeki etkisi genellikle bir endişe konusu olmaya devam etmektedir. Sürdürülebilir turizm gelişimi için yerel halkın turizm algılarını anlamak çok önemlidir. Metaforlar insanların algılarını öğrenmede önemli işlevlere sahiptir. Ancak metaforlar turizm araştırmacıları tarafından veri kaynağı olarak yeterince ilgi görmemiştir. Bu makale, yerel halkın turizme ilişkin düşüncelerini ve duygularını ifade etmek için kullandıkları metaforik temsilleri incelemektedir. Bu metaforları analiz ederek, turizm ve ev sahibi topluluklar arasındaki karmaşık ve çok yönlü ilişkiye dair daha derin içgörüler elde etmek ve böylece sürdürülebilir turizm yönetimi için etkili stratejiler oluşturmak amaçlanmaktadır. Bu olguyu araştırmak için niteliksel metodoloji kullanıldı. Katılımcılar Giresun'un Dereği ilçesinde yaşayan yerel halktan oluşmuştur. Veriler, yarı yapılandırılmış bir görüşme formu kullanılarak toplanmış ve içerik analizi yoluyla işlenmiştir. Daha sonra cevaplarda bulunan metaforlar farklı gruplara ayrılmıştır.

Anahtar Kelimeler: Turizm Algısı, Metafor, Metaforik Yaklaşım, Sürdürülebilirlik

ABSTRACT

Tourism plays a crucial role in shaping the economic, social, and environmental landscapes of destinations. However, its impact on local communities often remains a subject of concern. Understanding local people's perceptions of tourism is essential for sustainable tourism development. Metaphors have important functions in learning people's perceptions. However, metaphors have not attracted sufficient attention from tourism researchers as data sources. This paper explores the metaphorical representations used by local residents to articulate their thoughts and emotions regarding tourism. By analyzing these metaphors, it is aimed to gain deeper insights into the complex and multifaceted relationship between tourism and host communities, thereby informing effective strategies for responsible and sustainable tourism management. Qualitative methodology was used to explore this phenomenon. The participants were local people in Dereği, Turkey. Data were collected using a semi-structured questionnaire and processed through content analysis. Next, the metaphors found in the answers were categorized into different groups.

Keywords: Perception of Tourism, Metaphor, Metaphor Approach, Sustainability

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INTRODUCTION:

Tourism plays a significant role in the economic, social, and cultural development of many regions of the world. It has the potential to provide substantial benefits to local communities, such as job opportunities, infrastructural development, and increased cultural exchanges (García et al., 2015; Kanwal et al., 2020; Ramkissoon, 2023). However, for tourism to be truly sustainable, it is essential to understand the local people's perceptions of this industry. Local residents' attitudes and opinions towards tourism can greatly influence its success or failure, as they interact daily with tourists and experience the impacts first. Therefore, gaining insight into the tourism perceptions of local residents are crucial for fostering sustainable tourism development (Huo et al., 2023).

Metaphors are powerful linguistic tools that people often employ to express complex thoughts and emotions (Lakoff and Johnson, 1980). Metaphorical representations can reveal hidden meanings, emotions, and underlying cognitive structures related to various topics including tourism. Understanding the metaphors that local residents use to describe tourism can provide valuable insights into their deeply held beliefs and perceptions of this phenomenon (Adu-Ampong, 2016). Despite the potential importance of metaphors as a data source, they have not received enough attention from tourism researchers in terms of understanding tourism perceptions of local people. To contribute to filling this research gap, this study examines the metaphorical representations that local people use to express their tourism perceptions in Dereli district of Giresun. This study aims to shed light on their attitudes, beliefs, and values toward tourism by discovering the metaphors used by local people. The findings of this research can contribute to the creation of more targeted and sustainable tourism development strategies that take into account the interests and concerns of local people.

THEORETICAL BACKGROUND:

The metaphor is a concept that has been studied and discussed for over two thousand years (Wang, 2013). The concept of metaphor includes the process by which individuals socially construct meaning and ideas through language (Domínguez, 2015). Although metaphors are thought to be related to words, they also include daily life in their fields of thought and action. This is because people's everyday conceptual systems are essentially metaphorical (Morgan, 1980). Sociolinguistic research on metaphors provides in-depth insights into their role as rhetorical tools to shape the way they think and behave, and even to teach the set of values that characterize communities that consistently use the same image set (Belhassen, 2020). Therefore, metaphors can be viewed as internal manifestations of abstraction that cannot be expressed directly (Schmitt, 2005). From this perspective, metaphors can be accepted as a way of conceptualizing the world (Zhang, 2021). It is possible that metaphorical discourse is related to culture. Therefore, metaphors may vary from culture to culture (Cameron and Deignan, 2006). Communication in every culture has its distinctive features. Metaphors are effective tools for strengthening communication (Domínguez 2015). Ghazinoory and Aghaei (2023) expressed the necessity and importance of metaphors. According to the researchers, if parents view their children as "crutches," they will have different expectations, decisions, and attitudes than seeing them as "kittens" who need lifelong support. This example demonstrates the importance of metaphors in daily life. The concepts that govern thought include not only intellectual matters but also everyday actions down to the smallest details. As Lakoff and Johnson (1980) point out, the human conceptual system is figuratively structured and defined. Metaphors are a way of knowing the world and shaping individuals' thought patterns (Cornelissen et

al., 2008). Therefore, it is of great importance to use metaphors as data sources, especially in the social sciences (Ghazinoory and Aghaei, 2023; Seyitoğlu and Çakar, 2017).

In the destinations where tourism develops, there are negative effects as well as positive effects. At this point, it is important to eliminate the possible negative effects of tourism (Huo et al., 2023). For this, it is critical to involve the tourism stakeholders in the tourism planning process and to reveal the tourism perception of the stakeholders (Franzidis and Yau, 2018; Nunkoo and Ramkissoon, 2007). Engaging stakeholders provides an important opportunity to learn about potential concerns in the community (Saito and Ruhanen, 2017). The primary stakeholder in a potential tourism destination is the local community (Eyisi et al., 2023). Tourism development can cause unpredictable damage if the demands of local people and visitors are not taken into account (Gursoy et al., 2002). It is important to learn the perceptions of local people about a subject to foresee possible problems. Therefore, local people's perception of tourism is an important planning tool for successful and sustainable tourism development (Rasoolimanesh et al., 2015). However, an important part of research on the tourism perception of local people is exploratory and descriptive (Cordero, 2008). Current studies do not provide information on why locals' perceptions of tourism are positive or negative. This issue was raised many years ago. At this point, the opinion of Husbands (1989, p. 240) is noteworthy: "... One of the persistent problems in this body of work is the poor theoretical understanding of residents' perceptions of or attitudes toward tourism. This explains the general lack of explanation based on the social structure of the target society. So far, there is no theoretical justification for why whether or not some people are positively inclined toward tourism". The reason(s) for the tourism perception of the local people are not also generally known today (Cordero, 2008). Perhaps one potential solution to this problem would be to leverage the emic paradigm necessary to understand community responses to tourism. While ethical approaches create their own structures to explain the observed behavior or cultural pattern; emic approaches seem to be more revealing as they draw on actors' interpretations and local insider knowledge of the meaning of behavior (Pearce et al., 1996). Therefore, qualitative measures are needed to involve a more 'personal voice' of society (Petrzelka et al., 2005). Metaphors gain importance at this point.

Tourism discipline has started to apply all available methodological approaches in recent years (Ballantyne et al., 2009). Especially qualitative research techniques are given more importance by tourism researchers (Seyitoğlu and Çakar, 2017). The significant benefits of a linguistic approach have been the primary focus of academics using metaphors in various social science studies (Adu-Ampong, 2016) based on an interpretative approach driven by qualitative research (Laing and Crouch, 2009). Tourism literature provides important information about the use and benefit of metaphors in tourism. For example, in most tourism theories, the tourist is defined as a traveler, foreigner, or pilgrim, while tourism is defined in terms of international social reality, game, or imperialism (Dann, 2002). The main focal points in tourism theories are also metaphorical. For example, motivation theory is often conceptualized as "push" and "pull" factors (Uysal et al., 2008), or tourism development as a life cycle (Butler, 1980). Metaphors have important function in tourism development (Adu-Ampong, 2016). For example, Jaworska (2017) reveals that metaphors are used significantly in destination promotion. Jaworska states that metaphors are used to appeal to many senses (such as taste, imagination), thus strengthening the desire of tourists to consume. Of course, metaphors are used not only in destination promotion but also to shape tourism perception in people's minds. For example, the tourism industry in Turkey is introduced with the metaphor of a "flueless industry" (Atık and Güneri, 2022). When considered in depth, the economic return feature of tourism is tried to be placed in perceptions with the metaphor of industry. Grimwood (2015) shows how metaphors can enhance our epistemological understanding and responsibilities in tourism research. In short, to challenge dominant tourism discourses and practices and bring about

social change, metaphors are the stuff of worldmaking in tourism (Stinson et al., 2021). However, the use of metaphors is still under-studied by tourism researchers, and overall, little attention has been paid to metaphors as a source of data, except for a few studies (Seyitoğlu ve Çakar, 2017). Whereas the metaphor approach can offer a persuasive and insightful perspective to explore the tourism perceptions of local people. By delving into the metaphorical expressions used by local people, researchers can gain valuable access to the cognitive and cultural underpinnings of their attitudes and feelings towards tourism. This deep understanding can contribute to the creation of sustainable tourism strategies that prioritize the well-being and representation of local people. The metaphor approach can act as a bridge between scientific inquiry and the realities of the host society, promoting mutual understanding and cooperation in the pursuit of sustainable tourism development. However, studies that adopt the metaphor approach in the literature on tourism perception are insufficient. This indicates an important gap in the literature.

METHOD:

This study adopts a qualitative research approach to explore the metaphorical representations used by local people to express their perceptions of tourism in the Dereli district of Giresun, Turkey. Qualitative research enables an in-depth understanding of individuals' subjective experiences and perspectives, making it suited for investigating complex and nuanced phenomena such as perceptions (Kempster and Parry, 2011). A purposive sampling technique was employed to ensure the selection of participants who could provide rich and diverse insights into the research topic. The sample size was determined based on data saturation, where new information or themes no longer emerge from the data, indicating that sufficient data have been collected to address the research objectives adequately. The research data were collected between 22-30 July 2023 and 103 participants were reached.

Semi-structured question forms served as the primary data collection method. The question forms were conducted face-to-face with the participants to allow for a more interactive and nuanced exploration of their perceptions. In the question form, an open-ended question was asked: What would you say tourism is like and why? The analysis of the collected data involved a systematic content analysis. In this context, the participants' responses' main words were examined, the subject areas were grouped, and the patterns were determined (Xiao and Smith, 2006). Several measures were implemented to ensure the research's validity and reliability. First, the interviews were conducted at a place where the participants felt comfortable and at a time convenient for them. Second, the data collected by the first author was analyzed by both authors of the study. Third, this process was carried out three times to ensure internal consistency in terms of coding. Finally, the final findings with which both authors agree have emerged (Yıldırım and Şimşek, 2013).

This research adhered to ethical guidelines for research involving human participants. Informed consent was obtained from all participants, ensuring their voluntary participation and confidentiality. Participants were informed about the purpose and nature of the study, their rights as participants, and the ways in which their data will be handled and anonymized. In addition, before the data were collected, ethical approval was obtained with the decision of Giresun University Ethics Committee dated 12.07.2023 and numbered 07/GD-2.

RESULTS:

The research on the tourism perception of the Dereli people revealed intriguing insights into their attitudes and beliefs toward tourism. The analysis of the data highlighted four prominent aspects of tourism perception: socio-cultural, environmental, economic, and nothingness (Table 1). The emergence of a perception of nothingness is remarkable. The findings are summarized as follows.

Table 1. Generated Metaphors

Main category	Themes	Participant(s) using metaphor
Socio-cultural perception	Visit/travel	P*4, P10, P13, P15, P20, P25, P30, P32, P33, P34, P35, P36, P38, P45, P46, P47, P48, P53, P57, P58, P59, P60, P66, P68, P69, P70, P86, P94, P97, P102
	Guest/tourist/foreigners	P3, P5, P6, P39, P51, P52, P61, P75, P77, P78
	Plateau/Kümbet**	P21, P22, P24(F), P33, P54, P55, P88
	Entertainment	P19, P31, P34, P84(F), P92
	Vacation	P19, P25, P43, P74
	Historical places	P8, P11, P35, P44
	Culture	P12, P75, P83, P86
	Antalya	P16, P22, P27, P29
	Mobility	P85, P87, P92
	Hotels/holiday villages	P1, P25, P99
	Food and drinks	P50, P66, P67
	Locality	P17, P50
	Tourist facilities	P51, P52
	Civilization	P12
Environmental perception	Nature	P1, P8, P10, P11, P14, P20, P28, P30, P35, P44, P82, P88, P89, P94, P96, P97, P99
	Sea-sand-Sun (3S)/summer	P13, P20, P25, P29, P60, P75, P99, P101, P103
	Beautiful weather	P90, P96
	Pollution	P2, P9
	Landscape	P1
	Waterfall	P1
Economical perception	Income/Money	P19, P23, P34, P36, P37, P38, P40, P41, P42, P49, P63, P65, P69, P70, P71, P80, P89, P93, P96
	Flueless industry	P2, P80, P87
	Expense	P49, P65
	Investment/fund	P12, P85
	Foreign currency	P26
	Customer	P62
	Workload	P86
Perception of nothingness	Nothing	P4, P7, P58, P72, P91
*Participant; ** Kümbet is a highland village in the district of Giresun, which is well known in the region and is visited by the people of Dereli, especially on weekends.		

Socio-Cultural Perception: The Dominance of the "Visit/Travel" Metaphor

In the socio-cultural aspect of tourism perception, the metaphors of "visit/travel" and "guest/tourist/foreigner" were salient. The local residents expressed their perceptions of tourism through these metaphors, indicating a sense of transient interaction and distinction between the host community and tourists. These metaphors suggest that the Dereli people perceive tourism as a temporal event and associate it with interactions with visitors from outside the community.

The metaphor of "visit/travel" reflects a fundamental cognitive structure used by individuals to make sense of the tourism phenomenon. The act of visiting or traveling to a destination carries a sense of temporary engagement and movement, suggesting that the perception of tourism in Dereli is closely associated with notions of transience and impermanence. This finding aligns with existing research that highlights the temporal nature of tourism experiences and their impact on local communities. The metaphor of "visit/travel" also implies an external-agent perspective, where tourists are

perceived as visitors or travellers coming from outside the local community. This perspective may indicate a clear demarcation between the host community and tourists, emphasizing the notion of "us" and "them." Such demarcations can have implications for the development of a sense of ownership and belonging among local residents towards tourism activities. Moreover, the use of the "visit/travel" metaphor suggests that tourism is seen as an event or occasion, rather than an integral part of the community's daily life. This temporal framing may influence how the local community perceives the benefits and challenges of tourism. It may also affect their expectations regarding the extent to which tourism can contribute to the social and economic well-being of the community. Following are some examples of excerpts from the answers given by the participants about socio-cultural perception:

I liken tourism to tourist. Because when I think of tourism, the first thing that comes to my mind is the tourist. Because without tourists there is no tourism (P3, Male).

I think tourism is traveling and visiting. Because in order to be able to engage in tourism activities, we must first travel. Of course, we also visit the places we travel (P31, Male).

Tourism is traveling. Because for tourism, it is necessary to go from one place to another. Wherever you go, you visit the beautiful areas of that place (P33, Female).

Environmental Perception: The Significance of "Nature" and "Sea-Sand-Sun (3S)/Summer" Metaphors

In the environmental aspect of tourism perception, the metaphors of "nature" and "sea-sand-sun (3S)/summer" were prevalent. The local community's connection with nature and the coastal environment was evident through the "nature" metaphor, while the "sea-sand-sun (3S)/summer" metaphor emphasized the association of tourism with beach-oriented leisure experiences, particularly during the summer season.

The frequent use of the "nature" metaphor reflects the deep connection that the Dereli residents have with their natural environment. The metaphor suggests that the local community perceives tourism as an interaction with the surrounding nature and wildlife. It implies a sense of reverence and appreciation for the ecological resources and biodiversity that define the region. The "nature" metaphor in environmental perception holds promising implications for sustainable tourism development. It indicates that the local community values their natural resources and may have a vested interest in protecting them. This alignment between environmental perception and nature-centered tourism can be leveraged to promote ecotourism initiatives, emphasizing responsible nature-based experiences that conserve and enhance the area's natural assets. The "sea-sand-sun (3S)/summer" metaphor reveals the strong association between tourism and leisure beach activities during the summer season. The metaphor conveys a sense of relaxation, joy, and escape from routine life, suggesting that tourism is perceived as a means to enjoy the region's coastal resources and natural amenities. Following are some examples of excerpts from the answers given by the participants about environmental perception:

Tourism means nature to me. Because if I am going to engage in tourism activities, I prefer to be alone with nature (P8, Male).

I liken tourism to the sea, sand, and Sun. Because tourism in our country is in good shape thanks to this trio (P13, Female).

When tourism is said, nature comes to my mind. Because I can't imagine tourism without nature (P94, Male).

Economical Perception: The Prevalence of the "Income/Money" Metaphor

The economic aspect of tourism perception was characterized by the metaphor of "income/money." Participants frequently associated tourism with financial benefits and economic prosperity. The "income/money" metaphor indicated that the local community perceives tourism as a means to generate income and enhance economic well-being.

The pervasive use of the "income/money" metaphor suggests that the economic perception of Dereli's residents is closely associated with the financial benefits generated by tourism. The metaphor implies that tourism is primarily perceived as a source of income and economic prosperity for the local community. The centrality of the "income/money" metaphor has implications for the local community's expectations and priorities regarding tourism development. Residents may place significant importance on the economic gains derived from tourism, leading to a focus on maximizing short-term financial benefits. While economic prosperity is a vital aspect of sustainable tourism development, relying solely on the "income/money" metaphor may neglect other dimensions of sustainable development, such as social and environmental considerations. Following are some examples of excerpts from the answers given by the participants about economical perception:

I liken tourism to money. Because people can earn financial gain through tourism (P19, Male).

Tourism means money and income to me. Because I think this is the purpose of the existence of tourism (P65, Male).

Tourism is like a flueless industry. Because as far as I have heard, tourism is likened to a flueless industry in our country. This is how it settled in my mind (P87, Male).

Perception of Nothingness: A Novel and Intriguing Metaphorical Representation

The emergence of the "perception of nothingness" was a notable finding in the research. While expressed by a minority of participants, this novel perception portrayed tourism as an empty or hollow activity lacking meaningful impact or substance. Sometimes individuals may not have made it a culture to engage in tourism activities. Or, in some cultures that have made working a philosophy of life, people may not feel the need to take a vacation. In this case, individuals may perceive tourism as nothing. In addition to this, engaging in tourism activities requires taking into account a certain economic cost. Notably, the "perception of nothingness" was closely related to the economic aspect of tourism, suggesting a critical perspective on the perceived value and benefits of tourism in Dereli. In addition, sometimes individuals cannot participate in tourism activities due to the social prejudices they grew up in and may not have a perception about tourism. When the subject is evaluated in terms of gender, it has even more meaning. Perhaps it can be said that society's perspective on women taking a vacation is influential in this perception.

The metaphor of "nothingness" suggests that for some participants, tourism is associated with a lack of substance, significance, or meaningful impact. This metaphor implies a perception of tourism as an empty or hollow activity that fails to provide tangible benefits or positive contributions to the local community. It may be rooted in experiences of unmet expectations, limited economic gains, or a perceived lack of cultural exchange or mutual understanding between tourists and the host community. The emergence of the "perception of nothingness" metaphor indicates the existence of critical voices and reservations within the local community regarding the perceived value and impacts of tourism. It is essential to acknowledge and explore this perspective to better understand the diversity of attitudes and opinions held by different segments of the population towards tourism. Following are some examples of excerpts from the answers given by the participants about perception of nothingness:

Tourism is like nothing. Because I'm not interested. I can't afford to go on vacation. That's why I'm not interested in tourism (P5, Male).

Tourism is like nothing. Because I've hardly ever been on a vacation. That's why tourism means nothing to me (P8, Female).

Tourism is like nothing. Because I've never been on vacation in my life. Can you go on vacation with this money? (P101, Male).

CONCLUSION:

The findings of the current research offer valuable insights into the complex and diverse perceptions of the Dereli community towards tourism. Understanding these perceptions can guide the development of sustainable tourism strategies that align with the interests, values, and aspirations of the local residents, promoting a thriving tourism industry that benefits both visitors and the host community.

The utilization of metaphor as a data source in this research has proven to be a powerful and illuminating approach. Metaphors serve as cognitive tools that allow individuals to make sense of complex concepts and experiences, providing a window into the underlying cognitive structures and cultural frameworks that shape their perceptions. By exploring the metaphors used by the Dereli people to describe tourism, we have gained a deeper understanding of how they conceptualize and relate to this multifaceted phenomenon.

In the socio-cultural perception, the metaphors of "visit/travel" and "guest/tourist/foreigner" provided insights into the temporality of tourism experiences and the perceived separation between the local community and tourists. The environmental perception, conveyed through the metaphors of "nature" and "sea-sand-sun (3S)/summer," emphasized the profound connection with the region's natural environment and the association of tourism with beach-oriented leisure activities. The economic perception, characterized by the metaphor of "income/money," offered valuable insights into the community's focus on financial benefits and economic prosperity from tourism. Moreover, the emergence of the "perception of nothingness" as a new type of perception was a testament to the power of metaphor in uncovering unique and previously unexplored perspectives. This metaphor highlighted a critical view of tourism, underscoring the importance of addressing economic concerns and ensuring that tourism development aligns with the aspirations and values of the local community.

By leveraging metaphor as a data source, this research transcended mere quantitative data and ventured into the realm of nuanced qualitative insights. The use of metaphors allowed for a more in-depth exploration of participants' subjective experiences, emotions, and underlying cognitive structures related to tourism. It provided a rich tapestry of diverse perceptions, giving voice to individual perspectives that might otherwise remain hidden in traditional surveys or questionnaires. In conclusion, the findings from this research contribute not only to the understanding of tourism perception in Dereli but also underscore the significance of metaphor as a valuable data source in tourism research. As stakeholders and policymakers work towards sustainable tourism development, considering the metaphorical representations of the local community can lead to more culturally sensitive, socially inclusive, and environmentally responsible strategies that create a harmonious and mutually beneficial relationship between tourism and the host community. The insights gained from this study serve as a stepping stone towards fostering a thriving and sustainable tourism industry that preserves the region's unique identity, natural beauty, and community well-being for generations to come.

According to this research, it can be said that the metaphorical approach has the potential to offer a different perspective than traditional survey-based methods. The perception of nothingness that emerged in this research can be shown as the most concrete example of this. Because in traditional surveys, no statement about this aspect of tourism is directed to the participants. So by tapping into metaphorical representations of local people, researchers can access the deeper, often subconscious, layers of their perception. This method can reveal underlying concerns by providing a more holistic understanding of the complex interaction between tourism and local people. Understanding metaphors will facilitate more effective communication between researchers, policymakers, and local people. It will also enable a more inclusive approach to tourism development by recognizing the voices of local people.

It is important to acknowledge the potential limitations of this study. First, the findings may be context-specific to the Dereli district of Giresun, Turkey, and may not be fully generalizable to other tourism destinations. Second, the qualitative nature of the study limits the ability to quantify and measure the frequency or prevalence of specific metaphors. However, the richness and depth of the data obtained through qualitative methods compensate for this limitation, providing valuable insights into the perceptions of local residents. Overall, the proposed methodology aims to capture the metaphorical representations used by local residents to express their perceptions of tourism in the Dereli district. By employing qualitative research techniques, the study intends to provide a comprehensive understanding of the metaphorical dimensions of local people's perceptions, contributing to the sustainable development of tourism in the region.

Etik Standart ile Uyumluluk

Çıkar Çatışması: Yazar / yazarlar, kendileri ve / veya diğer üçüncü kişi ve kurumlarla çıkar çatışmasının olmadığını beyan eder.

Etik Kurul İzni: Bu çalışma için etik kurul iznine gerek vardır.

Teşekkür: Teşekkürümüz vardır / yoktur.

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GENİŞLETİLMİŞ ÖZET

Çalışmanın Amacı:

Metaforlar bir veri kaynağı olarak potansiyel önemine rağmen, yerel halkın turizm algılarını anlamak açısından turizm araştırmacıları tarafından yeterince ilgi görmemiştir. Bu araştırma boşluğunu doldurmaya katkı sağlamak için bu çalışma, Giresun'un Dereli ilçesinde yerel halkın turizm algılarını ifade etmek için kullandıkları metaforik temsilleri inceleyerek, yerel halkın turizme yönelik tutum, inanç ve değerlerine ışık tutmayı amaçlamaktadır.

Kuramsal Altyapı:

Metaforlar, insanların karmaşık düşüncelerini ve duygularını ifade etmek için sıklıkla kullandıkları güçlü dilsel araçlardır (Lakoff ve Johnson, 1980, s. 207-208). Metaforik temsiller, turizm de dahil olmak üzere çeşitli konularla ilgili gizli anlamları, duyguları ve altta yatan bilişsel yapıları ortaya çıkarabilir. Yerel sakinlerin turizmi tanımlamak için kullandıkları metaforları anlamak, onların bu fenomene ilişkin derin inançlarına ve algılarına ilişkin değerli içgörüler sağlayabilir (Adu-Ampong, 2016, s. 249). Hakim turizm söylemlerine ve uygulamalarına meydan okumak ve toplumsal değişimi sağlamak için metaforlar, turizmde dünya yaratmanın bir unsurudur (Stinson ve diğerleri, 2021, s. 238). Ancak metaforların kullanımı turizm araştırmacıları tarafından halen yeterince araştırılmamakta ve genel olarak metaforlara birkaç çalışma dışında veri kaynağı olarak çok az önem verilmektedir (Seyitoğlu ve Çakar, 2017, s. 271). Oysa metafor yaklaşımı yerel halkın turizm algılarını araştırmak için ikna edici ve anlayışlı bir bakış açısı sunabilir. Araştırmacılar, yerel halkın kullandığı metaforik ifadeleri derinlemesine inceleyerek onların turizme yönelik tutum ve duygularının bilişsel ve kültürel temellerine değerli erişim sağlayabilirler. Bu derin anlayış, yerel halkın refahını ve temsilini ön planda tutan sürdürülebilir turizm stratejilerinin oluşturulmasına katkıda bulunabilir. Metafor yaklaşımı, bilimsel araştırma ile ev sahibi toplumun gerçekleri arasında bir köprü görevi görebilir ve sürdürülebilir turizm gelişiminin sağlanmasında karşılıklı anlayış ve iş birliğini teşvik edebilir. Ancak literatürde turizm algısına yönelik metafor yaklaşımını benimseyen çalışmalar yetersizdir. Bu durum literatürde önemli bir boşluğa işaret etmektedir.

Yöntem:

Bu çalışma, nitel araştırma yaklaşımını benimsemektedir. Araştırma konusu hakkında zengin ve çeşitli görüşler sağlayabilecek katılımcıların seçilmesini sağlamak için amaçlı örnekleme tekniği kullanılmıştır. Araştırma verisi 22-30 Temmuz 2023 tarihleri arasında toplanmış ve toplam 103 katılımcıya ulaşılmıştır. Yarı yapılandırılmış soru formları, birincil veri toplama yöntemi olarak kullanılmıştır. Soru formları, algılarının daha etkileşimli ve nüanslı bir şekilde keşfedilmesine izin vermek için katılımcılara yüz yüze dağıtılmıştır. Soru formunda açık uçlu bir soru sorulmuştur: Sizce turizm neye benzer ve neden? Veri analizinde, sistematik içerik analizi kullanılmıştır (Xiao ve Smith, 2006).

Bu araştırma, insanlar örnekleminde yapılan araştırmalar için gerekli etik yönergelere bağlı kalmıştır. Tüm katılımcılardan bilgilendirilmiş onam alınmış, gönüllü katılmaları ve gizlilikleri sağlanmıştır. Katılımcılara çalışmanın amacı ve niteliği, katılımcı olarak hakları ve verilerinin nasıl ele alınacağı ve anonimleştirileceği hakkında bilgi verilmiştir. Ayrıca veriler toplanmadan önce ... Üniversitesi Etik Kurulunun 12.07.2023 tarih ve 07/GD-2 sayılı kararı ile etik onay alınmıştır.

Bulgular:

Veri analizi sonucunda, yerel halkın turizm algısının dört yönü tespit edilmiştir: sosyo-kültürel, çevresel, ekonomik ve hiçlik. Sosyo-kültürel algıda "ziyaret/seyahat" ve "misafir/turist/yabancı" metaforları ön plana çıkmıştır. Yerel halk, turizm algılarını bu metaforlarla ifade ederek, ev sahibi topluluk ile turistler arasında geçici bir etkileşim ve ayırım duygusuna işaret etmektedir. Bu metaforlar, Dereli halkının turizmi geçici bir olay olarak algıladığını ve bunu bölge dışından gelen ziyaretçilerle olan etkileşimlerle ilişkilendirdiğini düşündürmektedir. Çevresel algıda "doğa" ve "deniz-kum-güneş (3S)/yaz" metaforları ağırlıktadır. Yerel halkın doğa ve kıyı çevresi ile olan bağı "doğa" metaforu ile belirginleşirken, "deniz-kum-güneş (3S)/yaz" metaforu turizmin özellikle yaz mevsiminde deniz odaklı deneyimlerle ilişkisini vurgulamaktadır. Ekonomik algı "gelir/para" metaforu ile karakterize edilmiştir. Katılımcılar sıklıkla turizmi finansal faydalar ve ekonomik refah ile ilişkilendirmiştir. "Gelir/para" metaforu, yerel halkın turizmi gelir elde etme ve ekonomik refahı artırma aracı olarak algıladığını göstermektedir. Araştırmada "hiçlik algısı"nın ortaya çıkması dikkat çekici bir bulgu olmuştur. Azınlık bir katılımcı tarafından dile getirilse de, bu yeni algı, turizmi anlamlı bir etkiden veya içerikten yoksun bir faaliyet olarak tasvir etmiştir.

Sonuç ve Değerlendirme:

Bu araştırmaya göre, metaforik yaklaşımın geleneksel ankete dayalı yöntemlerden farklı bir bakış açısı sunma potansiyeline sahip olduğu söylenebilir. Bu araştırmada ortaya çıkan hiçlik algısı, bunun en somut örneği olarak gösterilebilir. Çünkü geleneksel anketlerde katılımcılara turizmin bu yönüyle ilgili herhangi bir açıklama yapılmamaktadır. Araştırmacılar, yerel halkın metaforik temsillerine dokunarak, algılarının daha derin, genellikle bilinçaltı katmanlarına erişebilirler. Bu yöntem, turizm ve yerel halk arasındaki karmaşık etkileşimin daha bütüncül bir şekilde anlaşılmasını sağlayarak altta yatan endişeleri ortaya çıkarabilir. Metaforları anlamak, araştırmacılar, politika yapıcılar ve yerel halk arasında daha etkili iletişimi kolaylaştıracaktır. Ayrıca, yerel halkın sesine kulak vererek turizm gelişimine daha kapsayıcı bir yaklaşım sağlayacaktır.