
An evaluation on sustainable tourism demand: The case of Muğla, Turkey¹

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Abstract

Tourism sector that is one of the most important, driving power of social, economic and cultural development, has a significant role especially for developing countries. In this sense, the countries aiming to get a bigger share in tourism have to carefully observe the fast progression in this sector and fulfill the changing expectations of the customers. In order to fulfill quality service and customer satisfaction the sustainability is very important in the sector in general. In this study which primarily discusses sustainable tourism, sustainable tourism practices affecting tourism demand will be referred. The ultimate aim of this research is to evaluate the level of the effect of sustainable tourism practices on the tourism demand. The sample of the study is a total of 600 persons of foreign tourists who visited Mugla. According to data acquired from the questionnaires; protection of ecological, cultural and natural heritage, slow city, eco label, concept and the competition power of the enterprise are the affecting factors on the tourism demand. Such results showed that sustainable tourism practices influence the tourism demand positively.

Keywords: sustainable tourism, tourism demand, sustainable tourism demand, Mugla

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1. Introduction

The tourism sector which became one of the fastest growing sectors in the world economy is a good tool that contribute to improve regional and national development (Cimat and Bahar, 2003), international cultural and social communication and to protect World Peace (Bahar, 2004). In addition to these positive influences of tourism sector, it is also true that it consumes the non-renewable resources. So, it is important to adopt sustainable tourism consciousness in order to maximize the positive influences of tourism (help to solve balance sheet problems, increase the employment opportunities, provide foreign currency inflow etc.) and to minimize the negative influences (Ceylan, 2011). Sustainable tourism should not only be a tourism alternative to create a new trend in tourism market, it should also adopt the sustainable development as principle.

The success of tourism sector depends on the between economic growth and environmental maintenance (Edgell, 2006). Namely, a tourism understanding that focuses on the economic impacts of the tourism without taking care to the maintenance of the environment and ignoring the environmental damage will not be successful. At this point, the success of tourism sector depends on the establishment, protection and the transfer of environmental and cultural sustainability.

Sustainable tourism requires the sustainability of economic and social aspects as well as the sustainability of the environment and its resources. Hence, to clearly understand the concept and to manage the tourism demand is very important to provide a sustainable tourism. However, on the studies about sustainable tourism it is seen that the demand is usually ignored. The ultimate aim of this study is to explain the concept of sustainable tourism clearly and to clarify the way that the variables regarding sustainable tourism influence the direction of tourism demand. When the variables influencing tourism are defined it will enable the sector to plan the sizable investments to be harmonious and competitive with future market and its structure (Çelik and Bahar, 2014). Simply, harmonizing the touristic supply resources in the region by taking into consideration the environmental sensibility will be directive in planning for both public and private sector.

2. Literature review

The sustainability concept, which was first mentioned in 1987 at the Brundtland Report of the World

Commission on Environment and Development (WCED), emphasize protection of the natural resources and indicates that under no circumstances development should be the top priority, the development should be realized by preserving resources (Kaypak, 2011: 20). Sustainable tourism aims to create sensibility over the environment. In addition, it emphasizes on the usage of the environment over the tourism demand and the required sensibility over the environment's effects on it. This holistic view should be adopted for continuity of the needs of the next generations and for necessity of all stakeholders to unite for a common purpose. In addition, in order to form the viewpoint focusing on the sustainability concept it is needed to be adapted even before taking the first step towards a touristic activity.

Especially on the last quarter of 20th century, due to increasing environment and development problems that threaten the future of the world's sustainability concept; it became one of the most discussed topics not only in tourism sector but on all other sectors too. The concept of sustainable tourism started to be mentioned in 1990s and in conjunction with this, the studies on sustainability increased. Among the first publications regarding this field Harris and Leiper, 1995; McIntyre, 1993; Murphy, 1994; Middleton and Hawkins, 1998; Swarbooke, 1999 can be mentioned. The magazine which only publishes the study results related to sustainable tourism is Journal of Sustainable Tourism was established in Britain on 1993 (Kozak, 2014). In addition to magazines and books, the number of projects, essays and conferences gradually increased over the years.

Discussions regarding sustainable tourism are on a point that tourism types like green tourism, eco-tourism or alternative tourism are perceived as synonyms of it and it is considered as an elite type (Berno and Bricker, 2001: 10). In other words, alongside conceptualization in the form of alternative tourism activities both as market and ideology, there are also different kinds of tourism activities which people are interested in such as nature, green, special interest, eco-tourism. However, the focus here should be what sustainability concept means for tourism. As mentioned on the report of UNEP and UNWTO (2005:2) sustainability term's guidelines and management practices are applicable to all forms of tourism emphasizes on this meaning (UNWTO, 2013: 1).

According to the description of sustainable tourism of World Tourism Organization; it is tourism which leads to management of all resources in such a way that economic, social and aesthetic needs can be filled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems (McKercher, 2003: 4). In short, the concept of sustainability is application of certain principals to ensure environmental resources that focuses primarily on the future development of natural, structural and cultural characteristics (Lane, 1994).

In this section the national and international literature is examined. Even though there is no study directly related to sustainable tourism demand, the studies regarding sustainable tourism (Hall, 2000; Ritchie and Crouch, 2003; Ayazlar R. and G., 2016) are mentioned with the thought that they would be beneficial. In their study about sustainable tourism demand, Wehrli, Egli, Lutzenberger and Pfister (2011) primarily tried to reveal what tourists understand about sustainability concept and what does sustainable development mean for them. In another part of the study they posed questions investigating if tourists really buy sustainable tourism products. According to the results of the study; local products, local people and local culture are perceived as sustainability. 22 % of the survey participants mentioned that the sustainability was one of the main 3 factors influencing the choice of destination. 23 % of the survey participants booked a sustainable tourism product. This study is thought to be useful to understand sustainable tourism concept's perception on the tourists.

Another study about sustainable tourism is the study of Brau (2008). In the study on the demand increasing influence of sustainable tourism policies a questionnaire is conducted to the visitors in Sardinia Island, Italy. According to the data obtained, the visitors indicated that environmental quality, easy access to touristic attraction centres and quiet places were their primary preferences for vacation. On his study, Hassan (2000) mentioned briefly of the influence of sustainability on tourism demand and he emphasized that tourism depend upon high quality sustainable environment.

In national literature, Akış studied primarily sustainable tourism concept on his study dated 1999. Later

on, he evaluated the place of tourism in Turkish economy in the frame of sustainability. In this study, it is observed that when defining tourism policies, the main objective is to augment the number of the tourist and bed capacity and the negative effects of tourism such as being a business which consumes natural resources, human resources and socio-cultural resources is ignored (Akış, 1999).

The report of TUSIAD dated 2012 on "Sustainable Tourism" contains detailed information on the term and policies of sustainable tourism. The report which discusses the factors that sustainable tourism is based on such as environment, social and economic factors, and contains topics that are tourism planning, compatibility, challenges on the sector and financial alternatives also emphasize the importance of sustainable tourism. This report which draws attention on the possibility where tourism sector does not adopt sustainability principles; it will be one of the most affected sectors from the world's fast population increase and depletion of natural resources, is a guideline for both public and private sector (TUSIAD, 2012).

As mentioned above there are numerous studies on the sustainable tourism in both national and international literature. However, there is no study to estimate sustainable tourism demand. In the present tourism market where demand and expectations are rapidly changing, countries and establishments who desire to gain bigger market share must adopt sustainable tourism approach and they should shape touristic products and activities according to the current demand. Complete application of the concept of sustainability over tourism that contains a number of different processes requires the detailed knowledge of each requirement and its application along the entire process.

3. Methodology

Sustainable tourism requires both sustainability on economy and contribution to society and also sustainability on the use of environment and resources. This can only be realized if the concept is clearly understood and the tourism demand is managed appropriately. However, on the studies about sustainable tourism the demand is not taken into consideration. Tourism development is based on demand and is also directed by supply. New touristic facilities come into operation and new services are provided because of the increasing

demand or to increase the demand on tourism. Regardless of the initial driving force, a long-term successful development requires a demand and supply balance in the sense of scope, quality, price and quantity. So, the demand management is quite important for the sustainability of the resources. For example; for marketing, not only urban and seaside areas with buildings are important but also vulnerable wild areas, natural parks and cultural heritage areas are however their bearing capacity should be taken into consideration (Liu, 2013).

In light of this information, with the start of touristic development, because of its desirable attributes Mugla became one of the popular touristic. In 2016, 25.3 million people visited the country, and Mugla is the fifth rank among the cities of entrance to the country with a rate of 6.54% and 1.5 million foreign visitors. (The Ministry of Culture and Tourism, 2017). Thus, as explained before, this study's scope is to measure the tourists visiting Mugla's attitude towards sustainable tourism and ultimately to also measure how much influence it has over the demand when choosing accommodation and destination.

In this study the data collecting method is visitors' survey. In order to get high return rate, the survey is applied to the foreign tourists in Dalaman Airport departure passenger lounge, tourism attractions centers of Mugla; Marmaris, Bodrum, Fethiye, Koycegiz and in some hotels in Mugla region which care about sustainability. In addition to that, the survey is applied especially to British, German, French and Dutch tourists which are the 5 countries that send most tourists to Mugla. Later, following the data sorting and entry, the calculation of frequency distribution of the variables which considered influencing sustainable tourism demand is made with SPSS 21.1 program.

When preparing the questionnaire, after making international and national literature scan, the foreign tourist questionnaire has been developed based on Bahar's questionnaire draft (2004) and Brau's survey study (2008). This survey consists of a total of nineteen questions and two pages. In the first part of the survey, it is requested to compare tourism demand level according to variables related to sustainable tourism with Likert scale (very important (5) to neither important nor unimportant (1)). Similarly, the participants were

requested to answer four questions with Likert scale (strongly disagree to strongly agree).

On the second part, the questions were about the visitors' personal information and their vacation in Turkey. These questions were about their nationality, age, profession, income and education status, duration of vacation, accommodation type and with whom they came to the vacation. On the last part of the survey an open-ended question is asked in an attempt to learn their opinion and suggestions about sustainable tourism and demand and also other points that they want to indicate.

In this study, to determine sample size the commonly used formula is applied. The formula used to calculate sample size appropriate to universe and the calculated sample size can be found below (Bahar, 2004).

$$n = \frac{N(pq)}{\frac{B^2(N-1)^2}{Z^2} + S^2}$$

Legend; n= sample size, N=universe, p=expected ratio of samples in the universe (0.5), q=the probability of the studied event (1-p=0.5), B=error margin (0.049), Z=confidence interval (1.96 per 95%), S= standard deviation of the selected universe (1.34). In 2013; 3,062,689 tourists visited Mugla region. In this context, the calculation according to the formula mentioned above, the sample size is n = 399.625. In order to make the survey more reliable the participants quantity has been taken more than calculated number. The survey applied to 800 participants but 600 of them are considered valid.

4. Results

According to the survey applied to the tourists who visit Mugla region; the distribution of nationalities is as follows: 71% British, 14% German, 2.8 % French and 2.7 % Dutch.

Table 2 shows the demographic characteristics of the participants. Distribution of the marital status of the tourists who visit Mugla: 28.3% single, 53.5% married and 18.2% live with their partners. Distribution of the participant according to their sex is: 57.5% are female and 42.5% are male. The reason why the distribution of women is higher was because the questionnaires were filled by the women in the families.

Table 1. Distribution of the participants' nationalities

Nationality	n	Ratio (%)
British	426	71
German	84	14
French	17	2,8
Dutch	16	2,7
Scottish	13	2,1
Irish	8	1,3
Polish	7	1,2
Russian	6	1
Swedish	5	0,8
Australian	4	0,7
Belgian	3	0,5
American	2	0,3
Danish	2	0,3
Finnish	2	0,3
African	1	0,2
Spain	1	0,2
New Zealand	1	0,2
Pakistani	1	0,2
Slovenian	1	0,2
Total	600	100

When the educational status of the participants is studied it is found that most of them were university graduates. Thus, it can be said that there is a link between education level and tendency of taking a trip. The ages ranges of the participants were 15-24, 25-34, 34-44, 45-54, 55-64 and above 65. When the age distribution is studied, it can be understood from the Table 2 that a significant rate of 41.5 % were between 45-54 and 55-64. In other words, it can be seen that the majority of the tourists visiting the region are middle aged and 25-34 and 15-24 age ranges have less density. In this point, the reason of the lower number of young participants was their number compared to the other age groups as well as their unwillingness to fill the questionnaire. In addition, the younger visitors have less knowledge about sustainability.

The income distribution of the questioned tourists is categorized in eight sections. It can also be seen in Table 2 that most of the tourists are from the high-income group. The group of participants with an annual income less than 5,000€ is only 3% and the group with an annual income 40,000€ and over is 50.3%. The participants having an income lower than 5,000€ were

mostly students. In addition to this, German and Russian participants were reluctant to fill the question about their income and this resulted with some questionnaires to be assessed invalid. It is observed that British and French tourists were more willing and attentive to fill the questionnaire.

Table 2. Demographical characteristics of the participants

Marital status	n	Ratio (%)
Single	170	28,3
Married	321	53,5
Living with partner	109	18,2
Total	600	100
Gender	n	Ratio (%)
Female	345	57,5
Male	255	42,5
Total	600	100
Age group	n	Ratio (%)
15-24	81	13,50
25-34	77	12,8
35-44	96	16,0
45-54	140	23,3
55-64	109	18,2
65 and over	97	16,2
Total	600	100
Education	n	Ratio (%)
Primary and Secondary	81	13,5
High school	186	31
University	258	43
Master	61	10,2
Doctorate	14	2,3
Total	600	100
Annual income (euro)	n	Ratio (%)
Below 5.000	18	3
5.000-9.999	21	3,5
10.000-14.999	35	5,8
15.000-19.999	38	6,3
20.000-24.999	32	5,3
25.000-29.999	49	8,2
30.000-39.000	100	16,7
40.000 and over	302	50,3
Total	600	100

Table 3. The answers of the participants regarding sustainable tourism demand

The answers of the participants regarding sustainable tourism demand		Likert Scale *				
		1	2	3	4	5
I prefer the accommodation facilities which offers sustainable tourism product instead of others.	n	6	18	110	341	125
	Ratio	%1	%18	%18.3	%56.8	%20.8
I am willing to pay more for the sustainable tourism product.	n	18	68	188	270	56
	Ratio	%3	%11.3	%31.3	%45	%9.3
In my opinion, the regulations within the context of sustainability are more important than the price.	n	11	86	218	229	56
	Ratio	%1.8	%14.3	%36.3	%38.2	%9.3

(Values are calculated over five. 5 Strongly agree, ..., 1 Strongly disagree)

77.6% of the participants stated that they would select the enterprises which offer sustainable tourism products. Similarly, 54.3% of the participants are willing to pay more for a sustainable tourism product. 47.5% visitors stated that the sustainability is more important than the price. With reference to these results, it is observed that the foreign tourists care about sustainable tourism and the sustainable tourism products positively influence the preference of destination and accommodation.

In the survey there are also thirty-one variables that support sustainable tourism and it is asked how important were these variables effective on their accommodation and destination preferences. In this context; on Table 4, the details of 600 participants' ratio and numbers to these variables regarding sustainable tourism. The data on Table 4 indicates that one of the topics which is considered as most important variable influencing sustainable tourism demand is "access to a clean beach and water". Regarding this variable, 490 participants (81.7%) stated that on their choice of destination and accommodation clean beach and access to water were "very important" factors. Another important variable was "natural areas, habitat, biologic

diversity and wildlife protection and support," according to 401 participants (66.8%). Similarly, 409 participants (68.2%) indicated that "protection of the areas worth seeing" are "very important factors" on the preference of destination and accommodation. On the other hand; according to survey results, 136 participants marked "the touristic facilities branding as Slow City and increasing the number of destinations with this title" as "insignificant" on the preference of destination. But this rate is only 22,7% among the participants. The reason that this factor is less influential than the other factors is because the participants not exactly know slow city concept. Even though the concept is explained to them the young visitors were not interested in this concept. 106 participants (17.7 %) marked the statement; "the enterprise having eco-labels as part of sustainable tourism" as "not important". Similar to eco-labelling, the importance of label destinations and the importance of reliability and inspection of this process when buying these labels create a confusion. In general, the statements marked as "not important" have a small portion in the whole questionnaire. Thus, when Table 4 is evaluated in general, according to the answers to each factor, it is observed that sustainable tourism positively affects the tourism demand.

Table 4. The range of the answers of the participants who participated to the survey regarding the variables which affect sustainable tourism demand

Factors	1	2	3	4	5
1.The protection of historical, cultural and natural heritage	360 %60	202 %33.7	18 %3	10 %1.7	10 %1.7
2.Convenience of transportation infrastructure and incentive regulations for public transportation	229 %38.2	336 %56	21 %3.5	9 %1.5	5 %0.8
3.Environmental messages in the information and booking by e-mail (please don't forget the environmental responsibilities before printing etc.)	154 %25.7	315 %52.5	98 %16.3	16 %2.7	17 %2.8
4.The protection and support of natural environment, habitat, biological diversity and wildlife	401 %66.8	173 %28.8	18 %3	3 %0.5	3 %0.5
5.Conduction of satisfactory studies to be a brand destination on the sustainability	146 %24.3	318 %53	78 %13	7 %1.2	51 %8.5
6. Availability of clean beach and sea water	490 %81.7	99 %16.5	8 %1.3	1 %0.2	2 0.3
7.The regulations for the control and reduction of the noise pollution	253 %42.2	282 %47	43 %7.2	10 %1.7	12 %2
8.Use of renewable energy in the touristic facility	252 %42	259 %43.2	53 %8.8	12 %2	24 %4
9.The completion of energy, water and recycling infrastructure by the regional or local authorities in the destination	290 %48.3	259 %43.2	33 %5.5	5 %0.8	13 %2.2
10.The activities, projects and support of the regional or local authorities and private sector representatives about the sustainability at the destination	169 %28.2	339 %56.5	57 %9.5	6 %1	29 %4.8
11.The projects of the non-governmental organizations activities on the tourism related with the issue (Green star: certificate given to the hotels which are sensitive to the environment, White star: certificate given to the hotels which are within the content of the sustainable environmental projects)	177 %29.5	317 %52.8	62 %10.3	10 %1.7	34 %5.7
12.To have "Travelife" which is an international certificate supporting the sustainable tourism of accommodation facilities in the destination	163 %27.2	303 %50.5	76 %12.7	18 %3	40 %6.7
13.To contact and communicate with local people by the point of understanding the cultural structures of region.	240 %40	300 %50	33 %5.5	6 %1	21 %3.5
14.Use of sufficient recycle bins in the accommodation facilities and destination	267 %44.5	278 %46.3	33 %5.5	2 %0.3	20 %3.3
15.Contribution to the local economy in the destination	273 %45.5	277 %46.2	35 %5.8	5 %0.8	10 %1.7
16.Use of the public transport vehicles, buggy (rechargeable, silent and environment friendly vehicles) and bicycle during the transportation of the guests to the city centre and other touristic locations.	201 %33.5	271 %45.2	80 %13.3	11 %1.8	37 %6.2
17.Branding of the tourism centres under the name of Cittaslow and increase of destinations having that title (Cittaslow's goals include improving the quality of life in towns by slowing down its overall pace, especially in a city's use of spaces and the flow of life and traffic through them.	117 %19.5	272 %45.3	136 %22.7	16 %2.7	59 %9.8
18.The protection of environment, the presence of projects and policies of the accommodations facilities or destination for this purpose	221 %36.8	289 %48.2	55 %9.2	7 %1.2	28 %4.7
19.Having educated and consciousness staff about the sustainability in the accommodations facilities and destination	221 %36.8	289 %48.2	55 %9.2	7 %1.2	28 %4.7
20.Having intact nature and bay	215 %35.8	310 %51.7	49 %8.2	4 %0.7	22 %3.7
21.Having green incentives (ex: use of green energy, water saving, electricity saving) in the accommodation facilities and destination	252 %42	273 %45.5	53 %8.8	4 %0.7	18 %3
22.Having of professional eco-labels within the scope of sustainable tourism in the accommodation facilities and destination	140 %23.3	304 %50.7	106 %17.7	9 %1.5	41 %6.8
23.The protection of scenic areas	409 %68.2	165 %27.5	14 %2.3	4 %0.7	5 %1.3
24.Use of local service and products	317 %52.8	259 %43.2	15 %2.5	1 %0.2	8 %1.3
25.Convenience of weather and climate	302 %50.3	237 %39.5	39 %6.5	6 %1	16 %2.7
26.The risk of being overcrowded and exceeding of carrying capacity	338 %56.3	219 %36.5	32 %5.3	2 %0.3	9 %1.5
27.Having Blue Flag beaches and marinas of the accommodations facilities or destination	323 %53.8	230 %38.3	30 %5	3 %0.5	14 %2.3
28.Acquaint of activities within the scope of sustainable tourism by using social media by the regional or local authorities of destination and accommodation facilities	168 %28	301 %50.2	79 %13.2	9 %1.5	43 %7.2
29.Being present environment friendly practices in the accommodation facilities (change of the sheets as optional, automatically shutdown of air conditions when the windows are opened etc.)	266 %44.3	280 %46.7	37 %6.2	7 %1.2	10 %1.7
30.Accessing to local amenities	228 %38	321 %53.5	37 %6.2	4 %0.7	10 %1.7
31.Create the ecological footprint awareness within sustainability	204 %34	299 %49.8	55 %9.2	11 %1.8	31 %5.2

*1 much important, 2 important, 3unimportant, 4 not important at all, 5 neither important nor

5. Conclusion and implications

Along with the increasing importance of sustainable tourism on the last years' sustainable tourism activities enter into a fast-growing process. However, in the academic studies this topic is generally neglected. On this point; like other sectors, to be successful in long term tourism sector also requires a comprehensive planning and management. Rather than to fix the problems with regulation after the problems arise, for the future of tourism it would be correct to arrange a comprehensive tourism policy with the precautions for potential problems.

The research findings show that preservation of cultural and natural heritage is not only important for sustainable tourism but it is also important for tourism demand. The participants indicated that on the destination and accommodation preference, the natural and cultural heritage are very important factors. In this regard; when the factors that threaten the cultural and natural heritage are considered, it becomes apparent that over consumption and destructiveness are the main factors. In order to minimize the negative effects of the visitors, the carrying capacity of the region should carefully have assessed and the visitors' quantity should be managed accordingly. Similarly, the demand on cultural and natural heritage cause excessive number of visitors and their respective negative effects to come. At this point; to achieve sustainability, the correct approach is to abandon the only income-based mindset and assume a mindset based on the protection of values and set objectives and goals accordingly. Thus, private sector, local residents, state institutions and organizations, non-governmental organizations, educational institution and tourism sectors' managers should assume important duties to achieve sustainability. Moreover, to protect the cultural and natural heritage, funds should be pursued, museum entrance fees should be compared with other countries and be increased if necessary, number of visitors that exceed the carrying capacity should not be accepted, the awareness of the society on protection of the cultural and natural heritage and other important matters should be increased.

Evaluating the Eco-label, it is an important factor when the visitors are deciding on accommodation however, it is observed that for some visitors it is perceived as unimportant on the aspect of reliability. Eco-labeling is a tool on sustainable tourism, its effects would

be seen depending on awareness, clarity and reliability. Too many certification programs cause confusion. Instead of making different kinds of certifications, it would be better to create a worldwide valid certification program. Alongside with this a tight control by autonomous establishment will augment reliability. First of all, with the regulations of all the eco-labels they should be combined in one single label, the labels should be carefully inspected in order to ensure its reliability and with the required promotional activities awareness should be created. Similarly, having an eco-label at an accommodation establishment is an effective way of competition thus, tourism authorities should establish support programs.

The analysis of the questionnaire on the foreign visitors showed that %23.3 of the participants who are in the 45-54 age group showed that they are more willing to participate in the questionnaire and they have higher awareness on sustainable tourism. On the other hand, it is revealed that the younger visitors have less interest on the subject. Some of the young visitors who started to fill the questionnaire abort it and they asked questions about the meaning of sustainable tourism. At this point, it would be helpful for the younger people to have courses that emphasize on the importance of sustainable tourism incorporated into the curriculum. The establishment of courses on sustainable tourism at universities, putting emphasis on departments regarding the subject is important for the protection of irreversible resources as well as their continuity. Teaching the protection of nature from the primary school will help raise a generation who are sensitive towards the environment.

According to the analysis results, it is observed that a brand such as Cittaslow (Slow City) that support sustainable tourism affect the tourism demand significantly. In addition, it is observed that this concept is not well known by the foreign visitors however, after the participants are informed on the subject they answer the related question. Consequently, posters that explain the concept of slow city, having advertisements hence putting the necessary effort on the marketing activities will increase the demand on these regions. On the further studies, preparing questions only about the slow city and making questionnaires specifically designed for slow city will be more meaningful.

According to the visitors who answered questionnaire, around 78% of visitors prefer the enterprises,

which offer sustainable tourism products. This shows that sustainable tourism affects tourism demand positively. Regarding the prices, the participants stated that although sustainable tourism is very important to them the governments have much to do for prices. Similarly, they stated that money-based tourism mindset is not correct and stated that they are more likely to choose a destinations and accommodations that use sustainable products and attach importance to them. Thus, local authorities and private sector representatives should work together and produce public service ads and give place to marks and signboards that will raise awareness on sustainable tourism. Environmental regulations should be considered, infrastructure should be fully established, public transport and bicycles should be encouraged and bicycle roads should be built.

The information obtained from the open-ended questions asked to the visitors indicate that it is especially important to not construct buildings on the seashores. Thus, it should be taken into consideration that the idle hotels and the buildings on the seashores affect the demand negatively. They also stated that Caretta Caretta turtles in Dalyan makes this destination more attractive. Thus, the protection of biodiversity and to making legal regulations required in this field will be beneficial for the sustainable tourism and demand. The enterprises which offer local products and contribute to the local economics are preferred more by visitors. At this point it is important to increase the number of the enterprises offering local products instead of fast food chains such as KFC, McDonalds. Another problem that the visitors pointed out is signboard pollution. It would be more convenient to remove the signboards causing visual pollution and to use clear, understandable and detailed address signs such as avenue and street signs. Finally, the visitors indicated the importance of responsible use of plastic bags and the replacement of them with long-term usable fabric bags, and banning the free offer of plastic bags by the markets. Considering the environmental damage of the plastic bags it would be beneficial to make regulations regarding this issue.

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