

## TURİZMİN SOSYOKÜLTÜREL, ÇEVRESEL VE EKONOMİK ETKİLERİ: 2013 MERSİN AKDENİZ OYUNLARI ÜZERİNE DENEYSEL BİR ARAŞTIRMA

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### Özet

*Mersin il merkezinde ikamet eden yöre halkına yapılan bu araştırmada Mersin 2013 Akdeniz Oyunlarının sosyo-kültürel, çevresel ve ekonomik etkileri ile yöre halkının turizm desteği belirlenmeye çalışılmıştır. Yoon, Gürsoy ve Chen (2011) tarafından geliştirilen ölçekten yararlanılarak oluşturulan, 5'li Likert Ölçeği doğrultusunda düzenlenen Anket çalışması 504 kişiye uygulanmış ve SPSS 11.5 istatistik paket programı yardımıyla analize tabi tutulmuştur. Mersin ilinde ikamet eden halkın 2013 Akdeniz oyunlarını nasıl algıladıklarını ve bölgeye olan katkısını incelemeye yönelik olarak yapılan çalışmada korelasyon, regresyon ve t testi analizleri yapılmıştır. Korelasyon analizi sonucunda yaş, eğitim düzeyi ve aylık gelir ile model grupları arasında istatistiksel olarak anlamlı ilişkiler çıkmıştır. Cinsiyet, medeni hal ve doğum yeri açısından turizmin sosyo-kültürel, çevresel, ekonomik etkileri ve turizm desteğine yönelik algı düzeylerinde farklılık olup olmadığını belirlemek amacıyla yapılan t testi sonucunda da bazı farklılıklar saptanmış ve anlamlı ilişkiler bulunmuştur.*

**Anahtar Kelimeler:** *Turizmin Sosyo-Kültürel, Çevresel ve Ekonomik Etkileri, Turizm Desteği, Akdeniz Oyunları*

## SOCIO-CULTURAL, ENVIROMENTAL AND ECONOMIC EFFECTS OF TOURISM: AN EMPIRICAL RESEARCH ON THE 2013 MERSIN MEDITERRANEAN GAMES

### Abstract

*In this research which was applied to residents of Mersin centrum, it has been tried to determine the support of the people for the tourism and socio-*

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*cultural, enviromental and economic effects of the 2013 Mersin Mediterranean Games. The questionnaire was arranged according to 5 Likert scale formed with the help of the scale which had been developed by Yoon, Gürsoy and Chen (2011), and analyzed via SPSS 11.5 statistic package programme. In the study which aims to determine how the people who live in the city of Mersin perceive the 2013 Mediterranean Games and to understand the contribution of the games to the area, correlation, t-test and regression analyses were conducted. The results of correlation analysis show that there are statistically significant relationships between age, education level, monthly income and the model groups. The t-test has been conducted to understand if there is a difference for the effects of tourism in terms of socio-cultural, environmental and economic effects according to gender, marital status and place of birth. As a result of the test some differences were determined and some meaningful relationships were found.*

**Keywords:** *Social, Cultural, Enviromental and Economical Impact, Tourism Support, Mediterranean Games*

## 1. INTRODUCTION

The tourism sector which had a rapid progress with enlarging shares in the general economy and and expanding market size is not only evaluated economically but also socio-culturally in the sense that it allows communities to understand each other's social and cultural values better. Depending on tourism's progress, the change of behavior of locals has been inciting a growing interest for the professionals in the tourism industry, politicians and academicians. Directors are interested in whether locals being a threat for the tourists in the places which are suitable for further development. Politicians are interested in economic side of tourism like cost of tourism and benefits of the people's social structure. Academicians associate different diciplines to understand local peoples' attitude and to build a frame (Hernandez, et. al. 1996: 755).

Major sports events like the Mediterranean Games are significant organizations for economic growth and urban renewal. In the area where a big sports event is held there are possible economic, socicultural and environmental developments, such as growth, increasing incomes, job opportunities and taxz

income, rising public attendance and pride, intercultural interaction, growing national consciousness, increasing environmental quality and environmental awareness, improving infrastructure system, recycling, building parks and amusement areas. Besides locals need to support tourism in order to get their expected benefits and create an outside demand for the city using the touristic qualities. It is beneficial if people support the big sports events which are held in their cities.

## **2. SOCIO-CULTURAL, ENVIRONMENTAL AND ECONOMIC EFFECTS OF TOURISM**

### **2.1. Socio-Cultural Effects of Tourism**

#### **2.1.1. The Effects of Tourism on the Social Structure**

The researches who have held to measure the effect of tourism show that it is not only an economical event but also it effects the culture of the society, relationships of the people and behavioral patterns. The effects of tourism on the social structure will show changes depending on such different factors like its rate of growth and variety, visitors and the local population rate, seasonal trends and the flexibility of the local socio-cultural features (Avci Kurt, 2003:43). According to Lundberg (1976:166) the effects of tourism is related to density of the tourists who visit the area. The possibility of changes will increase up to the number of tourists. Ratz (2000:6) stated that tourism provides for wider social relationships, social mobility, and meeting new people, especially for youth and women. (Demirdöğen et.al, 2010: 9).

According to the researchers it has been concluded that the tourism has effects on the family structure in the countries which host tourists (Salustiano, 1970; Havlot, 1974; Maier, 1978; Zahn, 1978; Boissevain and Ingloit, 1979; Wilson, 1979; Ürger, 1993; Bal, 1995; White, 2006). In the researches about the effects of tourism on the family structure, the roles of women in the society and the freedom of women are the most focused subjects. In addition to this, research

results show that tourism effects the family discipline in terms of reducing strict and intolerant understanding (Salustiano, 1970) increases differences and conflicts between the generations in the developing countries (Maier, 1978). According to the research conducted by Wilson (1979:224), young women live more freely thanks to the effect of tourism, prefer working to stay at home, so they shape their own lives; working in hotels are especially adopted because it is easy to meet foreigners. Meanwhile, parents who have daughters working at hotels do not interrupt the relationship of their daughters with foreigners so that their daughter may have a good marriage.

Tourism may affect the society structure in different ways. Visitors are also affected by the cultural conflict in the countries or the areas where the tourists are hosted. In addition to this existence of tourists in a country also affects the lifestyles of the local people. According to recent researches this interaction is beneficial. Visitors lead to increase the feeling of appreciation by experiencing different feelings that have not been in their culture. Many local people have different lifestyles. This new cultural environment may become more charming than the visitors' own society (Gürkan, 1996:33). The differentiation in gestures and facial expressions, eating habits, clothing and understanding of marriage of local people and the rising of smoking and alcohol use (Baltacı, 2011: 47) have been detected by Öztürk and his friends (2007:23).

Tourism's effects on life standards include economic and cultural elements. Tourism balance distribution of income in regions where tourism industry is developed. At the same time, according to McIntosh and Goeldner (1990:272) tourism provides for the development of the regions by affecting the interregional income positively. Tourism also elicits society's needs in cultural dimension, tourists' lifestyles are adopted by the public who observe them and as a result, local people adopt the lifestyles and life standards of the middle class which are close to theirs (Baltacı, 2011:46).

It is accepted that tourism creates different effects on social classes. Most of the people prefer to work in tourism sector rather than agricultural sector in regions where tourism has developed. This case causes differences especially on social structure. According to Demircan (2010: 127) the most important factor that causes this case is that national and international companies buy the fields which are used for agriculture by the local people to make investments of tourism and employ people for work in tourism. Because of this case, public's social life and preferences change and accordingly the social classes.

Some educational programs and tourism schools have been activated to train qualified workers and to take advantages in tourism at an ultimate level (Hacıoğlu, 1997:4). The sector needs qualified employees and this is only possible with education.

### **2.1.2. Tourism's Effects on the Cultural Structure**

Usta (2008: 83) expresses the relation between tourism and culture as "culture entails tourism and tourism affects the culture". Recent researches support this statement. They have been supported by the studies that tourist's main purpose of visit to destination is to experience the culture (Avcıkurt, 2003:75), besides people are affected directly or indirectly by the underground or overground treasures in the regions they visit (Tapur, 2001:473; Doğaner, 2001:135; Emekli, 2006:53; Yılmaz and Eroğlu, 2008:116).

The most important effect of the tourism on the cultural structure is cultural spread. A tourist who visits any region to join touristic activities learns local habits and when he returns, he shares what he has seen. Cultural effects of tourism are more efficient on youths and as a result youths adopt tourist's culture. It is asserted that more powerful western ideas assimilate the local culture in the third world countries. (Demirdöğen et.al., 2010: 12).

Tourism helps to live up the traditional culture and directly raise income, encourages exchanging cultural information and restoration of old buildings. In other way, if locals do not conserve their values, art and understanding of music with law, they will face the danger of losing control on their cultural character (Baltacı, 2011: 50).

Positive effects of tourism on culture include protecting rare and significant features, refreshing of local art, handmade art and cultural activities and refreshing traditional local architecture while some negative cultural effects are worsening of local habits, traditions, commercialising of culture, disorder and image pollution. (Ratz, 2000:7).

Even tourism is beneficial on a local society for its social and cultural effects, negative effects must be taken into consideration. Researchers working on the subject think that tourism affects moral values and behaviours. It is claimed that especially sexual morality is affected by tourism. For example, it is stated that in a research in Spain which is applied to the Spanish tourists 66% of the participants assert that tourism affects sexual morality and men-women relationships. As a result of other related researches, it has come up as an idea that tourism weakens religious beliefs and narrows religious acts. (Serçeoğlu, 2011: 50).

## **2.2. Enviromental Effects Of Tourism**

Tourism is a versatile economical activity whose improvement is based on enviroment and natural sources. The relation between tourism and enviroment can be mentioned at two points. While enviromental resources are necessary critical sources for tourism, tourism has negative effects on the environment, consciously or unconsciously, at the same time. In addition, another effect of tourism is causing the change by consuming the environmental sources which are owned by destination (Ceylan, 2001: 170).Wealth of this resources are seemed as an advantage which charms the tourist, any

deterioration on this resources can cause the destination to be removed as a center of demand.

Tourism can provide protecting archaeological and historical places which are attractive for tourists. This case improves the restoration of landmarks, monuments and historical areas. Besides, it also provides old monuments to be used in new forms. Buildings like *caravanserais*, inns, barracks, castles and prisons are used as restaurants in entertainment and accomodation business after restoration. These arrangements provide buildings to survive and make the old buildings attractive to tourists. Infrastructure system and services like roads, airports, supply of water, sewage and communication are improved or enhanced by the positive impact of the development of tourism on economy and enviroment. Local people also get benefits from these services and opportunities which enhances the quality of environment.

Negative effects of tourism on environment are; noise, traffic jam, the damage of touristic activities to natural enviroment, pollution and damaging touristic values (Yoon vd. 2001; Ko and Stewart 2002; Teye et all. 2002; Kuvan and Akan 2005; Pappas 2008). In addition to this the negative effects of tourism summarized under the titles of: changing the structure of flora fauna, pollution, erosion, natural sources, visual effects, infrastructure system, urban formation, restoration and competition by Green and Hunter (1991: 318).

### **2.3. Economic Effects of Tourism**

Tourism, defined as service industry in the world economy, has become rescuer in times of shortages of foreign currency and has also provided for creation of employment in most of the developing countries. Because of this many developing countries see tourism as a sector which has to be developed.

Tourism has some kind of economic features. First, tourism is a secret export industry. Tourism is one of the rare industries that bring together consumers' goods and producers' service. The second feature of tourism is that

it is on an integrated production format which directly affects other economic sectors (Tunçsiper, 1999:1-2).

In addition to being a tool of general economic development, tourism provides locals to have measurable and objective benefits and contributes the continuity of economic development (Özmen, 2007: 11). Tourism is a social event that draws attention with its economical benefits. Tourism economical approach has pervaded because of its feature of providing income and foreign currency. However, restricting tourism's economic benefits only to foreign currency is not true. The income from tourism provides to liven up the economy by distribution. The expenses that tourists spend pass in other hands three or four times in a year in the countries where the money moves slowly and five or six times in a year in the developed countries. The more tourism activities develop the more demand for goods and services which are created by touristic expenses increase and this subsequently accelerates economic development as well (Olalı, 1978: 72-74).

Economic effects of tourism occur in two ways: monetary and real. Monetary impacts of tourism in the economy of a country can be examined as the impact of tourism on the balance of foreign payments, the impact on the supply and demand for foreign currency and the impact on price stability. Moreover, tourism has real impacts on economy apart from monetary impacts, these are; creating income, creating employment and occupation, reducing the unemployment by enlarging business volume and vitalizing up agriculture, industry and services (Rotham, 1978; Milmon and Pizam, 1988; Durgun, 2006: 25; Özmen, 2007: 13).

The size of the economic impact in the region where the tourism has developed depends on the money that tourists spend and the situation of economic and touristic attractiveness of the region. At the end of these factors, tourism can affect the economy in positive or negative ways (Avcıkurt, 2003: 26).



Tourisms positive effects on a country's economy are; payment balance, creating income, developing infrastructure and superstructure, eliminating unstability between the regions, creating employment and affecting other sectors. Tourisms negative effects on a country's economy are; comperative cost, depending to the foreign countries regional inflation, seasonal fluctuation foreign labour, rising of imports (foreign capital and techonological transfer) (Serçeoğlu, 2011: 52-55).

### **3. MEDITERRANEAN GAMES**

Mediterranean Games are held every four years among the countries on the Mediterranean shore. These competitions are organized to provide the social and cultural intimacy among the Mediterranean countries. Olympiad rules are valid and it lasts 13 days.

Mediterranean Games become the main topic of conversation for the first time in 1948 during London Olympiad Games which was suggested by Muhammed Tahir Pahsa who was International Olympiad Commutee Deputy Chairman and Egyptian Olympiad Commutee Chairman. International Mediterranean Games Commutee was founded when nine Mediterranean countries Olympiad Commutees with Turkey agreed the suggestion. This committee whose center is in Athens decided that games are held every 4 years among the non-professional sportmen of Mediterranean countries and in a city in the Mediterraneanen Shore.

The first Mediterranean Games was organized in Alexandria, Egypt between 5-12 October 1951. Turkey which has joined all the Mediterranean Games, hosted The Sixth Mediterranean Games in İzmir in 1971. In September 2005, The Fifteenth of the Mediterranean Games was held in Almeria in Spain. The most successful country according to number of medals up to now has been Italy.

Athletics, basketball, boxing, gymnastics, football, wrestling, fencing, water polo and swimming are the unsubstitutable sports branches of Mediterranean Games programme. Sports branches of The Seventeenth Mediterranean Games which was held in Mersin were air firearms shooting, plak shooting, athletics, badminton, basketball, bocce, boxing, cycling, horseriding, artistic gymnastics, rhythmic gymnastics, fencing, football, wrestling, lifting, hentball, judo, carate, rowing, canoing, tabletennis, archery, beach volley, water skiing, water polo, tennis, taekwonda, volleyball, swimming, sailing, physically disabled athletics and swimming. ([http://tr.wikipedia.org/wiki/Akdeniz\\_Oyunlar%C4%B1and](http://tr.wikipedia.org/wiki/Akdeniz_Oyunlar%C4%B1and) <http://www.mersin2013.gov.tr/>).

#### **4. METHODOLOGY**

##### **4.1. The Importance and Aim of the Research**

There are many positive and negative effects on hosting society and primary stakeholders of major sports events. Their positive effects on the developments of a destination's image, urban development and refreshing, providing, international prestige and intercultural interaction can not be ignored. Hosting country provides for more tourists to participate in games, for the people in the country who are financially in debt during the activities and this is a short term aim. Long term aim is to raise advertisement of hosting country like a demand centre with the help of relations which are grained during the games (Cook and Howell, 1988, as translated by Kocaer and Yeşildoruk, 1990: 22).

There are positive economic effects which are providing income for the hosting city, investment and sponsorship, rising tax income and labour, rising of life standarts and negative economic effects which include inflation, opportunity cost, high failure rate and changing places of moral values to economical profit; positive socio-cultural effects which are rising of community involvement, sense of individuality and place, powering up customs, demand for learning foreign

languages, national consciousness and negative socio-cultural effects which are alienating of society, manipulating society, rising crime rate, damaging of local language, changing of belief and virtue structures. In addition to these, there are positive environmental effects which are rising environmental consciousness, reforming, infrastructure system and recycling and waste management and negative environmental effects which are environmental damage, pollution, noise, traffic-jam, looting of public domains and aging of buildings.

In Turkey, the interest in major sports events is rising and especially recently the importance given to attempts of organizing international games are becoming important for the country as well as its cities. It has been a sign for Turkey's other cities to be hosts to major sporting events after 2005 Universiade was held in İzmir, The Eleventh European Youth Olympiad Games in Trabzon, and Twentyfifth Universiade Winter Games in Erzurum in 2011.

Mersin was a candidate to be host for the Mediterranean Games which is one of the most important sports events in the world, and the city was selected to be the host. This research has been conducted to observe how the residents of Mersin understand the contribution of the games to the area.

## **4.2. The Technique of the Research**

### **4.2.1 Sampling Period**

The purpose of this study to identify the socio-cultural, environmental and economical effects of 2013 Mersin Mediterranean Games which was held in Mersin. The universe of the study is comprised of people at the age of 18 or older. The population of Mersin centrum is 1.682.848 in the year of 2012.838.102 of this population (%49,8) is male and 844.746 of this population (%50,2) is female (<http://www.nufusu.com/il/mersin-nufusu>). Accordingly, minimum sample was calculated to be 383 with 0,05 error margin at 0.95 confidence interval and 510 questionnaires were applied to the sample group.

After incomplete and faulty questionnaires were eliminated, 504 questionnaires were taken into evaluation.

#### **4.2.2. The Method and Tool of Data Collecting**

The data was collected with a questionnaire in this study. The main subject of the questionnaire was locals. There were seven groups of questions on the questionnaire form which was applied to residents of Mersin. The first and fifth group questions (with an order) are about measuring economical, social, cultural and environmental effects and supporting the development of tourism. The sixth group questions determine total effects of Mediterranean Games, the seventh group questions are prepared to define demographic features of responders.

The questions related to demographic features are multiple choice and 5 Likert scale was used for the other questions related to dimensions. This scale was developed by Yoon, Gürsoy and Chen (2011). The data was analyzed by using the programme of SPSS 11.5 Defining statistics: t-test, correlation and regression analyzes were used to analyze data.

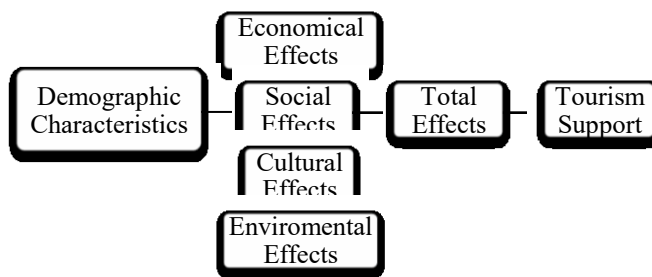
The reliability of the scale which was used in the research was determined with the method of calculating of Cronbach Alpha parameter. So, reliability of the scale was  $\alpha = 0,718$ . The result means high reliability, since parameters above 0, 60 especially highly reliable for the researches which were conducted in the social science field. (Ural ve Kılıç, 2006: 290).

#### **4.2.3. The Model And Hypothesis of the Research**

The model used in the research is shown in the diagram. The factors in the model are social, cultural, enviromental, economical, total effects of tourism and support for the development of tourism. According to diagram, socio-

cultural, environmental and economical effects define tourism’s total effect and all of these factors define support of the locals to the tourism. In the model of research, there are 6 questions about the social effects, 4 questions about the cultural effects, 4 questions about the environmental effects, 8 questions about the economical effects, 4 questions about the support for the tourism, 2 questions about the total effects of the tourism and 7 questions about the demographic features of the participants.

**Figure. 1. Study Model**



The questions on responders’ demographic features are gender, marital status, age, place of birth, educational status, occupation and monthly income. The relationship between demographical characteristics and tourism support was considered according to the study model. In this context, the study model was created as given in Figure 1.

The hypotheses developed within the framework of the study model can be listed as follows:

H<sub>1</sub>: Mediterranean Games affect positively the region in which it is held.

H<sub>2</sub>: There is a positive relationship between age and model group.

H<sub>3</sub>: There is a positive relationship between model groups and education status.

H<sub>4</sub>: There is a statistically meaningful relation between monthly income and model groups.

H<sub>5</sub>: There is a positive relationship between gender and model groups.

H<sub>6</sub>: There is a positive relationship between marital status and model groups.

H<sub>7</sub>: There is a positive relationship between place of birth and model groups.

H<sub>8</sub>: There is a positive relationship between model groups and total effects.

### **4.3. Data Analysis**

#### **4.3.1. Demographic Features of the Respondents**

Frequency and percentage table was created in order to determine the demographic features of the responders who were in the research. Demographic features of the responders in the research are shown in Table 1.

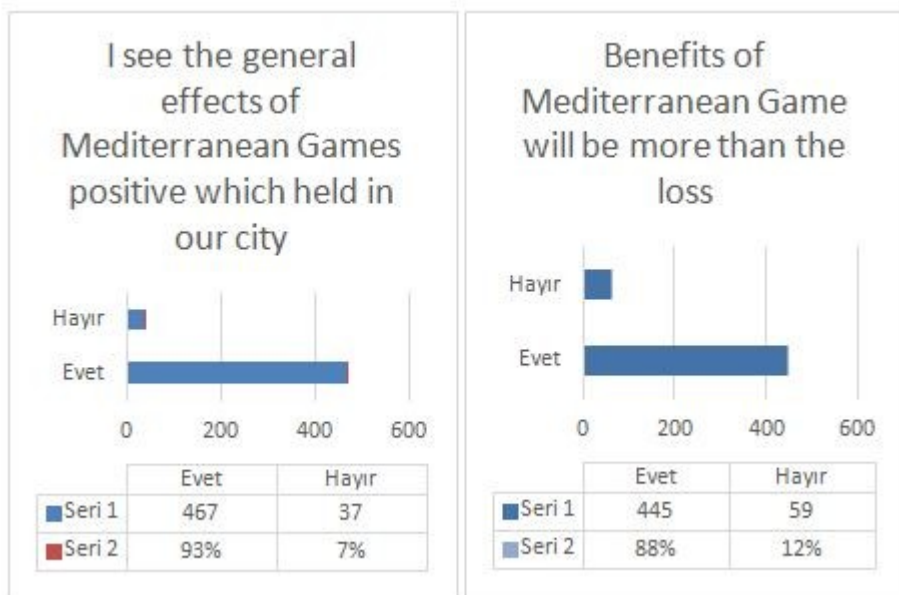
**Table 1. Demographic Features of the Responders**

<b>Gender</b>			<b>Marital Status</b>		
Male	235	46,6	Married	208	41,3
Female	269	53,4	Single	296	58,7
<b>Age</b>			<b>Monthly Income</b>		
18-24	158	31,3	No income	170	33,7
25-31	118	23,4	0-750 TL	38	7,5
32-38	98	19,4	751-1500 TL	67	13,4
39-45	87	17,3	1501-2250 TL	95	18,8
46 and over	43	8,6	2251 and over	134	26,6
<b>Education Level</b>			<b>Occupation</b>		
Primary	29	5,8	Unemployed	28	5,6
High school	183	36,3	Student	131	26
Two-year dgr	77	15,3	Officer	170	33,7
Bachelor's	159	31,5	Worker	44	8,7
Post graduate	48	9,5	Tradesman	18	3,6
Doctorate	8	1,6	Merchant	1	0,2
			Housewife	15	3
			Freelance	55	10,9
<b>Place Of Birth</b>			Retired	2	0,4
in Mersin	312	61,9	Other	40	7,9
Out of Mersin	192	38,1			

According to Table 1, 46,6 % of the respondents are female and 53,4 % male, while 41,3 % are married and 58,7 % single. It is seen that ratios are close to each other. It might be understood that the sampling consists of young participants with the help of this information. % 31,3 of responders' age is between 18-24 and it is followed by 25-31 and 32-38 groups. High school graduates are in the first place with a ratio of 36,3 % and it is followed by the Bachelor's degrees with a ratio of 31,5%. It can be seen that most of the respondents are from Mersin (61,9 %). Considering the occupation status, most of the participants (33,7 %) are officials. Considering the monthly income it can be seen that 33,7 % of the respondents have no monthly income and 26,6 % have a monthly income of 2251 TL and over. This result is supported by the situation of the participants being young and the majority of participants being students.

Figure 2 shows the answers which were given by the respondents about the benefits of organizing Mediterranean Games. According to this, 93% of the respondents declare that general effects of Mediterranean Games are positive, 7% of them declare that general effects are not positive. To the idea of "Mediterranean Games will be more useful than harmful" 88% of respondents answer positively but 12% think that it will be more harmful. In this case, it can be said that most of the locals believe games are beneficial to the area. According to this information,  $H_1$  was accepted "Mediterranean Games affect the area positively".

**Figure 2. General Effects of Organizing The Mediterranean Games in Mersin**



**4.3.2. Relationship Between Demographic Features And Model Groups**

A correlation analysis was made to identify the relationship between Demographic Features and Model Groups. A significant and negative relationship at 0,01 importance level was obtained between age, social effect and enviromental effect. It can be suggested that as the ages of the participants get older, their belief to benefits of major sports organizations in their city by social and enviromental effects decrease. According to this information H<sub>2</sub> hypothesis was accepted ‘‘there is a statisticly meaningful relationship between age and model groups’’.



**Table 2. Relationship between Demographic Features and Model Groups**

	Economic	Social	Cultural	Enviromental	Tourism Support
Age	,014	-,156**	,035	-,260**	,049
Education Level	-,103*	-,310**	,136**	-,154**	,195**
Monthly Income	-,039	-,209**	,161**	-,164**	,139**

\*:  $p < 0,01$ , \*\*:  $p < 0,05$

A significant and positive relationship at 1% importance level was obtained between educational level, cultural effect and support for tourism. It can be suggested according to highly educated responders that Mediterranean Games cause interaction between tourists and locals, enables to understand lifestyles and cultures of the tourists from abroad and other regions, creates positive effects on cultural identity and contributes varieting of cultural activities. Besides as the age of the responders get older, their supports for the tourism and major sports events increase. There is a significant and negative relationship at 1% importance level between education level, social and enviromental effects. As the education level rises, the belief to the social and enviromental effects of the Mediterranean Games decreases. There is a significant and negative relationship at 5% importance level between educational level and economical effects. It can be indicated that according to the highly educated responders' economical contribution of the Mediterranean Games are little.  $H_3$  hypothesis was accepted according to this information "there is a statistically meaningful relation between education level and model groups".

There is a significant and negative relationship at 1% significance level between monthly income, social and enviromental effects. As the monthly income of the respondents rise, it can be said that they may have ideas like:

social effects of the Mediterranean Games will be negative, tourists will affect our lives negatively, there will be social corruption in the city and the crime rates will rise. There is a significant and positive relationship at 1% significance level between monthly income, cultural effects and tourist support. Respondents who have high monthly income believe that Mediterranean Games creates an interaction between tourists and locals. They can understand cultures and lifestyles of the tourists from other regions and countries, games will create positive effect on cultural identity and it will help the variation of the cultural activities in the city. Besides, building tourist attractions as monthly income rises, cultural and historical tourist attractions, activities and outdoor programmes should be supported. According to this information  $H_4$  hypothesis was accepted 'There is a statistically meaningful relationship between monthly income and model groups'.

#### **4.3.3. Differences Analysis Results**

T- test was carried out in order to determine if there is a difference in understanding for tourism as to gender, marital status, place of birth, socio-cultural, environmental and economical effects. Results are shown on table below which is about distinctive demographic groups.

T test was applied in order to try out the hypothesis "there is a statistically meaningful relationship between gender and model groups". From Table 3, statistically significant difference was obtained between cultural effects and tourism support. So  $H_5$  hypothesis was accepted. It is seemed that in all extends, men's sense is higher than women's as the average values are checked between men and women.

**Table 3. T Test According to Gender**

		Levene Variance Equality Test		T Test For Equation Of Averages				Factor Averages			
		F	Sig.	t	Degree of Freedom	Sig. (2 tailed)	Average Difference	Marital Status	N	Avg	Std. Deviation
Economic	Equal Variance Hypothesis	,000	,997	1,345	502	,179	,1100	Married	208	3,67	1,07425
	Non-Equal Variance Hypothesis			1,269		,205		Single	296	3,56	,76086
Social	Equal Variance Hypothesis	16,790	,000	-1,552	502	,121	-,1255	Married	208	1,98	,79120
	Non-Equal Variance Hypothesis			-1,605	489,167	,109		Single	296	2,10	,95891
Cultural	Equal Variance Hypothesis	10,732	,001	1,126	502	,260	,0816	Married	208	3,65	,64806
	Non-Equal Variance Hypothesis			1,189	501,420	,235		Single	296	3,57	,89175
Environmental	Equal Variance Hypothesis	27,219	,000	-3,456	502	,001	-,2554	Married	208	2,66	,62925
	Non-Equal Variance Hypothesis			-3,686	501,495	,000		Single	296	2,92	,92565
Support	Equal Variance Hypothesis	3,086	,080	1,694	502	,091	,1349	Married	208	4,16	,75894
	Equal Variance Hypothesis			1,762	494,567	,079		Single	296	4,02	,95622

**Table 4. T Test According to Marital Status**

		Levene Variance Equality Test		T Test For Equation Of Averages				Factor Averages			
		F	Sig.	t	Degree of Freedom	Sig. (2 tailed)	Average Difference	Marital Status	N	Avg	Std. Deviation
Economic	Equal Variance Hypothesis	,000	,997	1,345	502	,179	,1100	Married	208	3,67	1,07425
	Non-Equal Variance Hypothesis			1,269				Single			
Social	Equal Variance Hypothesis	16,790	,000	-1,552	502	,121	-,1255	Married	208	1,98	,79120
	Non-Equal Variance Hypothesis			-1,605				489,167			
Cultural	Equal Variance Hypothesis	10,732	,001	1,126	502	,260	,0816	Married	208	3,65	,64806
	Non-Equal Variance Hypothesis			1,189				501,420			
Environmental	Equal Variance Hypothesis	27,219	,000	-3,456	502	,001	-,2554	Married	208	2,66	,62925
	Non-Equal Variance Hypothesis			-3,686				501,495			
Support	Equal Variance Hypothesis	3,086	,080	1,694	502	,091	,1349	Married	208	4,16	,75894
	Equal Variance Hypothesis			1,762				494,567			

**Table 5. T Test according to place of birth**

		Levene Variance Equality Test		T Test For Equation Of Averages				Factor Averages			
		F	Sig.	t	Degree Of Freedom	Sig. (2 tailed)	Average Difference	Place of Birth	N	Std	Average Deviation
<b>Economic</b>	Equal Variance Hypothesis	16,807	,000	,560	502	,576	,0465	In Mersin	312	3,62	,62261
	Non-Equal Variance Hypothesis			,486	251,845	,628		Out of Mersin	192	3,58	1,23289
<b>Social</b>	Equal Variance Hypothesis	2,046	,153	-1,102	502	,271	-,0904	In Mersin	312	2,02	,91103
	Non-Equal Variance Hypothesis			-1,115	419,629	,266		Out of Mersin	192	2,11	,86728
<b>Cultural</b>	Equal Variance Hypothesis	6,028	,014	1,673	502	,095	,1226	In Mersin	312	3,65	,73167
	Non-Equal Variance Hypothesis			1,594	343,671	,112		Out of Mersin	192	3,53	,89811
<b>Enviromental</b>	Equal Variance Hypothesis	,240	,625	,370	502	,711	,0280	In Mersin	312	2,83	,78802
	Non-Equal Variance Hypothesis			,360	369,027	,719		Out of Mersin	192	2,80	,88465
<b>Support</b>	Equal Variance Hypothesis	,028	,866	3,091	502	<b>,002</b>	,2479	In Mersin	312	4,17	,86054
	Equal Variance Hypothesis			3,060	391,600	,002		Out of Mersin	192	3,92	,89670

As seen on Table 4, it is understood that according to responders' marital status, there is a meaningful difference by the t test results on social, cultural, enviromental and economical effects and tourism support for Mediterranean Games. According to this information  $H_6$  hypothesis was accepted: " there is a statistically meaningful relationship between marital status and model groups". As it can be seen on the factor averaging part, the highest difference can be seen on enviromental effects extention. Single participants have more powerful sense than married ones.

In Table 5, the difference between place of birth and model groups was tested. According to table, a meaningful positive relation between place of birth and tourism support was determined. So  $H_7$  hypothesis was accepted. Besides the biggest difference in factor averaging was seen in this extension. The respondents who are originally from Mersin are more supportive for tourism than those who were born outside of Mersin.

#### **4.3.4. The Effects of the Model Groups on General Effects**

The effects of the model groups which were used to measure socio-cultural, enviromental and economical effects of Mediterranean Games in the research model were analyzed with multiple regression model and the obtained results are provided on Table 6.

**Table 6. Determination of the Effect of Mediterranean Games to the Region with Multiple Regression Analysis.**

<b>Dependent Variable</b>	<b>R</b>	<b>R<sup>2</sup></b>	<b>Corrected R<sup>2</sup></b>	<b>Standart Error of Estimate</b>	
Effects of Mediterranean Games	0,329	0,108	0,099	0,29840	
<b>Anova</b>	<b>Sum of Squares</b>	<b>Degree of Freedom</b>	<b>Average of Squares</b>	<b>F value</b>	<b>P</b>
Regression	5,372	5	1,074	12,067	0,000
Residuals	44,342	498	0,089		
Total	49,714	503			

As understood from Table 6, the multiple-regression model is statistically significant at (F,p) 0,01 importance level as a whole and the explanatory power of the model is 10% . When the model is evaluated, it is observed that Mediterranean Games affect positively the region in which it is held.

### CONCLUSION

Tourism contributes positively to many elements such as regional economy and advertising, exports, image and prestige by using sources of the countries or regions effectively. It is highly important for regions to use basic demand sources socio-cultural and historical sources in a right way since they depend on them. Very competitive selection processes are carried out to be the host for such kind of organizations among the countries and cities, which are aware of the importance of major sports organizations' contribution to the cities or regions in which they are organized.

This research focused on socio-cultural, enviromental and economical effects of 17<sup>th</sup> Mediterranean Games which is held in Mersin 2013 and it aimed if the locals support this kind of major sports organizations. The research was carried out in Mersin city center. Evaluated number of responders in the research is n=504. As for demographic features, 53,4% of respondents are female and

46,6% are male, which shows that there is a partially fair distribution among the males and females. % 58,7% of responders are single, 54,7% is aged 18-31, 61,9% are from Mersin, 83,1% are at least have a high-school, two-years degree and bachelor degree and 33,7% are officials. As the answers of the responders are taken into consideration general sense of public is about accepting Mediterranean Games, general effects are perceived positive and games perceived more beneficial than being harmful. As the responder's age increases, they think Mediterranean Games have less social and enviromental effects in their cities, but responders with higher educational levels think that Mediterranean Games will positively affect cultural identity and will provide variation of cultural activity. Besides it can be said that as the education level of responders rises, their support for the tourism and major sports organizations also increase, accordingly, their belief for negative economic, social and enviromental effects decrease. According to correlation analysis results, responders who have relatively high monthly incomes think that games will contribute to cultural variety, but they are also worry that hotels and other touristic buildings which were built for Mediterranean Games might cause damages to environment and problrms of traffic, noise and pollution.

A t- test was carried out to understand if there is a meaningful relation among gender, marital status, place of birth and model groups. It has been determined that, considering the results, males have more powerful sense than females on socio-cultural, enviromental and economical extension and support for the tourism. In the factor of the marital status, single responders are more powerful than married ones. In addition, according to the results related to responders' place of birth, it is possible to say that responders who was born in Mersin are more supportive of tourism and major sports organisations than the others who was not born in Mersin.

Hosting major sports events has been contributing positively to the images of cities that they were held in and to the advertisement of their regions.



Mersin has gained a lot of success thanks to Mediterranean Games and has now been enjoying an advantage on such positive advertisement. However, the facilities should be in use in order not to lose this advantage and to get efficiency from the facilities and promotions after games. Therefore, local people should particularly utilize advertising materials and facilities to organize further local, regional and international events to tap in more benefits. Organizations of preparation camps are beneficial for advertising the region internationally. Thus, athletes participating in such camps will contribute to the economy and socio-cultural scene of the Mersin region.

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